

# STRATEGIC PLAN

## THE FOUR Cs

**Credibility**

**Capability**

**Community**

**Consolidation**



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**STRENGTHENING  
ASSOCIATIONS IN AOTEAROA**

# TE HAPORI O NGA KAIWHAKAHAERE HONONGA O AOTEAROA



# ASSOCIATION FOR ASSOCIATIONS in AOTEAROA

## TAKING ACTION FOR THE SECTOR

At NZSAE  
we're here for  
one reason  
**to strengthen  
associations  
in New  
Zealand**



A S S O C I A T I O N

MATTER



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## Our Strategic Plan – The Four Cs – gives us a clear roadmap:

**Credibility** – Lifting the profile and trust of the association sector.

**Capability** – Equipping members with skills, tools, and data.

**Community** – Building genuine connection and collaboration.

**Consolidation** – Ensuring NZSAE’s long-term strength and stability.

*To bring this to life, the Board and operations team are rolling out a focused Business Plan with clear initiatives, timelines, and measures of success.*

# What's Already Underway

All partners receive the following premium features:

## Research & Insight

Launching the State of the Sector Report in September to benchmark our profession.

## Member Connection

Introducing Learning Circles in September and Monthly Member Spotlights in October.

## Visibility & Impact

Starting the Associations Matter campaign in October to tell the story of why associations matter in New Zealand.

## Practical Tools

Expanding policy and procedure templates and creating a Preferred Supplier Programme to connect members with trusted providers.

## Professional Development

Developing the Certificate in Applied Association Management and Governance Training for 2026.





## What's Next

Over the next 12 months, you'll see:

The first **Association Day** in March 2026.

A new **member-only** digital platform.

**Salary Survey & Dashboard** for sector-wide benchmarking.

**Expanded commercial partnerships** to help fund more member services.

The launch of the **NZSAE National Association Awards**.

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# How We're Keeping Ourselves Accountable

Every quarter, the Board reviews progress against key measures, including:

Member and partner growth and satisfaction.

Event participation and quality feedback.

Professional development engagement.

Financial health and sustainability.

This means every initiative is tracked, reported, and adjusted to deliver the most value to you.

## Why This Matters for You

Whether it's access to better resources, stronger professional networks, or raising the profile of the entire sector, every action we take is aimed at making your job easier and your organisation stronger.

