

UPPER CLUTHA A&P SOCIETY

SINCE 1933



We're a not-for-profit organisation proudly dedicated to supporting and strengthening the rural heart of the Upper Clutha.

By nurturing leadership and creating opportunities for growth, we aim to see our rural community thrive - connected, resilient, and respected.

Our flagship event, the Wānaka A&P Show, brings people together to celebrate everything that makes our community special. It showcases the best of rural life, supports local initiatives, and helps fund the Society's ongoing work.



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PURPOSE	Our reason for being To create opportunities and support the rural community of the Upper Clutha to develop and showcase excellence.		
VISION	The Upper Clutha is recognised for its support, influence and contribution to a thriving rural community that is connected and contributing to the broader community.		
GUIDING PRINCIPLES	HERITAGE Respect the history and legacy of the Society – our foundations.	COLLABORATIVE Work together to achieve shared outcomes.	OPENESS Build trust through transparency, empathy, open communication and remaining approachable.
STRATEGIC PRIORITIES	Protect our place	Connect rural and urban	Define our future
WHY	To minimise the footprint of our activities on our place and add value to our communities.	Our rural and urban communities value and understand each other and come together to celebrate and connect.	To connect the rural community with urban, via nationally recognised premier events.
ACTIONS & ACTIVITIES	Sustainability plan – reduce our footprint. Stakeholder comms and engagement plan – share our positive impact. Support land and water initiatives through foundation – farms and community groups.	Annual show that showcases rural in an inclusive and accessible way to urban and visitor communities. Explore other opportunities for further events and activities to achieve this. Communications plan.	Ensure show includes new elements to remain relevant. Reinvest in Show to retain attendance. Become a place that attracts future generations staff, members, volunteers and committee members, through culture and recognition. Support capability and leadership development through the foundation. Through the show, the foundation and other channels, support our community groups where we can. Build profitability (target 10/15% of revenue) to future proof event.
MEASURING OUTCOMES	Right of renewal granted for Showgrounds. Evidence of economic impact for area. Evidence of reducing footprint – waste and carbon. Evidence of community goodwill – survey. Evidence of continued support from councils and partners e.g. funding. Ensure core principles embedded in Constitution.	New events at Show. New rural events. Foundation support for successful projects.	Competitors, exhibitors and attendee numbers. Achieve budget. New volunteers. New Committee members. Number of engagements. 50% of investment earnings awarded to support individuals and groups to upskill.

