

IrrigationNZ Strategy 2018–2023

VISION

Irrigation for a thriving and sustainable New Zealand

MISSION

Creating an environment for the responsible use of water for food and fibre production

Strategic priorities



Advocacy

Championing the irrigation sector as a valued part of the solution for community well-being

Activities and information supporting our advocacy work

Activities to improve the effectiveness of our advocacy work and drive change



Setting the standards

Working together to create world-leading irrigation standards



Thought leadership

Driving innovation through sharing ideas and promoting the adoption of new technology



Information base

Developing a high-quality, easily accessible information base which is the 'go to'



Connectivity

Bringing irrigators, the irrigation sector, researchers and decision makers together to make better decisions for our future





Advocacy

WHAT WE WILL DO

Proactively engage with and provide expert advice to decision makers and influencers to improve their understanding of irrigation and its benefits

Implement a 'benefits of irrigation' community awareness campaign

HOW WE WILL DO IT

Identify issues and opportunities and gain feedback from members and stakeholders to define key messages

Regularly communicate key messages to all decision makers and influencers

Work with our members to review, update and deliver an engagement and communications strategy

HOW WE WILL MEASURE SUCCESS

Policy that affects irrigation is informed and workable

We are highly regarded by decision makers and influencers

An improved community understanding of irrigation and its benefits



Setting the standards

WHAT WE WILL DO

Define a clear, recognised and unambiguous set of standards for irrigation

Partner and support irrigators in the widespread adoption of the standards

Develop a transparent framework to monitor and report upon the adoption of the standards

HOW WE WILL DO IT

Work with members, stakeholders and iwi to scope, define, get commitment to and review the standards

Review, update and deliver the INZ Irrigation Knowledge programme (e.g. resources, training and tools)

Work with members, stakeholders and iwi to determine the best approach to monitor and report on the adoption of the standards (e.g. regulatory, market and industry programmes)

HOW WE WILL MEASURE SUCCESS

A set of irrigation standards is established by 2020

A year-on-year increase in the adoption of INZ's resources, training and tools

A robust and credible monitoring and reporting framework is in place by 2021

Over 80% of INZ's members meet the standards by 2023



Information base

WHAT WE WILL DO

Develop the information base and share this with our members, the irrigation sector, the public and decision makers

HOW WE WILL DO IT

Work with members, stakeholders and iwi to scope, collate and make available relevant, high-quality and future proofed information

Develop a self-funding business model for the long-term delivery of the information base

HOW WE WILL MEASURE SUCCESS

A high-quality, self-funded information base is delivered by 2021



Thought leadership

WHAT WE WILL DO

Create an innovative and progressive environment that prepares our members for the future

HOW WE WILL DO IT

Undertake regular scans of emerging issues and developments and communicate these to members

Implement a new technology scouting programme

Offer regular thought leadership commentary, information, articles and events

HOW WE WILL MEASURE SUCCESS

A year-on-year increase in:

- number of activities
- attendance at events
- requests for advice
- member satisfaction
- number of inquiries



Connectivity

WHAT WE WILL DO

Develop a member, stakeholder and iwi engagement programme that enables us to act with clarity

Actively engage with stakeholders and iwi to deliver the benefits of our strategy

HOW WE WILL DO IT

Establish and clearly communicate our value proposition

Provide two-way feedback mechanisms and act on the information received

Key stakeholders identified and joint work programmes established with each

HOW WE WILL MEASURE SUCCESS

Membership represents 80% of NZ's irrigated area by 2023

A year-on-year increase in member and stakeholder satisfaction