



STRATEGIC PLAN 2017

22/02/2017

Mission Statement –The collective voice of the natural health products industry of New Zealand

Vision / Promise: Natural Products New Zealand represents an innovative and collaborative industry that is trusted worldwide as a leading provider of natural health products

Strategic Imperative	How	What's Required
Be regarded as the authoritative and public voice of the Natural Products Industry in New Zealand	<ul style="list-style-type: none">• Be the first stop for consultation for government, the media, industry and the public on any matter regarding the natural products industry in NZ• Be prepared to make hard calls on behalf of the industry if necessary• Be the EXPERT regarding the Natural Health Products Bill and the regulations• Collaborate with NZAIMA, AIMA, GPs where possible• Develop consistent key messages regarding key topics• High profile communications plan• Publicise positives & stories re member integrity• Neutralise negative press and build credibility with journalists to sell the positive story• Understand Member company's problems and needs	<ul style="list-style-type: none">• DECIDE - if we are <u>Natural Products or Natural Health Products</u>• Implement solid Communications Plan to provide high profile• Obtain and review figures for value of natural products and market in NZ for dietary supplements and therapeutic skincare as a constant for use in negotiations with government and media as appropriate• Regular meetings with relevant government Ministers, Staff & Department Heads Fluent on all live Industry issues• Bi Annual Industry report for all stakeholders which could include commissioning NZ study on benefits of natural health products and savings to government on pharmaceutical medications (e.g. report from Australia in 2014)
Build trust in New Zealand Natural Products		

<p>Make being a member of NPNZ a competitive advantage in national & international markets</p> <p>Provide Value to Membership</p>	<ul style="list-style-type: none"> • Have a recognised Code of Conduct • Build a consultative environment • Active marketing/social media plan/up to date website • Information meetings/relevant seminars • Education hub on new regulations / impact • Act as Industry Catalyst when situation requires it • Increase profile of natural products Industry in NZ and overseas • Share industry trends and intelligence 	<ul style="list-style-type: none"> • Solid Communication Plan including social media, website • Plan for regular meetings with Government • Workable website/frequent reviews • Maintain specialist knowledge in NHP to educate in new regulations • Provide opportunities at Trade Shows/Expos where NZTE does not • Fluent on all live Industry issues • Regular news updates – use new tech where possible • Present Strategy to Members • Annual Summit / Industry Awards • Mid-Year Suppliers Day & briefing • Four minor gatherings for members as target • Close alliance with NZTE • Attend IADSA meetings when in southern hemisphere • Attend SSW annually • Attend one exhibition in Asia annually • Attend CMA annual conference
<p>Support and represent members interests through Regulation & Legislation</p>	<ul style="list-style-type: none"> • Be the authoritative voice of the industry here and internationally • Become highly influential with key government Ministers, Staff and Departments: Medsafe, MPI, MBIE • Continue to enhance and grow international networks e.g. CMA, IADSA • Understand Member company's problems and needs • Maintain strong collaboration with other industry organisations • Be "the" educator for members and provide education tools via Summit themes and topical seminars • Campaign to reduce Tariffs on imported ingredients 	<ul style="list-style-type: none"> • Lobby for NHP Bill • Maintain specialist knowledge in NHP to educate in new regulations • Frequent contact with CHC & IADSA • Regular meetings with relevant government Ministers, Staff & Department Heads • Share knowledge with other industry organisations via Bi-Annual report • Continuous support and Seminars on Regulation once Bill passed • Attend CMA leadership Meeting • Attend IADSA when in southern hemisphere • Obtain Consumer reports either from NZTE, members who are willing to share or a relationship with Frost & Sullivan or similar. • Campaign to improve Export Documentation given Bill seems to be delayed • Produce Bi-Annual Industry Report

Support industry growth and R&D	<ul style="list-style-type: none"> • Keep in touch with what Competitors are doing • Gain support for more spend in R&D • Gain more \$ support for Innovative Companies and work to make commercialisation happen • Understand consumer needs, trends, changing behaviours and how we fit in 	<ul style="list-style-type: none"> • Help R&D facilitation for members via Callaghan and MBIE • Stay up to date with domestic and international media • Reach out to the business incubators • Facilitate a meeting between Science award winner and MBIE • Lobby MBIE minister • Apply for IADSA grant
Facilitate collaboration in NZ and Internationally	<ul style="list-style-type: none"> • Drive collaboration between members • Work with medical professionals to convince them of benefits of NHPs and integrative medicine • Provide Network opportunities • Seek opportunities to communicate through new technologies – Apps, Facebook, Twitter etc • 	<ul style="list-style-type: none"> • Attend NZ GP Conference with a stand, plus attend NZAIMA Conference and Australian AIMA Conference (2017) • Meet with all industry organisations to see where we can collaborate (Q2 2017) • Annual Summit • Annual Suppliers Day • Develop and implement a Social Media Plan as part of the Communications Plan
The Organisation (Manage an Effective Organisation)	<ul style="list-style-type: none"> • Retain and grow membership • Increase profile to Members, Government, Industry • Maintain partner relationships to ensure they stay and renew • ED to develop personal relationship with key influencers (Industry, Agencies, Government) • Develop strategic alliances and working relationships all relevant organisations • Ensure succession planning within organisation • Manage subcommittees with delegated powers • Review constraints to growth, annually 	<ul style="list-style-type: none"> • Develop USPs for membership drive • Set regular meetings to review each partnership • Bring other voices into the Board e.g. make up of board, consumer representative? Ingredient company representative? Callaghan representative? (Q2 2017) • Annual review on member's fees, voting and consider tiers of membership • Continuous support for members once Bill passed (2017)