

Strategic Plan

Compost New Zealand

2006- 2009

Introduction

Compost New Zealand is the lead organisation to promote organic resource recycling and use in New Zealand.

An organic resource may be garden organics or green waste, food or kitchen wastes or animal waste.

Compost NZ

Compost NZ is a voluntary group established by organisations in the waste and composting industries.

Purpose

The purpose of this strategy is to provide a project framework that enables business, councils, consultancies and research organisations in New Zealand to have a clear view of key issues facing the organics sector and the direction the industry wishes to head in addressing these.

Draft goals are provided below.

Compost NZ Goals

1. To establish a credible group to represent the industry
2. To establish and support programmes for the development of the industry
3. To identify common industry priorities and advocate for their implementation.
4. To encourage training and increased professionalism across the industry.
5. To actively support the development of new markets for compost products
6. To establish and maintain relationships with key stakeholders including similar international organisations.
7. To support the development of relevant product standards and encourage their adoption by both producers and users
8. To establish effective communications systems.
9. To provide formal response and comment on issues and policies affecting the industry

10. To identify and encourage strategic and commercially relevant research and development
11. To develop an annual strategic planning cycle to achieve Compost NZ objectives

A plan for the industry

This industry plan is intended to help the group by confirming common objectives and priorities for the industry. The Queenstown 2005 workshop and Rotorua 2005 workshop helped frame some of the industry priorities and these, along with the Ministry for the Environment organics work plan will be further worked through during 2006.

Key Strategies 2005-2008

There are four key strategies intended to help guide the process of developing an effective industry body:

1. To establish a professional group
2. To establish support programmes for the development of the industry
3. To build effective communication systems within and external to the industry
4. To enhance the financial base for Compost New Zealand and consequently fund further programmes for practitioners.

The strategy is not static. It will evolve continually to meet the changing demands of the business environments which impact on the industry.

Objectives

Each key strategy has the following objectives. The objectives are set to help further define how Compost NZ will operate.

- 1. To establish a professional group**
 - 1.1 Develop a national network by working with businesses, local councils and relevant stakeholders.
 - 1.2 Create an industry owned body that is recognised as being the leading recycled organics body in New Zealand

- 2. To establish support programmes for the development of the industry**
 - 2.1 Support the development and implementation of best practice guides and standards.
 - 2.2 Periodically review standards and guidelines to ensure currency and effectiveness
 - 2.3 Provide training opportunities nationwide
 - 2.4 Support programmes to maximize current markets and to identify and develop new markets
 - 2.5 Identify and implement appropriate research projects for the industry

- 3. To build effective communication systems within and external to the industry**
 - 3.1 Build internal communication networks and forge links with similar international organisations
 - 3.2 Market Compost New Zealand
 - 3.3 Act as the recognized industry voice on compost related matters

- 4. Enhance the financial base for Compost New Zealand and funding further programmes for practitioners**
 - 4.1 Obtain project funding through central government and other institutions
 - 4.2 Take opportunities to sell training programmes
 - 4.3 Encourage or seek sponsorship for projects and programmes

Strategy 1	To establish a professional group	Method	Responsibility
Objectives			
1.1	Develop a national network by working with businesses, local councils and relevant stakeholders	Hold stakeholder workshops throughout the country,	
1.2	Create an industry owned body that is recognised as being the leading recycled organics body in New Zealand	Actively recruit members and encourage their participation in programmes Provide strong leadership on compost issues	

Strategy 2	To establish support programmes for the development of the industry	Method	Responsibility
Objectives			
2.1	Support the development and implementation of best practice guides and standards.	Provide networking opportunities at seminars, conferences and workshops Promote and facilitate the use of existing technical programmes Provide opportunities for leading practitioners to demonstrate successful initiatives Identify appropriate distribution channels for industry groups Identify information gaps and priority areas Form project teams to develop information Set up industry review mechanisms Formalise standards and guidelines	
2.2	Periodically review standards and guidelines to ensure currency and effectiveness	Set review periods Identify if project team required Identify appropriate subject matter for experts Circulate for review and or comment	
2.3	Provide training opportunities	Provide up to date and relevant	

	nationwide	<p>technical training programmes for practitioners</p> <p>Identify key organisations to work with – eg ITO/PTE</p> <p>Plan training material development with these organisations</p> <p>Trial training</p> <p>Plan wider implementation</p> <p>Monitor application of training standards</p>	
2.4	Support programmes to identify and open up new markets	<p>Compost trials</p> <p>End user workshops</p>	
2.5	Identify appropriate research projects for the industry	<p>Facilitate industry and research organisation workshops</p> <p>Annual questionnaire to industry on research needs</p>	

Strategy 3	To build effective communication systems within and external to the industry	Method	Responsibility
Objectives			
3.1	Build internal communication networks and forge links with similar international organisations	<p>Maintain an up to date and information rich website</p> <p>Provide an informative email network</p> <p>Work with Compost Australia, European and American counterparts on technical research sharing</p>	
3.2	Market Compost New Zealand	<p>Identify and use media opportunities to raise profile of group, its objectives and performance</p> <p>Publicly reward effort and achievement by users</p>	
3.3	Act as the recognized industry voice on compost related matters	<p>Identify opportunities for industry comment on central and local government initiatives</p> <p>Lobby government and agencies on behalf of industry to organic recycling issues are supported</p>	

Strategy 4	Enhance the financial base for Compost New Zealand and funding further programmes for practitioners	Method	Responsibility
Objectives			
4.1	Obtain project funding through central government and other institutions	<p>Identify small scale projects suitable for project funding and combine resources to obtain funding</p> <p>Identify and make application for grants</p> <p>Identify key organisations to work with eg ITO, PTE's</p>	
4.2	Take opportunities to sell training programmes	Identify potential users and target programmes to end uses	
4.3	Encourage or seek sponsorship or advertising revenue for projects and programmes	<p>Sell advertising on high use sections of the website</p> <p>Sell advertising on written material</p>	