

Wikimedia Aotearoa New Zealand (WANZ) Strategy 2024–2027

Updated from [2023 - 2026 WANZ Strategy](#) after the WANZ committee strategy weekend of 22–23 July 2023 as recorded in the Miro board.

Comments added from WANZ Strategy weekend 10-11 August 2024 as recorded in the Miro board

Our vision

> Aspirational success / Uber goal

We are invested in the vision of the Wikimedia Foundation:

Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.

Our Purpose or Kaupapa | Mission

> Actions that support the vision

- To support the Wikimedia Foundation's mission in Aotearoa New Zealand: To empower and engage people to collect and develop educational content under a free licence, so it can be shared and reused freely for any purpose
- To represent the Aotearoa New Zealand contributors to the Wikimedia projects¹
- To provide support to our members and the public
- To develop and maintain long-lasting supportive relationships with New Zealand institutions that share the same or similar goals
- To demonstrate respect for the diversity of our members, the Aotearoa New Zealand editor community, and the global contributors to content on Wikimedia Foundation projects with specific actions to acknowledge Te Ao Māori, mātauranga Māori and the bicultural nature of Aotearoa New Zealand.

Our Objectives or Strategic Goals

>Activities that fulfil the purpose

1. Ensure Wikimedia Aotearoa New Zealand Inc. is a bicultural, effectively organised, and high-performing affiliate that Aotearoa New Zealand editors/organisers want to belong to
2. Develop the Aotearoa New Zealand editor base of Wikimedia projects and Aotearoa New Zealand organisers in numbers and diversity and assist those editors and organisers.
3. Develop and maintain productive relationships with Aotearoa New Zealand institutions that share the same or similar goals and encourage them to engage with Wikimedia projects as part of their workflow/project outputs
4. Increase Wikimedia membership diversity (e.g. age, gender, ethnicity etc)
5. Create and support major projects to fill the gaps in Aotearoa New Zealand information on Wikimedia projects
6. Promote the vision of and knowledge about Wikimedia projects to raise our organisation's profile and awareness within the New Zealand community.

¹ Including but not limited to Wikipedia, Wikidata, Wikimedia Commons, Wikisource

Strategic Priorities > Strategic priorities (what we want to focus on)

Strategic Priorities	Focus areas 2024/25	Focus areas 2025/26	Focus areas 2026/27
Wikimedia Aotearoa New Zealand Inc is an effectively organised and high-performing affiliate that editors /organisers want to belong to	Run a committee strategy weekend, governance and Te Tiriti training after the election of new Committee members and review strategic direction annually	Run a committee strategy weekend, governance and Te Tiriti training after the election of new Committee members and review strategic direction annually	Run a committee strategy weekend, governance and Te Tiriti training after the election of new Committee members and review strategic direction annually
	Review Strategy for 2024-2027 and publish a draft for review with members	Review Strategy for 2025-2028 and publish a draft for review with members	Review Strategy for 2026-2029 and publish a draft for review with members
	Review policy portfolio and target those policies requiring review: October 2024 Financial Mgmt Policy April 2025 Membership Policy May 2025 Travel & Expenses Policy May 2025 Conflict of Interest Policy Develop/complete: Safe Spaces Policy, Communications Policy, Privacy Policy	Review policy portfolio and target those policies requiring review	Review policy portfolio and target those policies requiring review October 2026 Financial Mgmt Policy April 2027 Membership Policy May 2027 Travel & Expenses Policy May 2027 Conflict of Interest Policy
	Develop and deliver the 2025/26 Business Plan and Budget to the WMF/ESEAP funding committee Set location for business planning in February - 15/16 in Dunedin with meetup/editathon, OR Waikanae Bird Sanctuary	Develop and deliver a 3-year funding application including a 2026/27 Business Plan and 3-year Budget to WMF/ESEAP funding committee	Develop and deliver the 2027/28 Business Plan and Budget to WMF/ESEAP funding committee
	Review metrics (impact over numbers) to ensure they help create an environment of constant improvement of practice	Review metrics (impact over numbers) to ensure they help create an environment of constant improvement of practice	Review metrics (impact over numbers) to ensure they help create an environment of constant improvement of practice
	Ensure the community annual report is contributed to by more of the members. This report is in addition to WANZ's formal reporting. https://meta.wikimedia.org/wiki/Wikimedia_Aotearoa_New_Zealand/Annual_Community_Activity_Report_2023/24		
	Set up a planning calendar in a useful format and review at monthly hui		
	Finalise the communications strategy with audiences as the focus	Measure whether we have raised the profile of WMF projects in NZ, that is, people know	Action communications strategy

