



THE UPPER CLUTHA A&P SOCIETY

We are a not-for-profit organisation committed to supporting, promoting and encouraging the growth of the rural community of the Upper Clutha district. We aim to foster leadership and build pathways to support a thriving rural community that connects with and contributes to the broader communities of the Upper Clutha.

Our flagship offering is the Wānaka A&P Show, which brings together and celebrates all that our community has to offer and showcases the Upper Clutha to a broader audience and funds the Society

We will invest into building leadership and capability of the Upper Clutha rural community and the future development of our rural sector.



PURPOSE

Our reason for being

To create opportunities and support the rural community of the Upper Clutha to develop and showcase excellence.

VISION

The result we seek – the legacy we hope to leave behind

The Upper Clutha supports and celebrates a thriving rural community that is connected and contributing to the broader community.

GUIDING PRINCIPLES

HERITAGE

Respect the history and legacy of the Society – they set the foundations of the work we do today.

RESPONSIVENESS

Respond to feedback from our audience, metrics and insights.

PRUDENCE

Remain astute and take care to maintain the financial and social value of the Society.

COLLABORATIVE

Work together to improve our performance for our people, our community and our future.

OPENESS

Build trust through transparency, open communication and remaining approachable.

EMPATHIC

We act with grace and respect toward our communities.

STRATEGIC PRIORITIES

Create opportunities

Protect our place

Celebrate success

Brand reputation

WE WILL KNOW WE ARE SUCCESSFUL WHEN...

A reliable revenue stream is reinvested to grow capability and leadership in our rural community.

Our activities and investments have a positive and ongoing impact in the Upper Clutha.

Our rural and urban communities value and understand each other and come together to celebrate and connect.

Our events are recognised locally, regionally and nationally, creating a diversified income through membership, show profits, and new ventures.