

# WASTEMINZ STRATEGIC FOUNDATIONS DOCUMENT

## PURPOSE

**Developing a sustainable New Zealand together**

## VISION

To be recognised as the **leading professional body** for waste management, resource recovery and contaminated land management in New Zealand.

To **deliver value to our members** through the shaping and sharing of policy and the development of industry best practice.

To **develop quality of life** through a sustainable environment and a circular economy.

## MISSION

- i **Importance and credibility of our sector:** The foundation of continued success of our members will be asserting and preserving the importance and credibility of our industry with both the public and government.
- ii **Ensuring relevancy:** Our industry is changing rapidly. To keep abreast of this, we must broaden our service delivery to meet ever-changing member needs.
- iii **Increasing our reach:** We must grow our membership to ensure we have the critical mass to be a strong and credible voice.

## STRATEGY

### Member focus

We are our members most valuable resource. This means responding to members' needs, involving members in service development, and encouraging personal involvement in WasteMINZ.

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### Sector Group focus

We support our sector groups to be 'best-in-class' and at the forefront of transformational change through:

- **Raising standards:** We continue to increase the professionalism of our sector. This means taking a leadership role and championing the development of good practice, as well as recognising and celebrating industry successes.
- **Knowledge development:** We are the educational leader in waste management, resource recovery and contaminated land management in New Zealand. Professional development must be responsive to market needs, and relevant to our members. We must also provide opportunities for knowledge exchange and networking.

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### Leadership

We are recognised as the pre-eminent voice for our industry in New Zealand. Achieving this involves:

- Thought leadership on the future our industry and the factors driving change, including policy and regulation, education and technology.
- Policy formulation and advocacy to positively influence the agenda in New Zealand.

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### Financial stability

We maintain a financially stable and robust organisation. This means continuing to deliver an annual operating surplus which allows reserves to keep pace with inflation. Funds should also be generated for reinvestment in sector-led projects.

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### Diversity and inclusion

We are inclusive, respecting every member's right to contribute equally. We celebrate multiple approaches and points of view, because diversity drives innovation.

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## VALUES AND MESSAGING

### VALUES

**Independence** to retain authority and impartiality

**Expertise, depth in understanding and evidence-based information** - through our sector groups

**Challenging conversations**, using our knowledge, expertise and evidence-based research

**Reach across the industry**, through our sector and working groups, networking events and publications

**Credibility** to leverage outcomes through engagement with our membership

**Ethical approaches** in our practices, statements and choices

**Inclusivity and diversity** in our membership, services and language

### MESSAGING

- We speak with authority, based on proper research, knowledge and expertise.
- We celebrate multiple approaches and points of view.

- We are balanced, informed & informing.
- Our members' views matter most.
- We demonstrate our value and knowledge with evidence-based expertise.

- We are courageous, agile and innovative.
- We are not afraid to lead challenging conversations that create positive change, saying what people need to hear, rather than what they want to hear.
- We demonstrate our value and knowledge with evidence-based expertise.

- We are multi-channel and multi-interest but consistent in standards.
- We represent and serve all our member and sector groups equally.

- We connect with and collaborate between members and government.
- We impart information from government to our members and from our members to government in the most effective ways.
- We ensure our information is relevant, accurate and helpful for the New Zealand public.

- We consider the impact of what we do on all parties and stakeholders.
- We are transparent in our decision-making and commitments and encourage others to be transparent too.
- We act with integrity and are accountable for those actions.

- We are inclusive, respecting every member's right to contribute equally.
- We celebrate the diversity of all our stakeholders, members and the people they serve.