

Asia New Zealand Foundation Strategic Plan

2021 – 2024

VISION

**New Zealand
confident in
and with Asia**

MISSION

**Equipping
New Zealanders
to thrive in Asia**

VALUE PROPOSITION

**We equip New Zealanders to be
confident and engaged with Asia
by enabling deeper connections,
awareness and knowledge.**

GOALS

Growing Asia awareness & knowledge

New Zealanders are more Asia knowledgeable and have an appetite to know more.

New Zealanders are more aware of the diversity of Asia and its importance to New Zealand.

Deepening Asia connections

New Zealand's relationships with Asian countries model the breadth and depth shared with Australia, Europe and the Americas.

Growing Asia confidence

All New Zealanders are more equipped, empowered and enabled to engage and understand Asia.

The Foundation is a key enabler of New Zealanders gaining confidence in interactions with Asia.

Organisational performance

The Foundation is recognised as a key part of the ecosystem on Asia and New Zealand's relationships, both within New Zealand and the Asia-Pacific region.

The Foundation supports and enables its people to deliver for stakeholders.

STAKEHOLDERS

Enablers groups who allow the Foundation to do its work.

e.g. Our Trustees, Honorary Advisers in Asia and NZ, New Zealand politicians and government agencies, Māori partner organisations.

Influencers groups who can amplify our work.

e.g. NZ media, expert commentators, educators, artists, sportspeople, business leaders and entrepreneurs, partner organisations in NZ and Asia, Trustees and Honorary Advisers.

End consumers groups we want ultimately to influence.

e.g. Young New Zealanders with potential in Asia.