

NEW ZEALAND GRAIN AND SEED TRADE ASSOCIATION

Strategic Plan 2016-2017

Introduction

This document sets out under 3 focus areas how the NZGSTA can be effective and add value to members' businesses within NZ and internationally.

Who are we?

The New Zealand Grain and Seed Trade Association (the NZGSTA), an incorporated society, is a voluntary national trade body representing companies whose activities include:

- Research and development of new varieties
- Seed production
- Seed marketing in NZ and trade offshore
- Grain contracting and trading
- Processing and distribution and
- Providing a range of support services such as seed testing and brokerage

for grain and seed in New Zealand.

On a day to day basis, it is managed by an Executive Council and an association secretariat.

Vision

The NZGSTA vision is for the growth of a prosperous and successful NZ grain and seed sector.

Purpose

In line with the vision, NZGSTA aims to act collectively on behalf of members to:

- Facilitate the successful operation of members' grain and seed trade within NZ and internationally
- Influence a favourable public policy agenda or regulatory environment for securing advantageous changes to ensure ease of commercial business
- Become a trusted and foremost authority on the industry
- Maintain relations with other industry associations

Activities

Most activity falls within the following 3 areas:

- 1) Advocacy on relevant seed industry issues
 - a. Maintain and grow a high industry profile and visibility with the central NZ Government and territorially elected representatives, officials, agencies and regulators;
 - b. Monitor and engage in policy formation or regulatory processes to mitigate barriers or limitations to domestic or international trade;
 - c. Partner and work collaboratively as required with associated domestic trade bodies, advocacy bodies or research organisations to achieve the above objective;
 - d. Work cooperatively with international counterparts to facilitate and grow trade in key markets.
- 2) Provide a high standard of service to Members & maintain a sound corporate entity

- a. Ensure timely responses and representation on issues affecting members
 - b. Maintain financial viability, prudently manage investments and identify new income streams
 - c. Retain and grow membership support
 - d. Maintain strong corporate sponsor relationships
 - e. Promote high industry conduct and adherence to standards or best practices through trade, professional ethics, grades, standards and or codes
 - f. Resolve, facilitate or adjudicate industry issues
 - g. Facilitate industry training and skills improvement and promote career options in the industry
 - h. Conduct an Annual Conference as a forum to bring members together to discuss trade matters
 - i. Identify other benefits for members
- 3) Ensure effective NZGSTA information flow to members and to other key audiences
- a. Collate and compile accurate and timely information to assist policy and regulation development
 - b. Leverage and share the expertise and knowledge of members
 - c. Maintain effective engagement with members through a range of media, events, forums and other communications
 - d. Maintain professional and effective relationships with outside organisations
 - e. Proactively engage with relevant Media outlets eg industry trade publications, general press
 - i. Influence editorials and articles, provide informative copy
 - ii. Provide authoritative market or industry data