

ANNUAL REPORT 2017/18



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ACENZ STRATEGIC REVIEW - WHERE WE ARE GOING

Goals and Objectives to 2025

The latest strategy development for ACENZ started in February 2016. The Board decided that it was time to challenge our direction and what we are, what we need to be and how we are going to get there.

This process was carried out in several stages beginning in February 2016:

1. Review of past Strategic Plan for 2007 - 2015
2. Workshop facilitated by Bruce Holland April and June 2016
3. Presentation of the DRAFT Strategic Plan to AGM September 2016
4. Workshop with Board and RCs to elaborate on Strategic Plan February 2017
5. Discussion and continued work with Board at April, July, and November Board meetings 2017

With the assistance of an external facilitator we carried out a series of workshops with the Board to determine strategy goals. We established the following:

Empowerment of the 10,000 through inclusion

The insight for this strategy was the understanding that ACENZ was not our organisation (Board and Management) it is OUR organisation (10,000+ individual members). If we are to reach its potential, we need to utilise the knowledge, skill and relationships of many of these people to help take ACENZ to the next stage.

Our objectives for Empowerment of the 10,000 are:

- to help shape our future and enhance our relevance to our Members
- to provide the knowledge, skills and relationships required to take ACENZ to the next level of performance

Increase profile and public voice

The built and natural environment is essential to the success of New Zealand's future, but does not get the attention, resources or respect that it deserves. Enhancing its profile by increasing ACENZ's public voice will benefit ACENZ, the industry and New Zealand.

Our objectives for Increasing Profile and Public Voice are:

- to raise the profile of the industry to build credibility, improve recruitment and resources, enhance respect and to increase influence.
- to influence community decisions via informed socially responsible opinions and input

Broaden Membership

Our Membership base will be broadened to include all consulting businesses working within the built and natural environment as shown below. This means increasing Membership beyond engineers to all professional service firms working in the built and natural environment, including: Quantity Surveyors, Architects, Planners, Project Managers, and Management Consultants. It may also possibly include Lawyers and Accountants.

Our objectives for Increasing Profile and Public Voice are:

- to increase leverage, credibility and influence through increased Membership numbers,
- increased industry sector coverage and increased representation across professionals working in the built and natural environment.

It was later decided to add a fourth strategic goal *RESILIENT BUSINESS* to be fleshed out and defined with goals and objectives at the February 2019 Board Strategy Session.



ACENZ

The Association of Consulting Engineers New Zealand Limited
Level 8, 276 Lambton Quay (Temporary Location), PO Box 10247,
Wellington 6143
(04) 472 1202 or service@acenz.orgnz
www.acenz.org.nz