

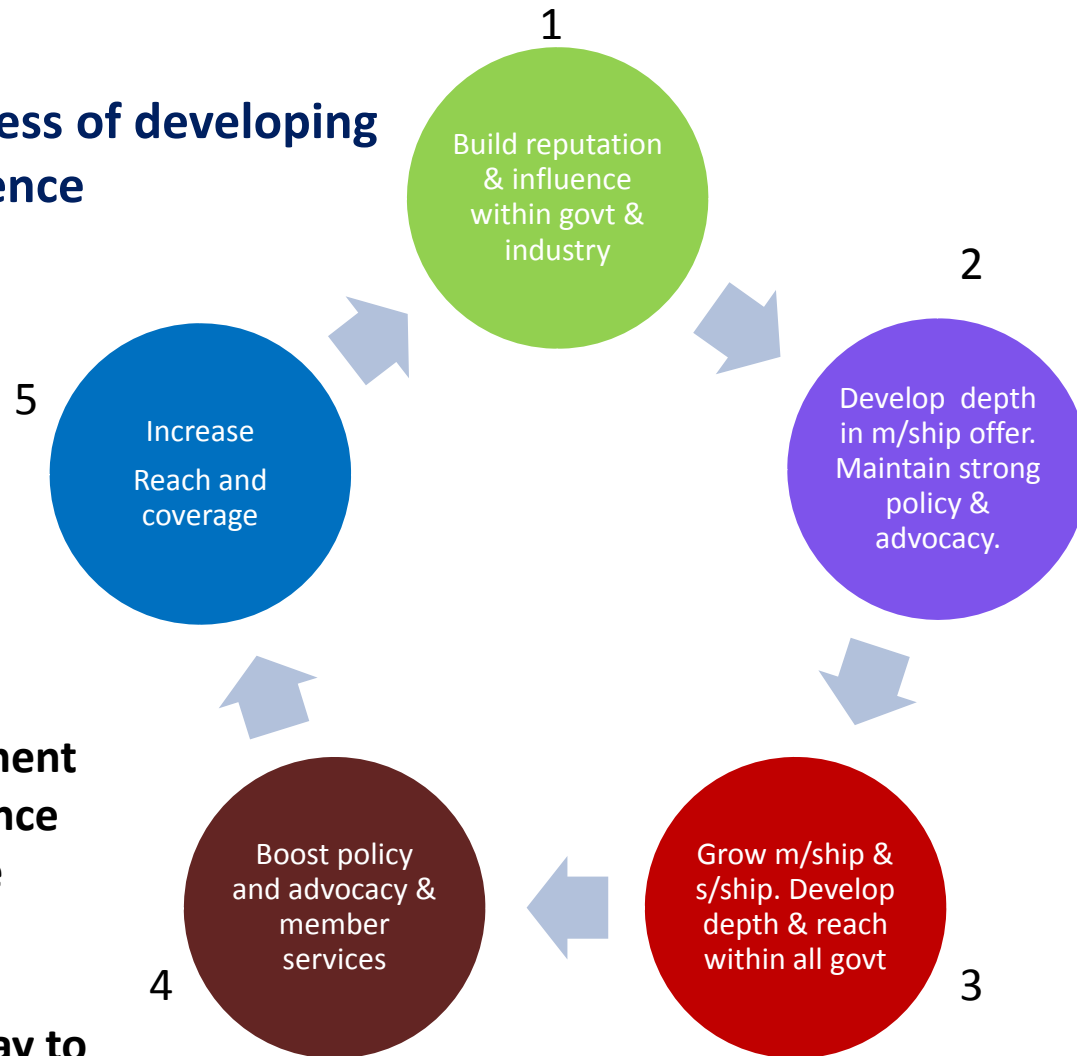
Strategy 2010 - 2013

*Building a high value, highly
respected and indispensable TIA ...*

Raising the tide for our members

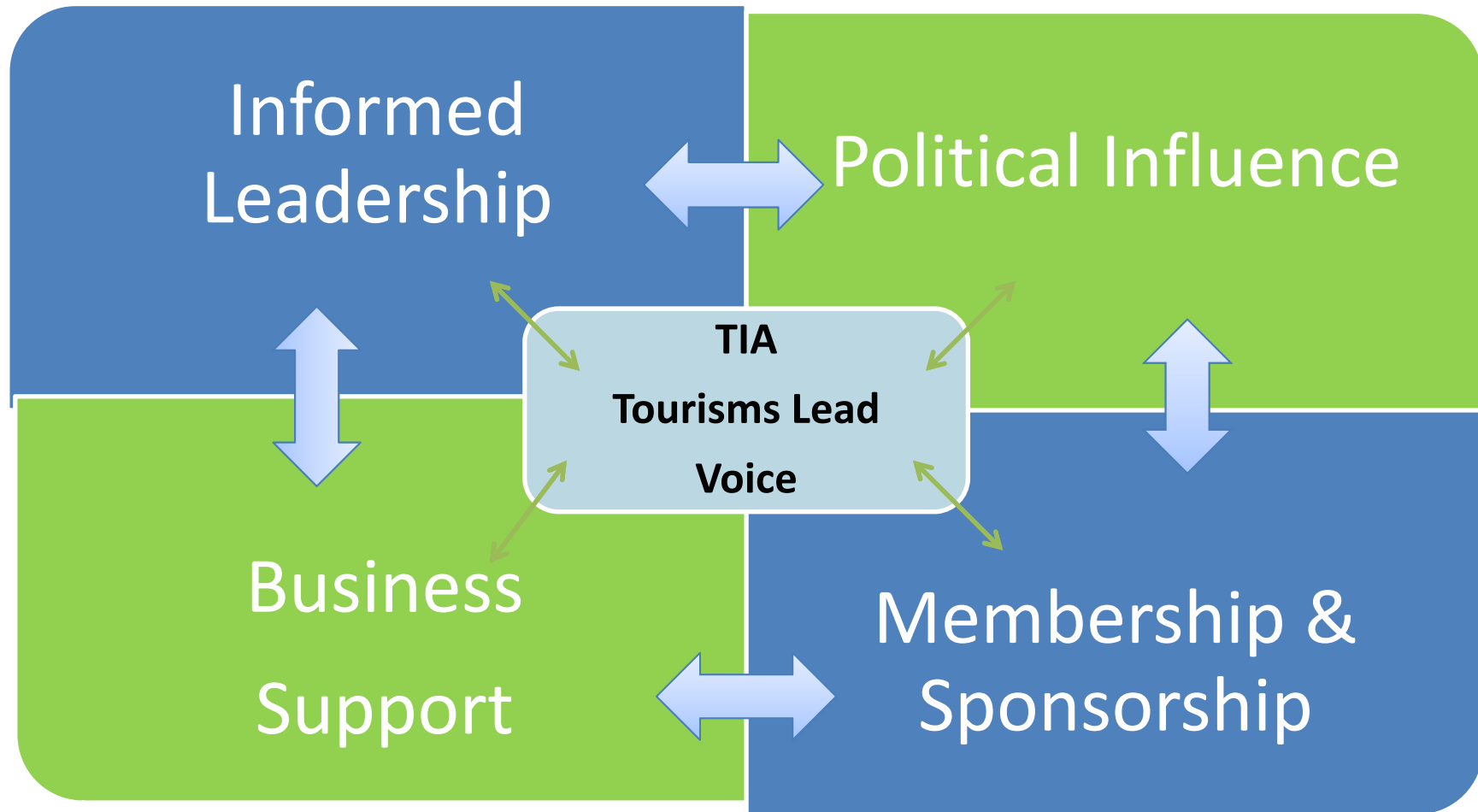
TIA – Building Value

Ongoing process of developing value & influence



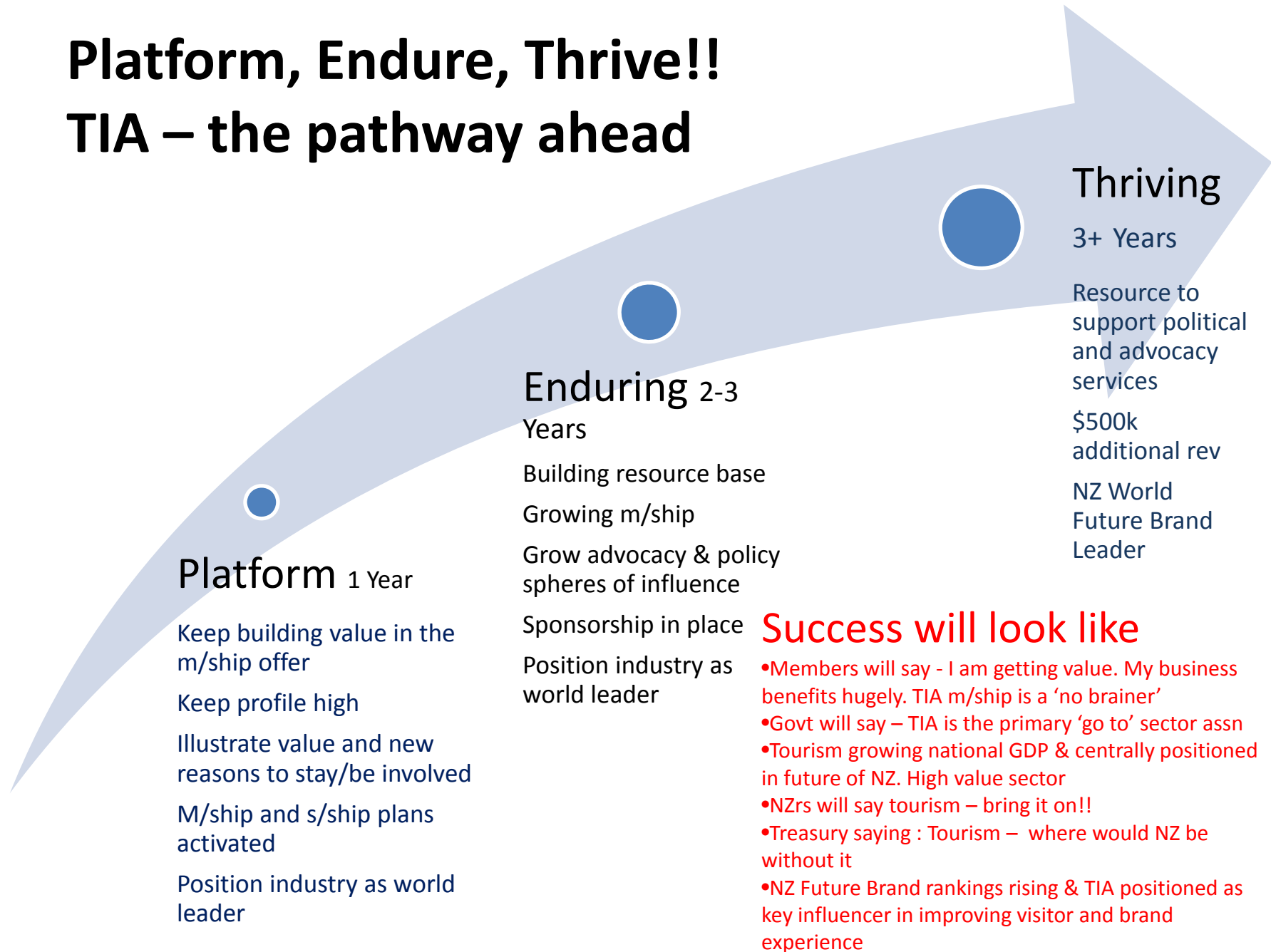
Lead by
+build engagement
+ build intelligence
+build influence
+build revenue
= build depth in offer so more pay to make it all happen...

Strategic Platforms



Platform, Endure, Thrive!!

TIA – the pathway ahead



Informed Leadership

Goal – build TIA’s position as the informed leader on tourism issues

Leadership through research, market intelligence, insights & analysis of tourism futures & issues ,unified networks , media voice, mainstream voice, best practice

Facilitate & initiate tourism discussion. Opinion maker. Position taker.

Act as a leader/facilitator

1 Year

- Insights Plan development
- Tourism prominent in media
- Alliance of Associations
- Community Engagement Plan developed

2-3 Years

- Phase 1 Insights Plan operative
- Build networks – international connectivity

3 years+

Research at centre of TIA offer & value

TIA leader in high quality information

What we will do

- Participate actively in NZ future debate
- Take on generational issues e.g. Land & Water , DOC, ETS, Immigration, Workskills, tax, NZ brand, infrastructure
- Act as leaders – take positions
- Build international networks
- Become information broker

What we wont do

- Be peripheral on tourism related issues. Not hide from issues that may impact members. Not follow

Research p/ships

Build n/works – international connectivity

Political Influence

Goal – enhance industry performance & grow tourism GDP by actively influencing political decision making at all layers of government

Enhance Influence at all levels within government. Develop further reach and depth. Develop specialist internal skill sets to grow influence

