



ide



Auckland Pride

an

Strategic Plan

Pride

nd

ep

2022

—

2025

2025

# Understanding the plan

The strategic plan captures the direction of Auckland Pride for the next five years. All work, decisions, partnerships, and actions taken will be done so to achieve this plan.

We've aimed to be ambitious yet realistic, keeping a clear vision of the world we want to help create, and setting goals to achieve this.

The plan is laid out in five parts - vision, mission, values, priority areas and strategic goals.

The vision acts as an ambitious long term goal, helping to inspire and orient ourselves as we move forward. It is the future we are working towards and should remain consistent over the years.

Our mission defines what we do and who we do it for. Our values are the stars guiding us. They are the ways in which we carry out our mahi, engage with communities, and make decisions.

Our strategic goals are key targets we will work to achieve and report on progress. We've grouped these into priority areas for clarity. More detailed plans are developed and implemented each year by the Auckland Pride team. These plans set actions, measures and budgets for the year which resource and chart pathways to achieve these strategic goals. The annual plans are evaluated each year and progress is reported on monthly to the Board.



# Te Tiriti o Waitangi

**Auckland Pride will honour Te Tiriti o Waitangi by strengthening relationships with whānau, hapū, and iwi, and creating space for Māori to exercise their rights and responsibilities in the areas we are active.**

**Auckland Pride is committed to full engagement with, and participation of tangata whenua and tauiwi (non-Māori).**

Our journey of learning and growth in relation to tangata whenua and Te Tiriti is one that has brought richness and depth to Auckland Pride. It is important to us to honour and uphold Te Tiriti, and we understand that to do so we will forever be on a journey.

Our commitment to upholding Te Tiriti informs what we do. This looks like consciously and actively working to embed whanaungatanga, manaakitanga, and rangatiratanga across everything we do. In this plan, we've specifically mentioned Takatāpui communities to highlight their importance and the need for deliberate and targeted action.

We believe by creating space within Pride for Māori voices histories, and aspirations, and holding space for Māori-led solutions, we enable stronger communities.

A note on language:

We acknowledge the conversation around kupu for our Māori identities is evolving. While that ongoing kōrero is led by our Māori whanaunga, we have chosen to use the commonly understood kupu 'Takatāpui' as an umbrella term for rainbow Māori identities. Auckland Pride acknowledge that this term doesn't represent everyone.

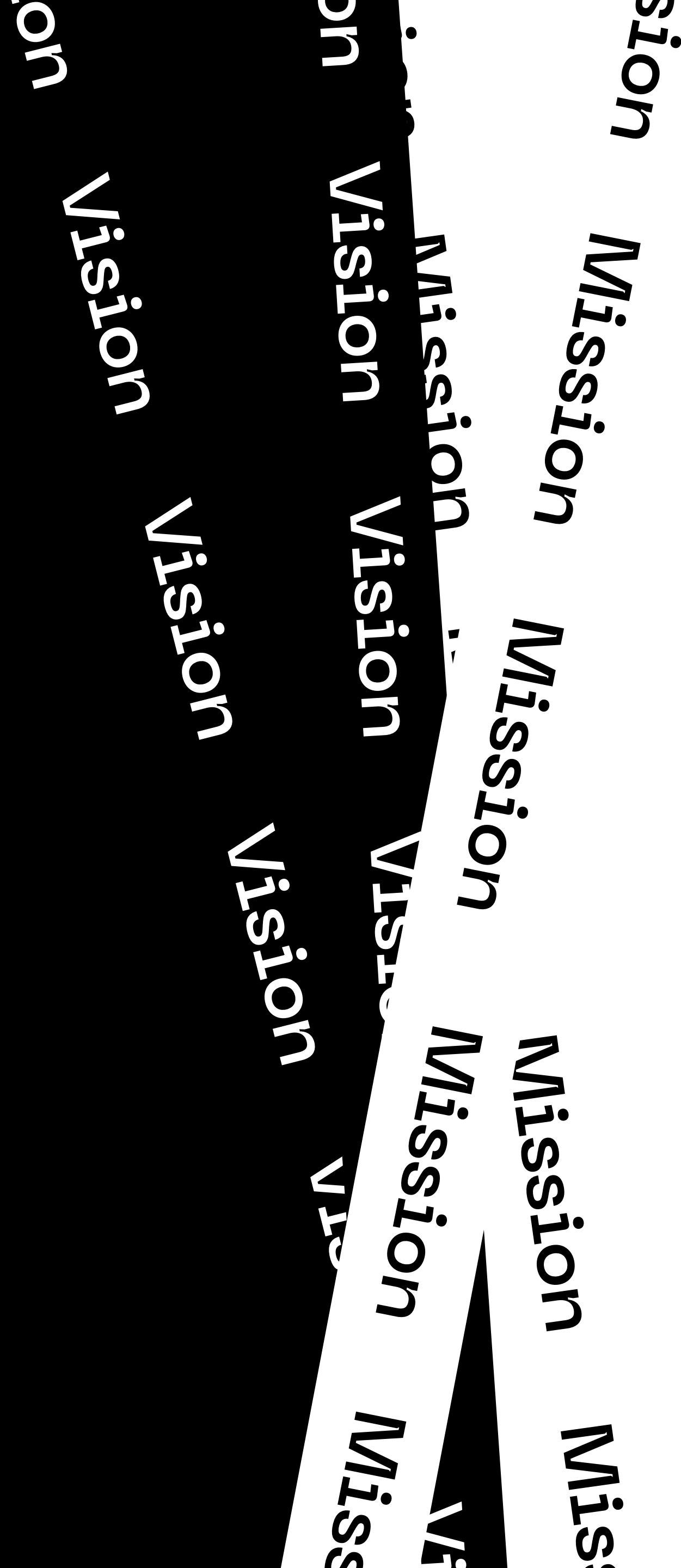
We also note that our use of Rainbow is intended to be inclusive of all of our SOGIESC communities, especially MVPFAFF+ and other BIPOC communities.

