

Auckland Pride 2026 - 2031 Strategic Plan

In consultation
March - October 2026

Vision

Our Takatāpui and Rainbow Communities lead and influence an equitable Aotearoa through transformational storytelling.

Mission

We achieve this by supporting artists and advocates to develop, present, and preserve work that reflects our communities across Tāmaki Makaurau, Aotearoa, and internationally.

Principles

Tino Rangatiratanga
We recognise Māori and Indigenous First Nations Peoples as sovereign.

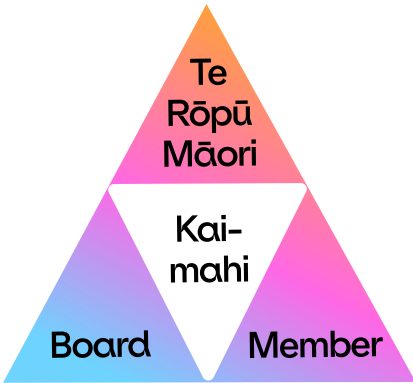
Mana Motuhaketanga
We honour the right of every person and community to define themselves.

Mana Tauritetanga
We recognise inherent mana in every person and work actively towards equity.

Mana Tūhono O Ngā Reanga
We understand that our strength is relational and intergenerational.

Kawa
Way Of Working

Te Niho Taniwha



Te Niho Taniwha is a framework that uses the visual of the Niho, (The Shark’s Tooth).

The Niho rotates in the jaw of the shark, always staying sharp representing the importance of flexibility and adaptability.

The framework also shows the different parts of our system and the interconnection between spaces.

The framework is used to explore who we are, what is important to us collectively, what we must focus on and nourish as part of this process, and what would be needed to embed and sustain change and support holistic wellbeing.

Te Niho Taniwha represents a model of rotating leadership rather than centralised power. It is a system of shared guardianship across the Board and Te Rōpū Māori (governance), Kaimahi (staff), and Membership.

It recognises collective strength through clearly aligned roles, with accountability that actively protects the kaupapa.

Rather than operating as a hierarchy, it functions as a rhythmic, interdependent structure, where each “niho” holds responsibility in relation to the others. Within this model, the Board is one niho, Te Rōpū Māori another, staff and kaimahi another, and membership and community another. Each carries force. None dominates.

Together they create both protection and forward momentum. Te Niho Taniwha is embedded within each Pou as our kawa (way of working) organisationally.

Out of the Gutter, Main Stage with Man(k)ila & Coco Solid (2026)



Pathways

Strategic Pou
Auckland Pride upsills Takatāpui and Rainbow artists and advocates year-round, contributing to a thriving arts ecology and a strong, sustainable movement.

- Measures of Success**
- Auckland Pride Membership grows by 15% annually.
 - ≥ 80% of surveyed community members understand Pride’s year-round role (not just festival delivery).
 - 5+ active partnerships annually with major arts institutions (e.g. Creative New Zealand, major galleries or venues).
 - Formal MOUs in place with at least 2 strategic partners.
 - ≥ 80% of attendees report increased understanding of Takatāpui and Rainbow histories.
 - At least 10 artists or advocates annually supported through structured development pathways (e.g. Pride Elevates, residencies, wānanga participation).
 - ≥ 75% of supported artists and advocates report gaining new practical skills they apply within 6 months.

Festival

Strategic Pou
Auckland Pride is a destination arts festival.

- Measures of Success**
- ≥ 60% of presenting artists secure new opportunities within 12 months of participating in the Auckland Pride Festival. (exhibitions, touring, funding, commissions).
 - At least 2 artists annually supported into international touring or exchange opportunities.
 - ≥ 75% of community members surveyed report feeling more connected to the city’s cultural identity.
 - 3+ co-commissioned or co-presented works each year, with at least one explicitly centring Takatāpui histories.
 - Engagement of at least 250,000 participants reported in public programming across the city.
 - At least 10 artists annually profiled in national media.
 - At least 20% of audiences report travelling specifically for the festival.
 - At least 40% repeat audience rate on all Auckland Pride produced programmes.

Systems Change*

Strategic Pou
Auckland Pride is a leader and active collaborator dedicated to equity and justice.

- Measures of Success**
- 80% of surveyed community members agree that Auckland Pride is a trusted advocate that represents their interests.
 - 80% of Māori members agree that Auckland Pride upholds Te Tiriti O Waitangi.
 - Auckland Pride delivers one dedicated advocacy campaign annually.
 - At least 3 formal submissions per year are made to local or central government.
 - Auckland Pride is represented on at least 3 advisory or reference groups per year.
 - 2+ workshops delivered annually focused on advocacy skills, governance, or policy literacy.

*We define systems change as a structured, iterative process that moves from identifying community need, to building shared understanding across organisational realms through Te Niho Taniwha, prototyping solutions within programmes, embedding new practices, influencing policy and investment with partners, and sustaining change over time through membership and institutional knowledge.