

# Strategy Session

20 August 2013

# Our Mission Statement

**To increase the profile of New Zealand  
as a source of quality natural products  
and to foster the development of a  
sustainable natural products sector  
through collaboration**

# Vision & Promise

**To provide added value to members; to represent and advocate on regulation & legislation and to be a catalyst for industry collaboration. To assist members however possible, to achieve the target of NZ\$5bn market value for the natural products industry by 2025.**

**Voice of Natural  
Products Industry**

**Provide Value to  
Membership**

**Regulation &  
Legislation**

**The  
Organisation**



**Positive  
Category  
Story**

**Be the  
expert in  
Regulation &  
Legislation**



**Higher  
Profile for  
Industry**

**Define \$  
Value of  
Industry to  
NZ**

**Be The Voice of  
Natural Products  
Industry**

**Communications  
Plan**

**Industry  
USP's**



**Mitigate  
Negative  
Press**

**Code of  
Conduct**

**Influence key  
government  
departments**

**Provide Value to  
Membership**

**Annual  
Summit &  
education  
events**

**Active  
communications  
to members/  
website updates**

**Industry  
USP's**



Be the expert in  
Regulation &  
Legislation

Be “the educator”  
in industry  
regulation

Regulation &  
Legislation

Grow  
international  
networks

Grow  
collaboration with  
other industry  
groups

Industry  
USP's

**Consultative  
sub  
committees**

**Be the  
expert in  
Regulation &  
Legislation**

**The Organisation**

**Deliver value  
to existing &  
new Partners**

**Membership  
Drive**

**ED to develop &  
maintain  
government  
relationships**

**Annual Business  
Plan including  
restraints to  
growth**