



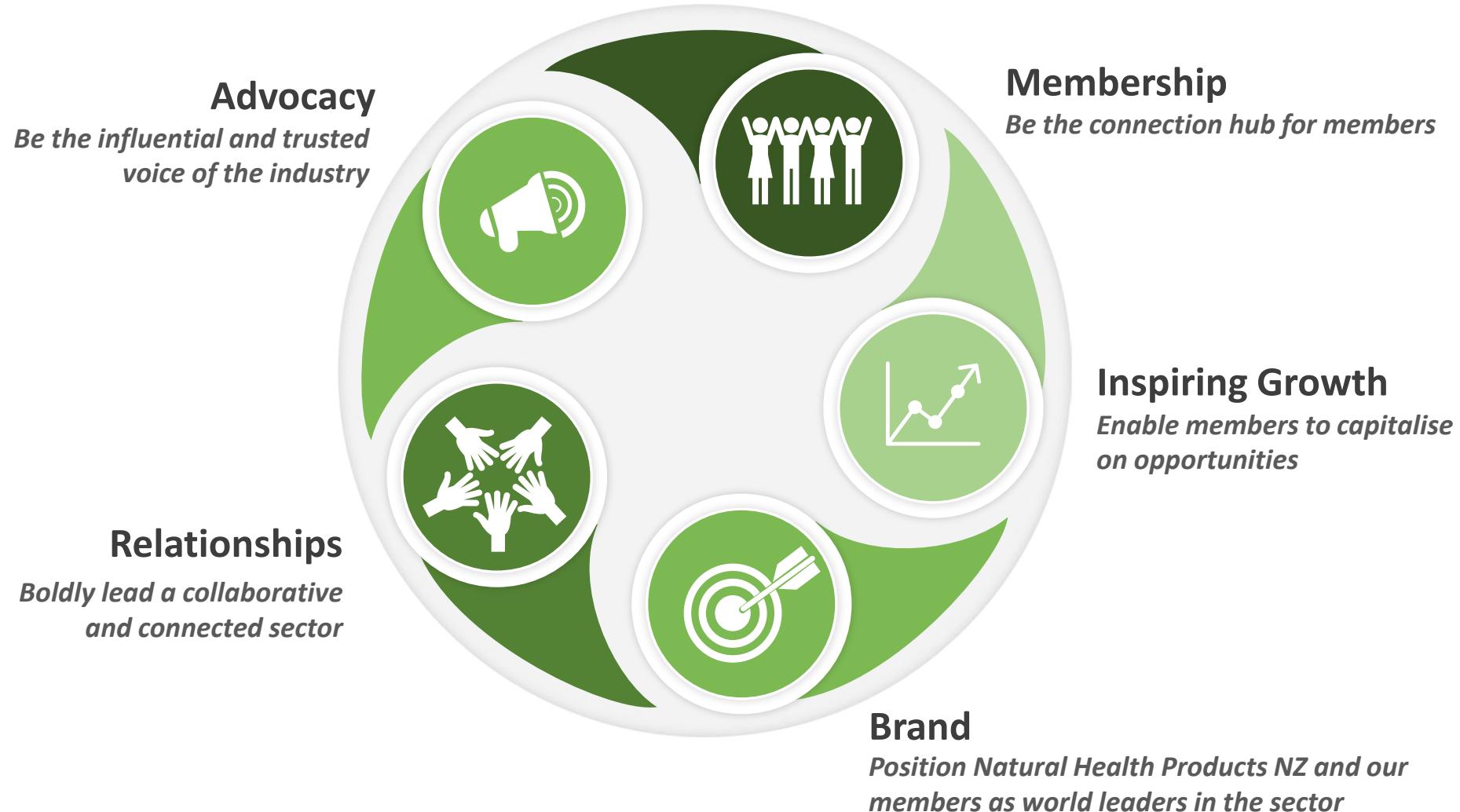
MISSION STATEMENT

**Enable a vibrant environment for growing New Zealand's
natural and complementary health products sector**

VISION

**The natural and complementary health products sector
will be widely acknowledged as the rising star in
New Zealand's value-added economy**

Natural Health Products NZ : Strategic Pillars





Be the connection hub for members

Understand members' issues and requirements

Provide platforms for industry intelligence sharing

Provide networking opportunities

Success Stories:

Approx 80% of the industry are members

Summit and Suppliers Day continue to grow and are highly regarded

Lunchtime webinar series launched to extend intelligence sharing

Gold Action Point: Re-evaluate digital and other platforms and implement solution



Enable members to capitalise on opportunities

Understand key trends

Foster innovation

Promote opportunities for funding of R&D

Provide export opportunities

Success Stories:

Industry has grown from \$1.4billion in 2014 to \$2.3billion in 2019

NZ delegation to Healthplex HNC with extensive China networking opportunities

Gold Action Point: Integrate resource hub into digital platform to inspire growth



Position Natural Health Products NZ and our members as world leaders in the sector

Implement a comprehensive Communications Plan

Encourage international preference for Brand NZ

Provide a respected halo brand

Success Stories:

Development of Sector Story with toolkit for exporters including video, images and infographic

Host and promote Annual Industry Awards, celebrating excellence

Gold Action Point: Develop a brand and communication strategy to implement across digital platforms



Boldly lead a collaborative and connected sector

Facilitate collaboration

Nurture mutually beneficial relationships with industry partners

Success Stories:

Strong spirit of collaboration with NZTE, building recognition of the industry

Provide networking opportunities with leading science institutions

Gold Action Point: Evaluate all relationships – understand them, and their value to NHPNZ and industry – and realign a programme of engagement



Be the influential and trusted voice of the industry

Advocate for positive regulatory outcomes

Ensure credibility within the health sector

Uphold Code of Conduct

Champion sustainability

Success Stories:

Faulty/damaging fish oil research paper retracted

Misguided Wellness Bill withdrawn

Essential Business status confirmed for supply chain members

Gold Action Point: Advocate for modern, fit-for-purpose NHP regulations

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