



Te Araroa Trail – More than a trail

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History

- 1975 – New Zealand Walkways Commission is formed - one goal was to create a New Zealand Long Scenic Walkway
- 1983 – Rex Hendry did a wilderness walk to explore a possible route
- 1987 - Walkways NZ folds into DoC without a trail being achieved
- 1994 – Te Araroa Trust is formed – lead by Geoff and Miriam Chapple
- 1995 - First section of the trail is developed – Keri Keri to Waitangi
- 1997 – Trust maps North Island
- 1998 – Geoff Chapple walks North Island
- 2002 – Trust maps South island
- 2003 – 2011 – Mapping and Trail development continues
- 2011 – Te Araroa Trail is officially opened
- 2020 – Te Araroa Trust signs MOU with Walking Access Commission / Ara Hikoī Aotearoa



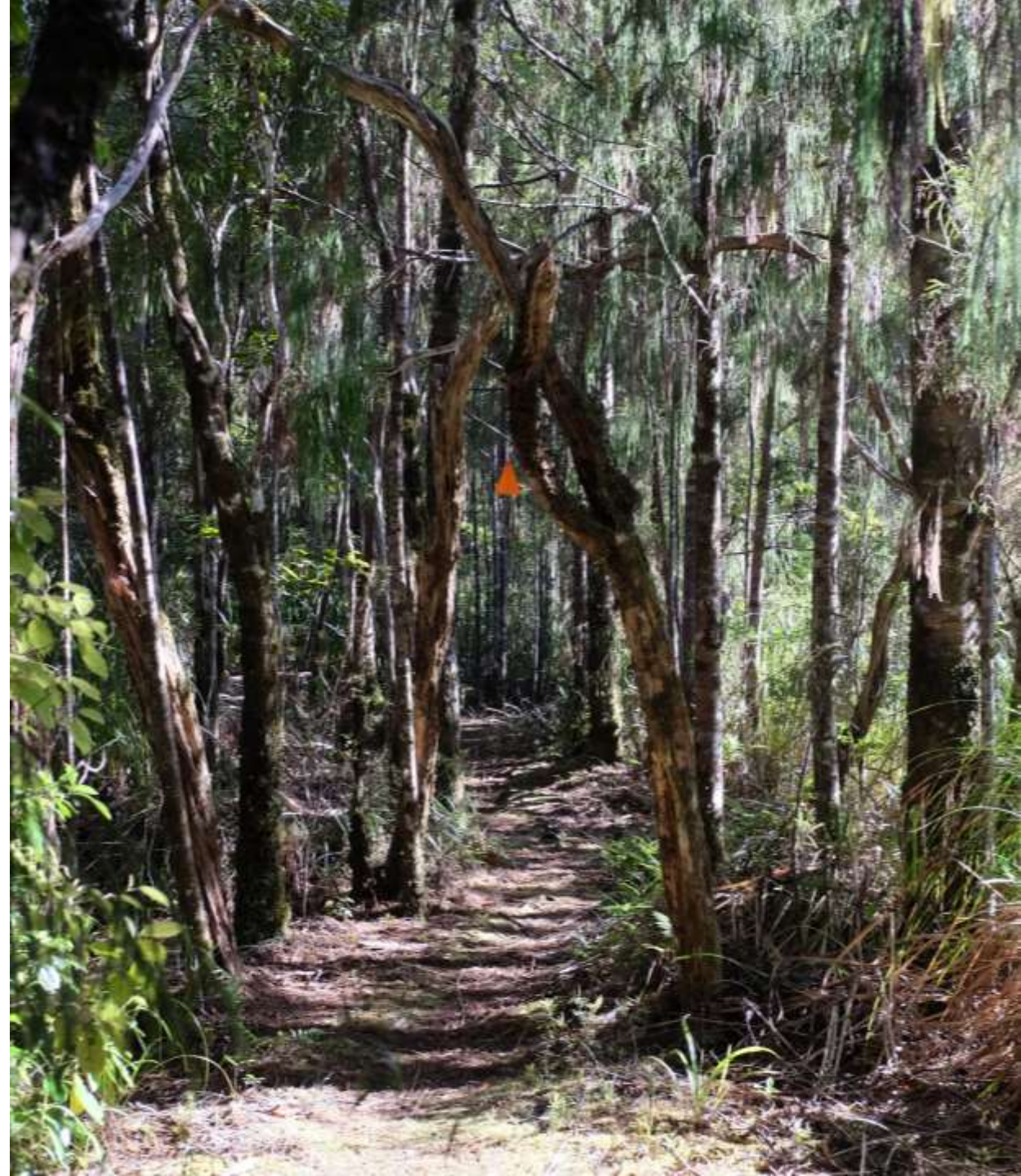
The Trust

- Established in 1994
- Geoff Chapple recognised as founder
- Eight Trustees
- One full time employee (Employed by Walking Access Commission)
- Five regional trusts
- Fragile financial model



Our Purpose

- Walkers experience the authentic diversity of Aotearoa New Zealand
- A walker, whether they are section or through, feels they are part of something bigger
- A sense of fulfilment and achievement
- Walkers love the experience, communities embrace the trail, local business benefit, New Zealanders are proud, and internationals are drawn to the country.
- To promote and protect our natural world



Key Strategies

1. Quality Infrastructure
2. Strong Relationships
3. Clear Communication
4. Outstanding Walking Experience
5. Sustainability



Strategic Plan 2019-2022

OUR VISION: Te Araroa - walk of a lifetime

OUR PURPOSE: To sustain, provide, promote and support Te Araroa; an inspiring, iconic trail that spans the length and diversity of Aotearoa/New Zealand. Ensure the trail is challenging yet achievable for through-walkers and section hikers alike.



QUALITY INFRASTRUCTURE

Outcomes:

- Reduce road walking to less than 10% of the total trail (with a longer term aim of less than 5%)
- Secure the long-term future of the trail
- Develop and co-ordinate a structured maintenance plan for the trail
- Identify and mitigate critical hazards
- Identify and address any shortage of amenities

CLEAR COMMUNICATION

Outcomes:

- Communicate the story of Te Araroa; ensure it is identified by stakeholders as a valuable asset to themselves and New Zealand