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	<p>Establish a regular newsletter</p> <p>Identify tertiary institutions to develop relationships with students e.g. those with broadcasting training</p> <p>Media Training for Committee Members</p> <p>Develop relationships with reporters</p> <p>Copyright education toolset available for media students</p> <p>Image crediting on NZ media platforms is improved</p> <p><i>We have a media spokesperson, the default go-to</i></p> <p><i>Every reporter has us as their "Wikipedia" Contact</i></p> <p><i>We have specific messages drafted for distribution</i></p> <p><i>We have an action plan and policies e.g. use of social media</i></p>	<p>more about our mission and are willing to support and engage with us (How will we measure this?)</p> <p>Review communications strategy and plan once we have this information</p>	
	<p>Become a formal chapter of the Wikimedia Foundation to improve our influence in the international community</p>		
	<p>Clarify our approach to Te Titiri and Waitangi. Explore Te Titiri (Groundwork) pathways and develop a Pasikifa and Māori strategy.</p> <p>We partner with Māori to shape the process</p>		
	<p>Develop succession plans: President, Vice-President, Secretary, Treasurer, Committee.</p> <p>Implement Workstream leads with a report back at monthly hui</p>		
<p>Develop the New Zealand editor base of Wikimedia projects and New Zealand organisers in numbers and diversity</p>	<p>Regular meetups in all four main centres.</p> <p>Target Dunedin and provide training and WikiCons to encourage meetup establishment.</p> <p>Support Christchurch to develop and maintain meetup</p> <p>Support Auckland to develop and maintain meetup</p> <p>Monitor Wellington Meetup</p>	<p>Reassess the meetup plan and build on the successes.</p>	<p>Deliver the new meetup plan.</p>

Strategic Priorities	Focus areas 2024/25	Focus areas 2025/26	Focus areas 2026/27
	<p>Learning pathways from beginner to experienced editor for Wikipedia, Wikidata, Commons, and Wikisource exist: Discovery phase, including scoping the existing documentation</p> <p>Attend and contribute to Wikimedia Australia's regular online wiki training sessions.</p> <p><i>We identify and explore an approach to keep in contact with new editors</i></p>	<p>Learning pathways for Wikipedia, Wikidata, Commons, and Wikisource exist: Project identified to work on the learning pathway</p>	<p>Learning pathways for Wikipedia, Wikidata, Commons, and Wikisource exist: Project identified to work on the learning pathway</p>
	<p>We will work to understand how Māori tikanga can inform the Aotearoa New Zealand community including incorporating karakia, waiata</p>		
	<p>We will work with marginalised communities to ensure WANZ membership is representative of the diversity of Aotearoa New Zealand.</p> <p>We will explore contacting a community group for possible collaboration (Indian, refugees, disabled, LGBTQI+)</p>	<p>We will strive to work with marginalised communities to ensure WANZ membership is representative of the diversity of Aotearoa New Zealand.</p> <p>We will explore contacting another community group for possible collaboration (Indian, refugees, disabled, LGBTQI+)</p>	<p>We will strive to work with marginalised communities to ensure WANZ membership is representative of the diversity of Aotearoa New Zealand.</p> <p>We will explore contacting another community group for possible collaboration (Indian, refugees, disabled, LGBTQI+)</p>
	<p>Develop more organisers in the NZ community by providing advice, funding support, and mentoring the organisers to help them develop and deliver their activities.</p>	<p>Develop more organisers in the NZ community by providing advice, funding support, and mentor organisers to new organisers to help them develop and deliver their activities.</p>	<p>Develop more organisers in the NZ community by providing advice, funding support, and mentor organisers to new organisers to help them develop and deliver their activities.</p>
<p>Develop and maintain productive relationships with New Zealand institutions that share the same or similar goals and encourage them to engage with Wikimedia projects as part of their workflow/project outputs</p>	<p>We maintain relationships with:</p> <ul style="list-style-type: none"> ● Auckland Museum ● Te Papa ● Parliamentary Library <p>We target and build new relationships with organisations that have content we want to target or want to encourage to become editors/organisers/GLAM Project participants. For example, Educational institutions, GLAMs or Government:</p> <ul style="list-style-type: none"> ● National Library ● Te Rōpū Whakahau https://trw.org.nz/about-us/ ● Archives NZ ● Fletcher Trust Archive ● Parliamentary Library ● Te Mana Raraunga https://www.temanararaunga.maori.nz/ ● DOC ● Ngai Tahu 	<p>More Universities and Tertiary institutions are incorporating Wikipedia into their teaching, and students are submitting coursework on Wikipedia.</p> <p>Support the Executive Advisor in prioritising, targeting, and developing new relationships with organisations.</p>	<p>More Universities and Tertiary institutions are incorporating Wikipedia into their teaching, and students are submitting coursework on Wikipedia.</p>