# Vision

An equitable Aotearoa where  
Takatāpui and Rainbow  
Communities are liberated,  
thriving, and connected.

# Mission

Empower, celebrate, and serve  
Tāmaki Makaurau's Takatāpui  
and Rainbow Communities  
through events, creativity,  
and advocacy.



# Values

## Mana tauritanga | Respect

We acknowledge the inherent mana of everyone and meet each other with aroha, humility, kindness, and mutual respect.

## Tūhono | Collaboration

We work in connected, collaborative, and collective ways.

## Māia | Calm

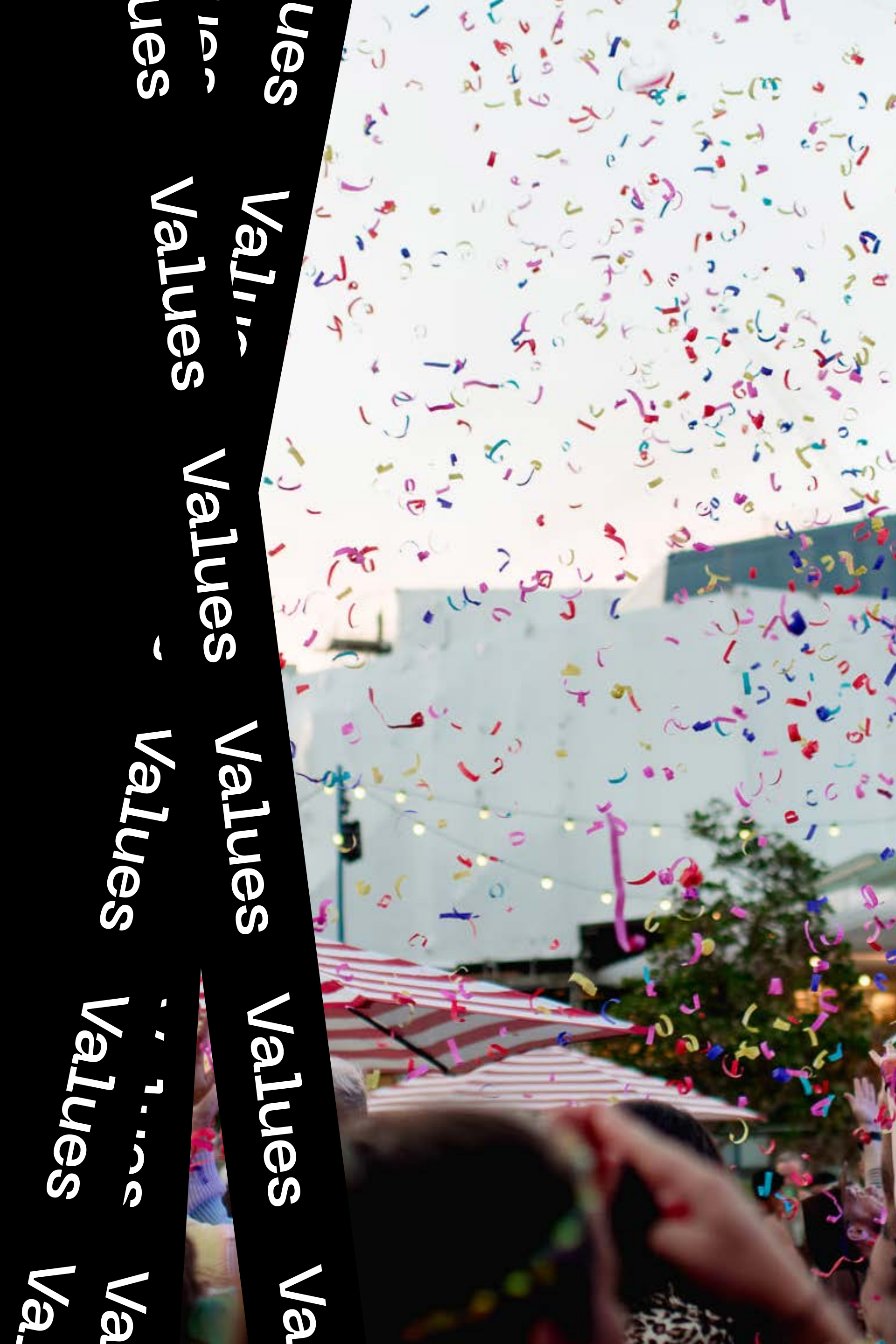
We engage peacefully with confidence, assurance, and with a sense of ease transparency and trust.

