

## NEW ZEALAND GRAIN AND SEED TRADE ASSOCIATION

### Strategic Plan 2019

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#### **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