

GROUNDSPREAD NZ STRATEGIC PLAN - 2021 - 2023

GROUNDSPREAD NZ PURPOSE - PROMOTING BEST PRACTICE SPREADING



STRATEGIC PRIORITIES

LEAD

A FOCUS ON QUALITY

What we will see:

- » A commitment to adding value to our members' businesses.
- » Setting progressive industry standards.
- » Accountability through traceability and the proof of placement.
- » Catalyst for industry improvement through research, education, and information.

PROMOTE

A FOCUS ON ENGAGEMENT

What we will see:

- » Deep engagement with all members.
- » Purposeful and professional relationships.
- » Improved insight into the quality service that our members provide.
- » Enhancing the credibility and visibility of our industry.

ENHANCE

A FOCUS ON A PROGRESSIVE & SUSTAINABLE ORGANISATION

What we will see:

- » An effective and sustainable strategic governing board.
- » A sense of identity and unity within our association.
- » Long-term sustainability.
- » Innovation and sustainability in everything we do.

OUR VALUES

Success for every member

Nature leadership across the network

A professional membership positively influencing fertiliser placement in NZ