

NZIPIIM Strategy 2023 - 2025

Create an environment to connect with other professionals and share knowledge

- Strengthen branches, activating compelling events in each region
- Build branch committee engagement strategy
- Segment database to understand membership needs and monitor engagement
- Grow conversion of student members to full members

Represent the interests of primary industry professionals

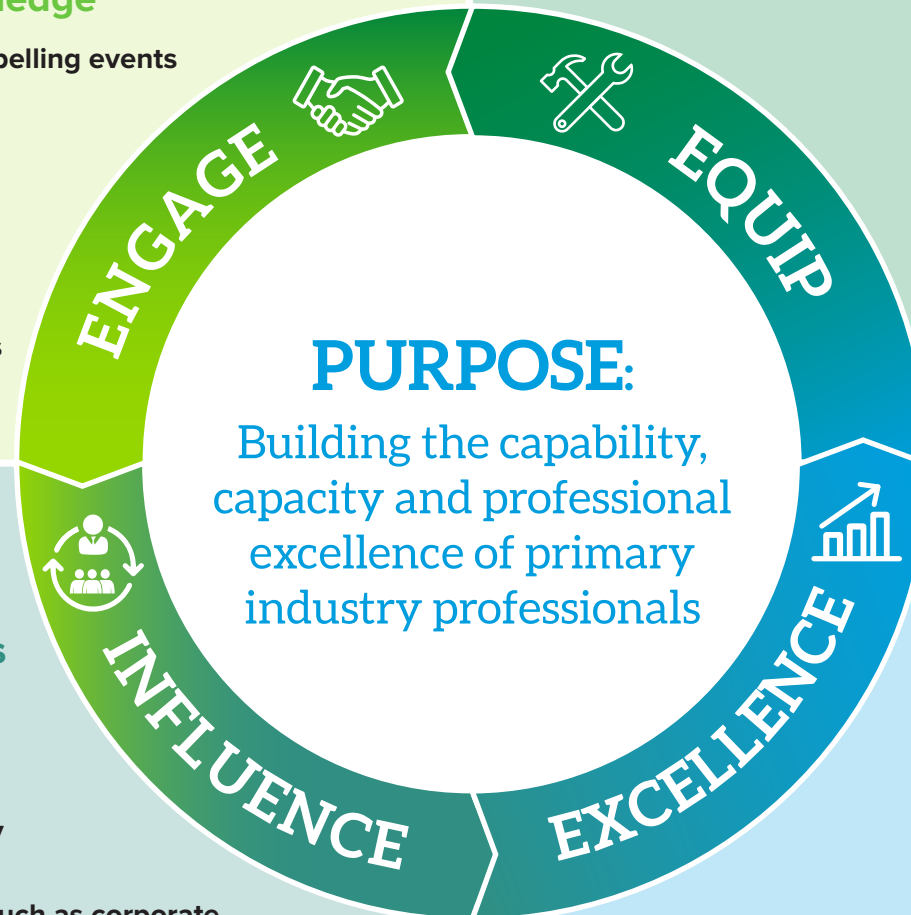
- Enhance relationships with MPI, MfE, central government and the regional sector
- Strengthen connections with industry associations and stakeholders
- Build a suite of formal relationships such as corporate members, sponsorship agreements, and MOU's

Equip members to have successful careers and businesses

- Develop leadership framework and implement capability build initiatives
- Build a content workplan for national and branch events, ensuring broad coverage of sectors, topics, cultural and wellness issues
- Grow capability for advisors to support Māori landowners and grow capacity of advisors for whenua Māori entities

Lift professional standards and promote excellence

- Develop strategy to transition to professional standards body
- Build and implement communications strategy



Enabled by an Integrated Primary Industry Network