

STRATEGIC PILLARS



**EMPOWERING AT
DIAGNOSIS**

**CONNECTION AND
COMMUNITY**



THE TRUSTED VOICE

**POWERFUL
PARTNERSHIPS FOR
AWARENESS**



STRATEGIC PILLARS



EMPOWERING AT DIAGNOSIS

Supporting people when it matters most, right from diagnosis.

CONNECTION AND COMMUNITY

A lifelong connection that evolves with you.



THE TRUSTED VOICE

Your go-to for credible gluten-free information in Aotearoa.

POWERFUL PARTNERSHIPS FOR AWARENESS

Stronger together. Partnering to raise awareness and extend our reach.



STRATEGIC PILLARS

EMPOWERING AT DIAGNOSIS



SUPPORTING PEOPLE WHEN IT MATTERS MOST, RIGHT FROM DIAGNOSIS.

We meet people at their moment of greatest need, when they are first diagnosed or begin a medically necessary gluten-free diet. The first two years are critical. We provide a clear, supportive pathway with credible resources, expert guidance, and a connected community to ensure no one feels alone as they adjust to their new lifestyle.

CONNECTION AND COMMUNITY



A LIFELONG CONNECTION THAT EVOLVES WITH YOU.

Coeliac NZ is more than a support service; it's a lifelong community. We nurture an engaged alumni network that empowers members to give back, stay involved, and access support across life stages in ways that reflect their evolving needs and experiences with a gluten-free lifestyle. We also help individuals build confidence to self-advocate at home, in restaurants, hospitals, schools, or workplaces.

THE TRUSTED VOICE



WE ARE AOTEAROA'S LEADING AUTHORITY ON COELIAC DISEASE AND GLUTEN-FREE LIVING.

We are Aotearoa's leading authority on coeliac disease and gluten-free living. Our platforms, partnerships, and professional networks ensure that everyone, from patients and caregivers to healthcare providers and food businesses, can rely on us for accurate, evidence-based, up-to-date information.

POWERFUL PARTNERSHIPS FOR AWARENESS



STRONGER TOGETHER, PARTNERING TO RAISE AWARENESS AND EXTEND OUR REACH.

We grow our reach and visibility through strong, strategic partnerships. By collaborating with sponsors, manufacturers, healthcare professionals, researchers, media, and aligned organisations, we amplify public awareness of coeliac disease and the realities of gluten-free living, and drive broader recognition of its impact. We actively support and champion our Crossed Grain logo holders, recognising them as essential partners in making everyday gluten-free living safer and more accessible.