

One Page Strategic Plan 2012 - 2013

Vision: To achieve sustainable growth in export earnings and delivery of quality tourism experiences

Mission: To support and represent our members for the purpose of facilitating business partnerships in the tourism export sector

Aims and Objectives:

STRATEGY GROUP and OBJECTIVES	KEY GOALS & ACTIONS
LEADERSHIP Provide leadership to members and the wider tourism industry	<ul style="list-style-type: none"> • Consult regular with industry on key issues affecting the tourism industry • Build effective relationships with key stakeholders • Represent and champion member concerns • Show innovation and determination
MEMBERSHIP To retain and grow membership	<ul style="list-style-type: none"> • Identify non-active members and entice them to be more active • Improve communications regarding membership of Tourism Export Council • Create awareness of <i>young</i> Tourism Export Council and encourage membership
ADVOCACY & RELATIONSHIP MANAGEMENT Promote Tourism Export Council's position with government, industry & other key organisations	<ul style="list-style-type: none"> • Covec report and ongoing input re GST and advocacy with government • GST – engage with GAG Group and Price Waterhouse Coopers on any developments • TIA – ongoing discussion re new TIA structure
MARKETING & COMMUNICATIONS To add value to Tourism Export Council members with communications	<ul style="list-style-type: none"> • Distribute communications via newsletters, directory - both direct and email • Monitor website activity and engagement with members • Consider special communications to non active members eg. translation benefits sheet and other
BUSINESS DEVELOPMENT To develop business for Tourism Export Council members:	<ul style="list-style-type: none"> • Promote to TNZ the value of wholesale business and encourage engagement with trade in offshore markets • Business development between inbound tour operators and allied members • Expanding recognition of TECNZ and Qualmark brands to inbound tour operators off-shore clients
INDUSTRY STANDARDS & PRODUCTIVITY To uphold the Tourism Export Council's quality standards & provide opportunities for members to improve productivity	<ul style="list-style-type: none"> • Build long term relationships with key MED staff that ensures TECNZ is consulted on tourism issues • Ascertain TNZ's plan for Qualmark offshore – to strengthen the promotion of Qualmark and ensure its stable position/longevity • Work with ATTO to ensure tourism courses/qualifications are relevant to the industry