

# STRATEGIC PLAN 2016-2020



## VISION

Quality people building quality infrastructure  
in a safe and thriving industry

## MISSION

To be a strong advocate on behalf of members  
in order to maintain a sustainable industry and  
to assist them to build quality infrastructure

## VALUES

Industry Leadership  
Professionalism  
Working Together  
Accountability

## ORGANISATION WIDE STRATEGIES

- Provide industry leadership
- Support a safe and healthy industry
- Promotes sustainability and environmental excellence
- Optimise communications
- Raise the positive profile of the industry and CCNZ
- Engage members
- Promote the CCNZ Healthy Industry Statement
- Liaison with asset owners

## STRATEGIC OBJECTIVES

### 1 STRONG REPRESENTATION AND ADVOCACY

- 1.1 Seek the views of and utilise the expertise of members, branches and associates
- 1.2 Strengthen networks with other industry associations
- 1.3 Raise the positive public profile of the industry and CCNZ
- 1.4 Represent industry on key national and regional bodies
- 1.5 Champion best practice

### 2 MEMBERS AND STAKEHOLDERS VALUE AND ENGAGEMENT

- 2.1 Update CCNZ Communications - new website and active social media strategy and presence
- 2.2 Increase member, branch and associate engagement
- 2.3 Enhance member discount opportunities
- 2.4 Strong member value proposition to retain and recruit members
- 2.5 Retain members through improved engagement and lifting CCNZ profile
- 2.6 Develop an annual membership survey (including a membership value question)
- 2.7 Develop a specific recruitment package for large off-shore companies

### 3 DEVELOP PEOPLE

- 3.1 Embed Civil Trades into industry
- 3.2 ConstructSafe is the industry H&S standard
- 3.3 Recognise and reward people through industry awards, competitions, events and scholarships
- 3.4 Co-ordinated national careers promotion and recruitment template
- 3.5 Establish a CCNZ Training Advisory Committee
- 3.6 Promote diversity

### 4 OTHER

- 4.1 Manage industry self-regulation to enhance industry professionalism
- 4.2 Information and advice to members - relevant, concise and timely
- 4.3 Increase National Office non subscription income

### COMPETITIVE ADVANTAGES

