



WTN Strategic Plan

2026 to 2030

Introduction

This Strategic Plan sets the direction for the World Trails Network for the next four years. The World Trails Network's core purpose is to bring together trail organisations, academics and enthusiasts to learn from each other and to share information. This strategic plan builds on that core purpose to grow the WTN as an organisation in breadth and relevance within the world of trails.

Through the International Board, the Board Committees and Advisory Council, the WTN will regularly monitor progress of the strategic priorities. Each Board Committee will undertake its part in the strategic priorities as a piece of their committee work. Task Teams, Regional Hubs and external resources will be engaged to help achieve the strategic priorities.

Vision

Trail organisations and people around the world are inspired by the World Trails Network to learn, share, protect, promote and enhance sustainable trails for all.

Mission

To facilitate international cooperation and collaboration between trail organisations and individuals sharing expertise, knowledge and skills to promote sustainable trails.

Values

Care:	Look after the trails, the people who use them and those who work to support them
Collaborate:	Work together to advance the goals and strategic priorities of the World Trails Network
Motivate:	Support and encourage all those who want to enjoy the trails with accurate information and advice
Advocate:	Advocate for these international treasures, our trails
Transparent:	Work in an honest, fair, ethical and transparent manner
Sustainable:	Work with a light footprint to protect our environment now and for future generations

Strategic Priorities 2026-2030

1. Ensure consistent revenue streams for the World Trails Network and explore new opportunities

- A. Review the membership fees of the WTN
Action: ensure global equity and lowest entry barrier and still provide income stream
Target: 10% more members/income per annum
LEAD: Membership and Fundraising Committee
- B. Review the World Trails Conference licensing fee
Action: ensure maximum impact of conference income (conference organising committee)
Target: 10% increase in income per conference
LEAD: International Conference Organising Committee
- C. Develop revenue stream from the Green Flag Trails program
Action: make GFT an income stream for WTN (GFT Team)
Target: \$40k income to WTN by 2030
LEAD: Green Flag Programme
- D. Explore new opportunities for revenue through grants and sponsorships
Action: bring in sponsorship funding for specific products/programmes (e.g. ambassadors)
Target: \$40k income and 4 programmes supported
LEAD: Membership and Fundraising Committee
- E. Others
Action: Identify new revenue opportunities
LEAD: Advisory Council

2. Govern the World Trails Network to a high standard

- A. Ensure effective communication between all parts of the WTN to maximise effectiveness
Action: Survey members to identify opportunities and barriers.
LEAD: Executive Committee
- B. Continue to build strong relationships between the Regional Chapters and the WTN and explore options for adding more Chapter organizations to increase reach
Action: Co-Chairs to attend Chapter meetings annually. Ensure reporting of Chapter activity in WTN reports/comms
LEAD: International Board
- C. Add an ED role to build capacity of WTN, manage the business and deliver growth
Action: Explore the mechanism to engage an Executive Director
LEAD: International Board
- D. Continue to strengthen governance of the network to meet best practice and help deliver charitable status
Action: Governance Committee to be reconstituted, Policies to be reviewed and updated annually and new policies identified where appropriate.
LEAD: Executive Committee
- E. Move WTN to charitable status
Action: ensure governance and finance will meet charitable status when applicable
LEAD: Executive Committee

3. Increase the reach of the World Trails Network

- Engage current members of the WTN through conference, ongoing webinars and special member events to improve impact and effectiveness of networking
Action: annual rendezvous and quarterly TrailTalks
LEAD: Advisory Council & Task Teams

- Develop an outreach strategy to engage new member organizations.
Action: Develop engagement Strategy
LEAD: Membership & Fundraising Committee
- Better articulate the public benefit of Trails
Action: Produce WTN report to communicate public benefit of Trails
LEAD: International Board & Advisory Council
- Research trails world-wide and promote membership to the WTN
Action: Update trails database to create potential pipeline
LEAD: Membership & Fundraising Committee
- Explore partnerships with international organisations including:
 - [UN Tourism](#) (previously WTO);
 - [World Health Organisation](#);
 - International Union for the Conservation of Nature ([IUCN](#)) inc. World Congress For Protected Areas ([WCPA](#));
 - United Nations Educational, Scientific and Cultural Organization ([UNESCO](#)) inc. International Centre for the Study of the Preservation and Restoration of Cultural Property ([ICCROM](#)) & International Council on Monuments and Sites ([ICOMOS](#)).
 Action: Review opportunities and prioritise partner relations
LEAD: Advisory Committee
- Work towards getting **World Trails Day** officially recognized as an [International Day](#)
Action: Establish Task and Finish group to engage with UNESCO
LEAD: Advisory Committee

4. Deliver a successful World Trails Conference

- Develop a robust **World Trails Conference (WTC)** that both provides revenue for the WTN, and an opportunity for networking and learning
LEAD: World Trails Conference International Steering Committee
- Develop a compelling program for the WTC that allows the task teams space to share their work from the past two-years
LEAD: WTC International Steering Committee
- Ensure Australia 2026 and Taiwan 2028 conferences are well promoted and attended
LEAD: WTC International Steering Committee & Local Organising Committees
- Grow partnerships and sponsorships from each WTC
LEAD: WTC International Steering Committee

Outcomes and Indicators

A strategic plan needs markers, for example: What will success look like in 2030, and how will we know we've climbed there?

- Membership growth: 20% growth in number of trail members
- Revenue distribution and diversification targets
- Adoption targets for Green Flag Trails
- Engagement metrics for task teams and webinars
- Conference financial goals and attendance

Milestones

- Progress update to Board once every two months
- Annual review by Board
- Biennial review at WTC
- Action Plan developed to sequence initiatives
- Dependencies identified ("We must complete X before Y becomes viable")