

NZIPIM's Strategy 2019 – 2022

‘Working for the good of the rural profession’

	OBJECTIVE	STRATEGIC INITIATIVES	SUCCESS
EQUIP	 <p>Equipping members to have successful careers & businesses in delivering effective and highly valued services to support their clients</p>	<ul style="list-style-type: none"> • Providing a supportive environment for new and existing members to develop both personally and professionally • Reviewing and sharing new and promising innovations occurring on-farm and within the marketplace • Facilitating and actively encouraging the transfer and adoption of new farm systems research and leading practices • Enhancing the credibility of the rural profession through ongoing development of programmes that build the capability of members 	<ul style="list-style-type: none"> • Recognised for providing thought leadership insights in the identification of new and emerging areas across the primary industry through NZIPIM's publications and nationally organised events • Provided independent forums that allow for robust and open debate to occur on current and future issues faced by the membership and the farming community • An effective conduit to transfer leading research and innovative on-farm practices to members to help them to provide well informed, quality advice to their clients • Access to professional education and technical upskilling opportunities where current and future capabilities gaps have been identified. • Continued development of structured programmes for the rural profession, including, certification, registration and others • Ensuring members continue to act ethically and professionally within their spheres of expertise
ENGAGE	 <p>Creating a strong and mutually supportive environment to enable members to connect and share knowledge with other rural professionals and industry</p>	<ul style="list-style-type: none"> • Supporting and building strong branches to deliver high quality events and provide valuable networking opportunities for members • Invigorate and energise members and committees in less active branches • Identifying and targeting pockets of potential new members • Tracking student members entering the rural profession and encouraging their conversion to full membership 	<ul style="list-style-type: none"> • Regularly run high quality well attended branch events organised by motivated and engaged regional teams • Grown the capability of branch committees and provided strong pipeline of individuals willing to “give back” for the collective good of the membership • Provided valuable networking opportunities for members in establishing referral networks and long standing relationships • Created a place of belonging and support networks for members throughout their careers within the rural profession • Developed a strong and highly engaged membership base that collectively support one another and the Institute
INFLUENCE	 <p>Representing the interests of members to industry, public & government on significant issues that directly affect members</p>	<ul style="list-style-type: none"> • Identifying and raising issues that have the potential to impact upon the rural profession • Developing platforms and processes to facilitate advocacy activities if and when required • Developing constructive partnerships to strengthen our relationships with stakeholders across the primary industry • Leveraging and empowering well-placed suitably qualified members to exert influence on behalf of the rural profession and the industry 	<ul style="list-style-type: none"> • Demonstrated leadership in representing the interests of our members • Raised the profile of NZIPIM as a visible and credible advocate for the rural profession • Influenced the outcomes of significant issues which directly impact upon the membership and wider primary industry • Promoted and encouraged members to take on positions of leadership and influence across the primary industry • Encourage greater user of NZIPIM members in undertaking work for farmers and across the wider primary industry