

Asia New Zealand Foundation Te Whītau Tūhono



Strategic Plan 2025 - 2028

VISION

New Zealanders are confident, capable and connected across Asia.

MISSION

To be New Zealand’s leading provider of Asia insights and experiences that help equip New Zealanders to excel in Asia and in doing so, contribute to New Zealand’s prosperity, security, society and development.

VALUE PROPOSITION

The Asia New Zealand Foundation Te Whītau Tūhono serves as a unique and important catalyst for growing and deepening New Zealanders’ Asia capability. Staffed by Asia specialists and operating in and across Asia since 1994, it supports and expands New Zealand’s Asia capability and relations by offering connections and insights that can’t be achieved by government alone.

GOALS

Insights

New Zealanders are knowledgeable about Asia and can articulate why it matters and the range of options available to New Zealand to advance our interests.

Connections

New Zealanders are connected to Asia in a way that enables them to learn and process their interests, while also broadening their network and access to informed and influential contacts including business links.

Experiences

Experiences give a firsthand appreciation of Asia, leaving New Zealanders more empowered, equipped and enabled to engage directly, and having had experiences that help propel their career, business or other area of focus.

Organisational performance

The Foundation, by brand, performance, resourcing, and outputs retains its position as New Zealand’s leading non-partisan, non-profit authority on Asia.

STAKEHOLDERS

Enablers

Allow the Foundation to do its work.

Amplifiers

Help amplify Asia insights and experiences for others.

Future Leaders

Our future decision-makers, business leaders and workforce.