

# WasteMINZ strategy

**WasteMINZ represents the waste management, resource recovery and contaminated land management sectors. We exist to make a positive impact on Aotearoa New Zealand by:**

- Protecting and conserving our environment through a sustainable, ethical and consistent approach to our sectors
- Providing a compelling evidence base to underpin our transition to a low carbon circular economy
- Ensuring that investments in our sectors are strategically planned and take a long-term view
- Enhancing the visibility and mana of our sectors with communities and government
- Enabling our members to excel and thrive through supporting sector-wide advocacy, market intelligence, and continuing professional development

## Our values

- We are stewards of our environment (Kaitiakitanga)
- Our success comes through working collaboratively (Kotahitanga)
- Learning and best practice sits at the heart of what we do (Akoranga)
- We build the mana of others through nurturing, growing and challenging (Mana manaaki)

## Our priorities

- 1 Inform and educate
- 2 Elevate and advocate
- 3 Connect and celebrate
- 4 Future-fit



# Our priorities

## Inform and educate

**WasteMINZ ensures our members are up to date on the latest local and international developments and gives them high-quality opportunities to develop their skills and knowledge. We do this by:**

- Supplying credible and well-researched thought leadership on the future of our sectors and the factors driving change
- Seeking out high-quality data, research, and evidence to inform members, as well as shaping the development of policy and regulation
- Developing fit-for-purpose tools and resources to support members to be more effective in their work
- Facilitating commercial training and development opportunities to help members grow and find meaning in their work
- Building the knowledge of members, and their engagement with mātauranga Māori and Te Ao Māori and its importance in our sectors

## Elevate and advocate

**WasteMINZ is the leading voice on waste management, resource recovery, and contaminated land management issues in Aotearoa–New Zealand. We do this by:**

- Strengthening our profile and ensuring we are well known and credible across all levels of central and local government
- Working across all government ministries to ensure a joined-up approach which recognises the social, economic, and environmental opportunities of our sectors
- Developing and implementing change and narrative that underpins our desired outcomes and being clear on the number of issues we can effectively champion
- Proactively engaging through a range of media to ensure that communities, politicians, and officials understand the role of our sectors and the role they play in our collective success



## Connect and celebrate

**WasteMINZ facilitates meaningful engagement between our members and stakeholders, allowing them to build understanding, achieve better outcomes and be proud of their work. We do this by:**

- Creating a more robust understanding of the role of sector groups and ensuring our resources are effectively targeted to ensure high-performing groups
- Facilitating stronger connections between sector groups and enabling them to work collaboratively and effectively on cross-sector issues
- Supporting effective connection between members and influencers in a way that creates value for all parties
- Celebrating our sectors' advances and platforming the achievements of our members
- Embracing and celebrating Te Ao Māori

## Future-fit

**WasteMINZ is a thriving, effective and financially sustainable organisation with a highly engaged and diverse membership. We do this by:**

- Ensuring that our brand clearly stands for our work and articulates a strong value proposition to all members, so we are seen as their most valuable resource
- Enhancing and diversifying our revenue to ensure that our work is more impactful through growing our membership and providing development opportunities
- Developing and retaining a well-resourced, member-focused, strategically aligned, and engaged board and team
- Aligning our technology and infrastructure with our strategy to ensure it is fit-for-purpose, user-friendly and secure
- Incorporating mātauranga Māori and Te Ao Māori into our work by developing our internal competencies, knowledge and approach