



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



Be The Voice of
Natural Products
Industry

Define \$
Value of
Industry to
NZ

Industry
USP's

Positive
Category
Story

Be the
expert in
Regulation &
Legislation

Higher
Profile for
Industry

Communications
Plan



Provide Value to
Membership

Annual
Summit &
education
events

Industry
USP's

Mitigate
Negative
Press

Code of
Conduct

Influence key
government
departments

Active
communications
to members/
website updates



The Organisation

**Deliver value
to existing &
new Partners**

**Consultative
sub
committees**

**Be the
expert in
Regulation &
Legislation**

**Membership
Drive**

**ED to develop &
maintain
government
relationships**

**Annual Business
Plan including
restraints to
growth**