

STRATEGY 2026 - 2030

People. Place. Possibility.

*Tangata. Whenua. Pūrehuroa.
Te whakatipu i te mātauranga
hei whakakaha i a Aotearoa,
hei koha hoki mō te ao.*

Grown in Aotearoa,
applied to the world.

Our binding commitments He Kawa Rangitāmiro

Purpose

Connecting people and place to advance knowledge of the living systems that sustain Aotearoa and the world.



Vision

New Zealand's most applied, connected university, globally recognised for impact and innovation.



Mission

Growing knowledge and capability to ensure prosperity and quality of life in Aotearoa.



We are committed to weaving Te Tiriti o Waitangi throughout all of our organisation's systems, structures and professional practice.

OUR STRATEGIC OUTCOMES

1 Future-ready learners

Capable, adaptable, employable.
Impact through people

2 National capability & productivity

Stronger regions, industries and workforces.
Impact through partnerships

3 Research & innovation with impact

Knowledge translated and applied.
Impact through knowledge

4 Trusted & sustainable Massey

Financially resilient and trusted.
Impact through delivery

OUR STRATEGIC PILLARS

EQUIP

Learning for life and work
From degrees to
lifelong capability.

INNOVATE

Purpose-driven discovery
From research as activity
to mission-led impact.

CONNECT

Pathways to possibility
From transactional
to collaborative partnerships

BUILD

A Massey, New Zealand
can trust
From fragmented effort
to trusted delivery

SCALE

Aotearoa expertise to the world
From local strength
to global relevance.

ENTERPRISE ENABLERS

Learner
journey
& portfolio

Re-energised
campuses

Digital, AI
and data

Partnership
& investment
frameworks

Brand & market
development

Leadership, culture,
& workforce
capability

Smart
operating
model

VALUES

We are committed to the foundation promise of our nation, to ensure the economic, social and cultural prosperity for all of our mokopuna.

Ako

LIFE-LONG LEARNING

We meet learners where they are with what they need to thrive in an ever-changing world.

Hono

CONNECTION

We are stronger together, amplifying impact with trusted relationships and meaningful collaborations.

Auaha

FUTURE-READY

We evolve our learning, research and collaborations to meet the challenges of today and the future we imagine together.

Pae Tawhiti

PURPOSE-DRIVEN

We build lasting value for Aotearoa by amplifying access to learning, knowledge and innovation.