## Whakarongo | Awareness

We listen deeply so that we may be aware of and understand the needs of each other and our communities.

## Whakamana | Empowering

We empower, uplift, and enable each other in everything we do.



PRIORITY AREA

# Equity

STRATEGIC GOALS

Empower and enable Tangata Whenua and Takatāpui in Pride

Champion accessibility and expand participation and resourcing of disabled communities

Prioritise equitable approaches and cultural responsiveness to nurture participation of underrepresented communities



PRIORITY AREA

# Community

STRATEGIC GOALS

Effectively advocate for Takatāpui  
Rainbow and arts communities, amplifying  
and nurturing community voices

Build strong, engaged, and supportive  
community relationships in Aotearoa,  
developing them across the Asia Pacific region

Educate and raise awareness of  
Takatāpui and Rainbow histories,  
experiences, rights, and issues.



PRIORITY AREA

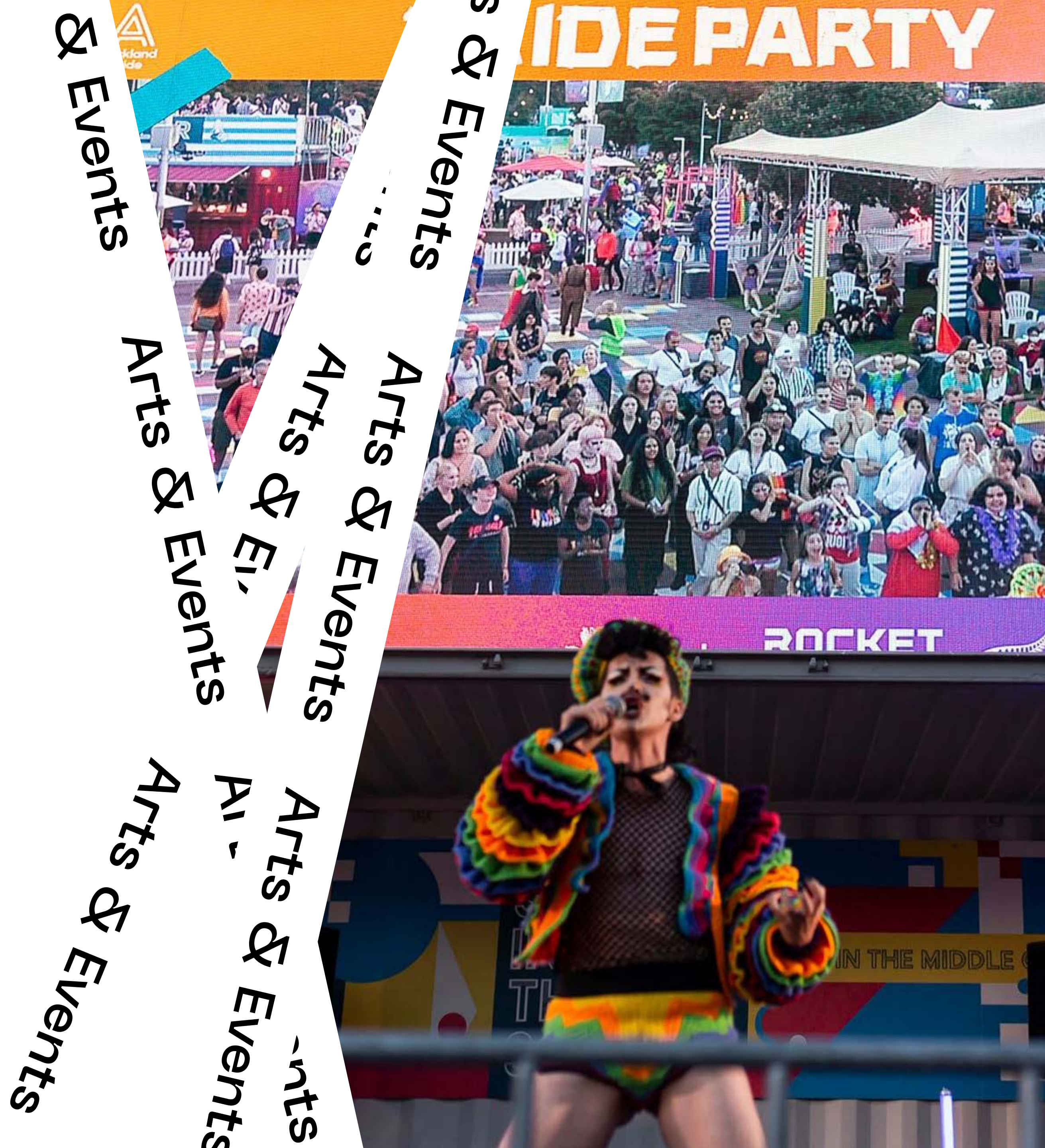
# Arts & Events

STRATEGIC GOALS

Build an authentic and abundant home for creative arts, that nurtures talent and elevates excellence

Produce a Pride Festival that embodies the uniqueness, diversity, and culture of Tāmaki Makaurau and Aotearoa

Expand platforms and resourcing to support artists and communities year-round





PRIORITY AREA

# Sustainability

STRATEGIC GOALS

To be a stable and sustainable organisation where people are valued, engaged, and empowered to deliver wonderful work

Grow and diversify revenue streams to enable sustainable growth

To be environmentally sustainable and reach net-zero





## Vision

An equitable Aotearoa where Takatāpui and Rainbow communities are liberated, thriving, and connected.

## Mission

To empower, celebrate, and serve Tāmaki Makaurau’s Takatāpui and Rainbow communities through events, creativity, and advocacy.

## Values

**Mana tauritanga**  
Respect