- Manage the Trust's reputation in providing and maintaining the trail
- Communicate and explain Te Araroa's risks and benefits to current and future walkers
- Communicate our five values to current and potential walkers along with other stakeholders
- Website, Apps, Facebook and other social media pages are maintained with updated with relevant information about the trail
- Communicate safety related matters in a timely fashion

STRONG RELATIONSHIPS

Outcomes:

- Clearly identify our key stakeholders; in addition to walkers, the Department of Conservation and private landowners
- Develop and ensure partnership plans are in place; this includes with land owners, iwi, local and central government together with their various departments/agencies, the Department of Conservation and the Walking Access Commission
- Maintain structured and regular communication with our stakeholders and partners
- Ensure an established network of regional representation is in place across New Zealand – priority being given to Northland, Auckland and Nelson/Marlborough, while continuing to work closely with established trusts in Southland, Wellington, Manawatu, Whanganui and Waikato

OUTSTANDING WALKING EXPERIENCES

Outcomes:

- Understand our walkers' preferences and needs – both for sectional and through walkers
- Develop and implement a strategy to manage numbers of sectional and through walkers
- Partner with iwi throughout Aotearoa/New Zealand to improve the cultural interaction as an integral part of our walkers' experience whilst on the trail
- Capture walker experiences and communicate these in their language
- Develop walking champions and role models

SUSTAINABILITY

Outcomes:

- Plan and secure income streams
- Generate income from government, corporate, philanthropic and community supporters, including walkers
- Encourage local communities to participate in economic development from embracing Te Araroa
- Work alongside a large and highly valued community of well-connected volunteers and stakeholders
- Ensure clearly defined structures, roles and responsibilities at all levels



The Trail

- 3000 km continuous walking trail from Cape Reinga to Bluff
- 4 – 5 month experience
- 21 cities + towns are visited on route
- 60% of PCL, 10% Road, 30% Private/TA/Iwi Land

