
Tō Tātou Rautaki | Our Strategy 2025-2030



Strengthening the future of Tauranga City Centre through advocacy, connection and promotion

Moemoeā | Our Vision

A place for everyone

Tā tātou whāinga | Our Purpose

We are striving for our city centre being the precinct of choice for business and visitors, whilst being the voice of our members

O tatou uara | Our Values

- Results Orientated - We are impact focussed and outcome driven
- Transparent - We are trustworthy and accountable
- Inclusive and Diverse - We value all people and work collectively

Ngā Hua | Our Focus Areas

Focus area	Our Strategic Goals	How will we do this?
Advocacy	To be the leading voice in promoting and advancing a thriving, creative and re-energised city centre.	We will advocate for issues that are important to our members and promote their business interests by engaging constructively with city centre stakeholders
Engaged Membership	To grow an inclusive and united sustainable membership that is informed and supported.	We will continually engage and inform our members through personal and online communications and events.
Collaborative Partnerships	To build and maintain community and business partnerships that are caring and culturally engaged.	We will actively collaborate with key city partners to strategically promote the central city and support new business and investment while recognising the land in our city centre is taonga tuku iho and holds special significance to mana whenua.
Finance and Operations	To effectively manage and allocate our resources and ensure effective risk management	We will ensure long term financial sustainability, manage our risks, have high standards in service delivery and be a good employer.
Governance	To ensure good governance by providing leadership and decision making in accordance with our constitution, legislation and other obligations.	We will have a knowledgeable and engaged Board that upholds transparency and accountability.

To note: Please see Downtown Tauranga's Strategic Objectives and Annual Plan in relation to document