Strategic Priorities	Focus areas 2024/25	Focus areas 2025/26	Focus areas 2026/27
	Victoria University of Wellington: Follow up with Claire Timperley, Victoria University and her Wikipedia training module: <i>The Subversive Potential of Wikipedia: A Resource for Diversifying Political Science Content Online</i>		
Increase Wikimedia membership diversity (eg age, gender, ethnicity)	The Committee has members from varied ethnic backgrounds.		
	WANZ nurtures and mentors new organisers from varied ethnic backgrounds		
	Create just and mutually beneficial relationships with Māori Identify and develop relationships with Māori and NZ Pasifika organisations to work together on common goals	Create just and mutually beneficial relationships with Māori Identify and develop relationships with Māori and NZ Pasifika organisations and work together on common goals	Create just and mutually beneficial relationships with Māori Identify and develop relationships with Māori and NZ Pasifika organisations and work together on common goals
	Survey our members to provide insights into our membership diversity and needs for training and access. We use the survey to align our strategic plan.	We understand our editor base and can define what we mean by "editor base". Our membership is representative of the diversity of Aotearoa New Zealand.	
Create and support major projects to fill the gaps in New Zealand information on Wikimedia projects	Create a list of articles for improvement for use in a monthly promotion of "article of the month" - encouraging volunteers to become involved, for example via FB and WikiProjectNZ noticeboard	Wikipedia: Increase the total # of WikiProject New Zealand articles by 10% over three years	
	Build on the established calendar of events and programmes including reviewing outcomes to determine which activities are best at targeting and resolving high-priority content gaps	Build on the established calendar of events and programmes including reviewing outcomes to determine which activities are best at targeting and resolving high-priority content gaps	Build on the established calendar of events and programmes including reviewing outcomes to determine which activities are best at targeting and resolving high-priority content gaps
	A regular calendar of events is maintained. Events include: <ul style="list-style-type: none"> AGM - include a special presentation to promote WANZ Annual WikiCon 1Lib1Ref 15 May–5 June https://wikimedia.org.au/wiki/1Lib1Ref# Editathons Wiki-blitzes Training sessions MeetupsWikimania and other international conferences related to Wiki Projects where travel scholarships are available for members	A regular calendar of events is maintained. Events include: <ul style="list-style-type: none"> AGM include a special presentation to promote WANZ to a wider audience. Annual WikiCon 1Lib1Ref 15 May–5 June Editathons Wiki-blitzes Training sessions Meetups Wikimania and other international conferences related to Wiki Projects where travel scholarships are available for members 	<ul style="list-style-type: none"> A regular calendar of events is maintained. Events include: AGM - include a special presentation to promote WANZ to a wider audience. Annual WikiCon 1Lib1Ref 15 May–5 June Editathons Wiki-blitzes Training sessions Meetups Wikimania and other international conferences related to Wiki Projects where travel scholarships are available for members

Strategic Priorities	Focus areas 2024/25	Focus areas 2025/26	Focus areas 2026/27
Have a plan to meet the 10 Decolonisation Actions	Commission research project for Māori similar to the Australian First Nations report.		
Promote the vision of and knowledge about Wikimedia projects to raise our organisation's profile and awareness within the New Zealand community.	Deliver on communications strategy and plan		
Contribute to Wikimedia Foundation development	Commission survey of Pasifika communities and report back to WMF		
https://mi.wikipedia.org Note: As a group of predominantly Pākehā English speakers, WANZ is not in a position to assess mi.wiki's suitability as a tool for dealing with Mātauranga Māori or revitalising te reo Māori	<p>We raise awareness of https://mi.wikipedia.org with Te Reo language education providers and Te Reo advocate organisations.</p> <p>WANZ will commit resources to mi.wiki should a group emerge who are in a position to make that assessment and commit to using it.</p>	<p>We conduct a project to train Te Reo speakers to edit mi.wiki</p> <p>We commission research to determine what is needed for WANZ to support effectively and to provide an update to WMF on recommendations</p>	

Our values or Tikanga | Culture

>underpin everything we do and behaviours we expect to see. The way we will act and expect those we work alongside to adhere to. We will

• respect and implement the dual heritage of the partners of Te Tiriti o Waitangi (the Treaty of Waitangi)	We are a tauwi led organisation. We work towards achieving the 10 decolonisation actions for tauwi-led organisations created by Tamaki Treaty Workers*
• actively work to redress recognised imbalances and inequities in knowledge accessibility and participation	Equity requires addressing barriers
• respect the cultural diversity of people	We acknowledge the privilege of whiteness
• work cooperatively and collaboratively with others	We are active listeners We hear when defensive language is deployed by ourselves or others
• maintain the highest standards of professionalism and integrity	We do what we say we will do or give timely acknowledgment of when we need help
• work with a commitment to openness and transparency	We publish processes as well as outcomes
• follow the Wikimedia Foundation Code of Conduct	We address bullying when it occurs

*Decolonisation actions for tauwi led organisations

From Tamaki Treaty Workers as part of Tiriti-based futures and Anti-racism 2020. WANZ works towards achieving these actions as a strategic priority:

- Understand the History & Impact of your work on Māori
- Involve Māori so they can help shape the process
- Recognise that insight and tension arise from different world views working together
- Ensure that your work benefits Māori
- Upskill all staff (participants) about colonialism, racism, and the relevance of Te Tiriti
- Develop an organisational response to Te Tiriti Articles
- Share decision-making power and resources with Māori
- Make Tiriti relationships collective rather than individual
- Embed our Tiriti commitment into Strategy, Policy, & Action
- Create just and mutually beneficial relationships with Māori

10 DECOLONISATION ACTIONS FOR TAUWI-LED ORGANISATIONS



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