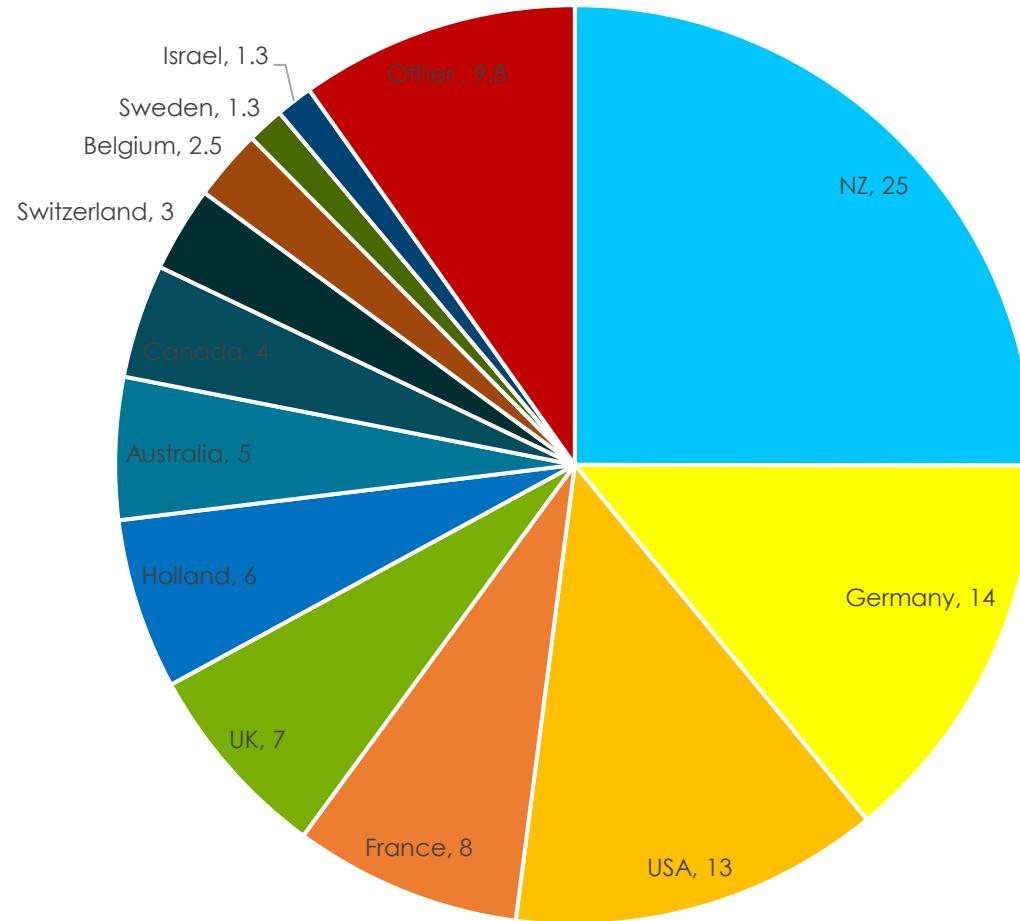


Trail Users

- Prior to Covid 19 – we had 1300 thru walkers, 80% of these walkers where from overseas – see next slide
- 80% of Thru walkers walk North to South
- This summer we had around 800 Thru walkers, 90% were Kiwis
- Many thousands do parts and “sections” each day/weekend/holidays



Thru walkers prior to Covid 19 – where did they come from?



Our Challenges

- Kauri Dieback
- Road walking
- Use of private land
- Year on year Increase in walkers using the trail
- Walker behaviour
- Financial sustainability of the trust
- Trust capacity – proactive/reactive



Opportunities

- Desire to see more Kiwis aware of and using the Trail – *Rite of passage*
- Connecting communities, connecting New Zealand
- Potential to reduce high use PCL areas
- Further develop strong partnerships
- Positive economic and social impacts



Partnership with WAC

- Walking Access Commission / Ara Hīkoi Aotearoa
- MOU signed between TAT and WAC, June 2020
- Initially a two year agreement
- Funding provided by the Government to WAC to support Te Araroa
 1. Executive Director employed by WAC
 2. Access to GIS and Comms support
 3. Support at a local level from Regional Field Advisors
 4. Development of a new Website





Highlights - Tongariro Crossing



Whanganui River



Middle of the South Island!



Cape Reinga - Northland



Stag Saddle - Canterbury



THANK YOU

www.teararoa.org.nz