We acknowledge the inherent mana of everyone and meet each other with aroha, humility, kindness, and mutual respect.

**Whakarongo**  
Awareness

We listen deeply so that we may be aware of and understand the needs of each other and our communities.

**Tūhono**  
Collaboration

We work in connected, collaborative, and collective ways.

**Whakamana**  
Empowering

We empower, uplift, and enable each other in everything we do.

**Māia**  
Calm

We engage peacefully, with confidence, assurance, and with a sense of ease transparency and trust.

## Priority Areas

### Equity

### Community

### Arts & events

### Sustainability

## Strategic goals

- Empower and enable Tangata Whenua and Takatāpui
- Champion accessibility and expand participation and resourcing of disabled communities
- Prioritise equitable approaches and cultural responsiveness to nurture participation of underrepresented communities

- Effectively advocate for Takatāpui Rainbow and arts communities, amplifying and nurturing community voices
- Build strong, engaged, and supportive community relationships in Aotearoa, developing them across the Asia Pacific region
- Educate and raise awareness of Takatāpui and Rainbow histories, experiences, rights, and issues

- Build an authentic and abundant home for creative arts, that nurtures talent and elevates excellence
- Produce a Pride Festival that embodies the uniqueness, diversity, and culture of Tāmaki Makaurau and Aotearoa
- Expand platforms and resourcing to support artists and communities year-round

- To be a stable and sustainable organisation where people are valued, engaged, and empowered to deliver wonderful work
- Grow and diversify revenue streams to enable sustainable growth
- To be environmentally sustainable and reach net-zero



ide



Auckland Pride

an

Strategic Plan

Pride

nd

ep

2022

—

2025