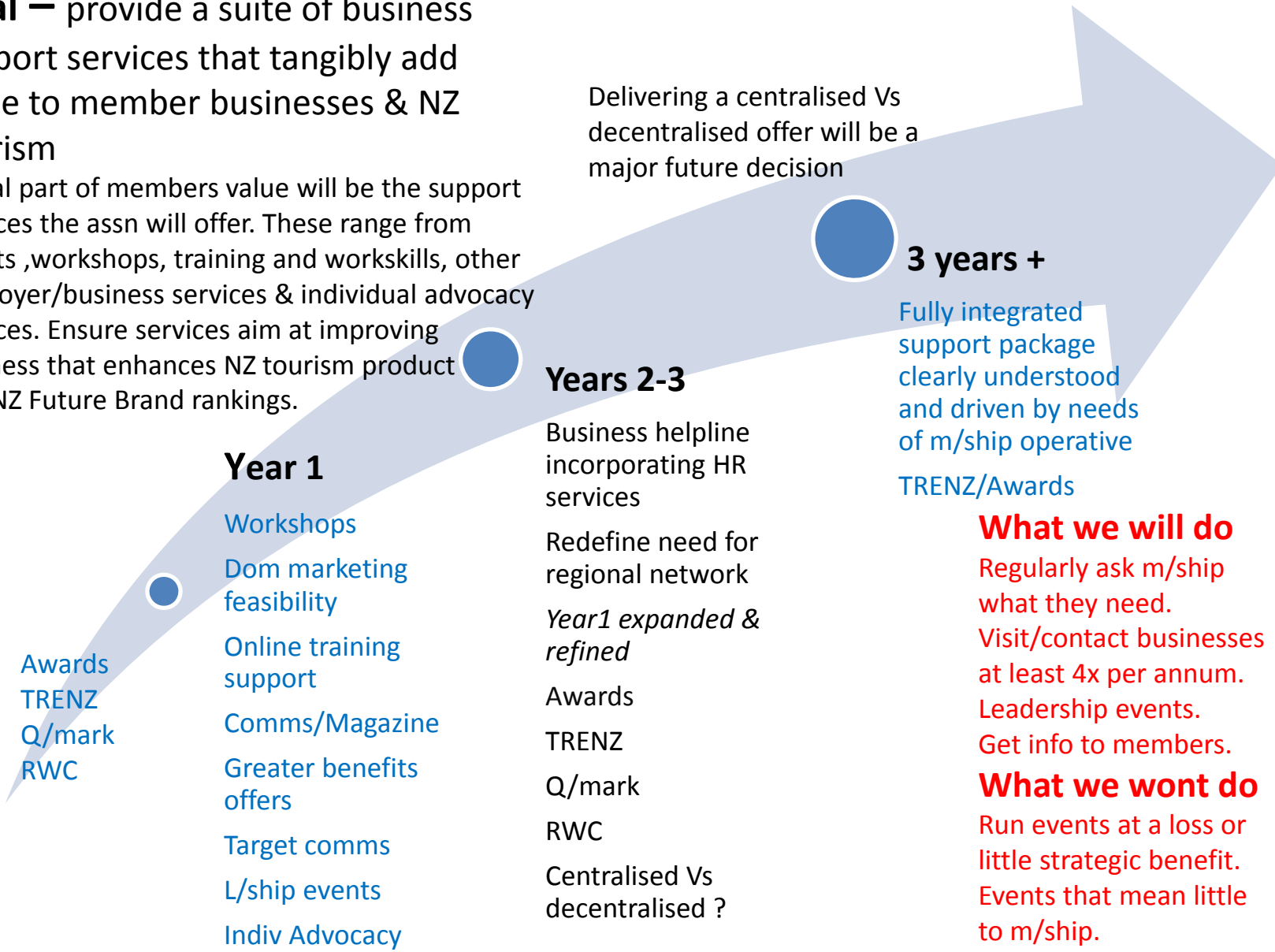
Build industry capability within industry to grow influence



Business Support

Goal – provide a suite of business support services that tangibly add value to member businesses & NZ tourism

A vital part of members value will be the support services the assn will offer. These range from events ,workshops, training and workskills, other employer/business services & individual advocacy services. Ensure services aim at improving business that enhances NZ tourism product and NZ Future Brand rankings.



What we will do

Regularly ask m/ship what they need.
Visit/contact businesses at least 4x per annum.
Leadership events.
Get info to members.

What we wont do

Run events at a loss or little strategic benefit.
Events that mean little to m/ship.

Membership & Sponsorship (links to

business support)

Goal – to connect with members in relevant ways so as to ensure their long term m/ship

A strong, growing, vibrant m/ship is vital to TIAs future (a financial imperative).

Membership will become an even more dynamic process of understanding and delivering value to a diverse range of member businesses.

External sponsorship will be targeted as a source of rev.

Events will not be core reason to join the assn.

