

President's comments

The Institute is in good heart and membership is increasing even though the industry is going through considerable change at the moment. A number of people have commented to me that they support the positive role that the Institute is playing in the sector and see it as both independent and credible. They also want the Institute to take a greater leadership role in the sector.

At a time of ongoing change there is an increasing awareness of the need for the promotion of professional forestry and

supporting the professional development of members.

We are keen to take up this challenge and to ensure that the Institute has the necessary resources to do so. The NZIF Business Plan for 2004-2006 is summarised below. It describes the Objectives of the NZIF, the vision that we have, and the targets that we have set for the current two-year term. I welcome feedback from you on it.

Ket Bradshaw

NZIF Business Plan 2004-2006

Introduction

The Council of the New Zealand Institute of Forestry, elected for the two years from April 2004 to April 2006 has prepared this business plan to guide its activities during its two year term and to provide a basis for the work of future Councils. In preparing the plan, Council had regard to a number of issues including:

- The Articles of Association of NZIF.
- The existing membership of NZIF.
- The current subscriptions and financial arrangements under which NZIF operates.
- The NZIF Policy on Forestry and the NZIF Indigenous Forest Policy.

NZIF Objectives

The objectives of NZIF, as set out in the Articles of Association, are:

- (a) To be an independent advocate for forestry.
- (b) To serve its members by:
 - (i) Affording them opportunities to express and exchange views.
 - (ii) Overseeing members' ethics.
 - (iii) Encouraging fraternity and "esprit de corps".
 - (iv) Providing for the recognition of professional standards.

Vision

The NZIF vision is to be a vibrant professional organisation:

- demonstrating leadership;
- well respected for its independent and considered views;
- advocating forestry in its widest sense;
- relevant to current and new members.

In this vision, "forestry" is defined as the art and science of managing forests so as to secure a wide range of environmental and socio-economic benefits. This definition includes all forests in New Zealand, whether indigenous, natural or plantation and whether comprised of New

Zealand native or introduced species¹.

In determining this vision, NZIF distinguishes itself from other forestry sector organisations by:

- Having a membership comprised solely of individuals, who are forestry professionals or are otherwise interested in the profession of forestry.
- Focussing primarily on forests and on those activities that affect them.
- Defining forestry in the broad sense set out above to encompass all forests in New Zealand, not just some particular types of forest.

The vision will be achieved when:

- NZIF attracts most forestry professionals to be members.
- Government (national and local), forestry groups, the media and the public generally seek the views of NZIF as a matter of course on New Zealand forestry issues and those views are listened to and taken into account in decision making.

In order to achieve this vision, NZIF will need to:

- Develop the ability to and react promptly and effectively to issues as they arise.
- Deliver services of value to members.
- Attract and retain a broad membership that reflects the NZIF vision.
- Develop relationships with other organisations that can help NZIF.
- Obtain additional funding, particularly from sources other than members.

The NZIF Council will:

- Develop a project plan to identify the major

¹ For a more comprehensive description of what is meant by forests, forestry and management in this definition, and for definitions of indigenous, natural and plantation forests, refer to the NZIF Policy on Forestry and NZIF Indigenous Forest Policy.

steps that need to be achieved and a timetable against which progress can be measured.

- Advise members of the vision and the plan.
- Promulgate the vision widely.

Major portfolios

In keeping with its vision, and with the objects of NZIF as stated in its Articles of Association, the Council has determined that the activities of NZIF during the Business Plan period will be grouped under the following five major portfolios.

1. General services to members
2. Professional development for members
3. Professional services to others
4. Promotion of professional forestry
5. Governance and administration of NZIF

1. General Services to Members

Objectives during Business Plan period

- To keep the general services provided to members under review to ensure that they represent value for money, that they are relevant to and wanted by NZIF members and that they will prove attractive to those considering joining NZIF.

Targets during Business Plan period

- To increase the paid circulation of the Journal.
- To review the feasibility of electronic publication of the Journal.
- To continue to produce the weekly electronic Newsletter.
- To add to the range and content of material on the NZIF web site to provide quality and timely information about NZIF and for NZIF members.
- To run successful annual conferences.

2. Professional development of members

Objectives during Business Plan period

- To keep the professional development services provided to members under review to ensure that they represent value for money, that they are relevant to and wanted by NZIF members and that they will prove attractive to those considering joining NZIF.
- To promote such services amongst members to ensure that they take advantage of them.
- To ensure that development services made available to members are also seen as valuable to those in the forestry sector who employ forestry professionals.

Targets during Business Plan period

- To increase the number of registered members and registered forestry consultants.
- To implement and promote a system of continuing professional development.
- To complete, publish and promote the new edition of the Forestry Handbook.

- To develop, in association with Forest Industries Training, a programme of continuing professional development courses.

3. Professional services to others

Objectives during Business Plan period

- To continue to provide services to others that are of a high professional standard, that provide value for money and that enhance the reputation of NZIF.
- To seek new opportunities for services to others, particularly those that will add to the finances of NZIF.

Targets during Business Plan period

- To develop and implement an accreditation process for a four year forestry course.
- To start on the development of an accreditation process for at least one other programme.

4. Promotion of professional forestry

Objectives during Business Plan period

- To develop and maintain guidelines for submissions, media releases and representations, so that those involved know the boundaries within which NZIF operates.
- To ensure that NZIF is organised in a way that it can react promptly to issues as they arise. It may be appropriate for NZIF to establish a number of standing committees that each cover particular aspects of the forestry spectrum.
- To ensure that templates are available so that messages from NZIF reflect the NZIF image and become recognisable as coming from NZIF.

Targets during Business Plan period

- To develop a communications strategy promoting the benefits of NZIF membership, forestry in general, and NZIF policies and views to NZIF members, stakeholders, the media and wider public through NZIF submissions, media releases and representation.

5. Governance and administration

Objectives during Business Plan period

- To ensure that NZIF is governed and administered in a professional manner, that the services provide value for money and that the NZIF assets, including cash assets, are properly safeguarded and accounted for.
- To investigate new sources of funding for NZIF in order that it has the resources to achieve more.
- To review the organisational structure of NZIF and to recommend changes that might be necessary to achieve the vision established by the Council.

Targets during Business Plan period

- To increase the fully paid membership to 750.
- To ensure a positive cash flow each year.