



**FOOD IN A CHANGING WORLD**

**NZIFST CONFERENCE**

July 2023, University of Otago, Ōtepoti | Dunedin

**NZIFST**

**REFRESHED STRATEGY**



# CONTEXT

THE WHY



# Challenges

- Membership numbers flat with downward trajectory
- COVID, inflation, cost of living
- Synergy and alignment between branches
- Differing member engagement per branch
- Consistency on approach – guidance/support from exec

# What's working?

- Active Branch Committees
- Motivated volunteers (Committees, Board & Exec)
- FED Talks & Webinars
- Loyal members

# Questions!



## Membership

How do we engage with our current membership base?



## Financial

How do we ensure real benefits for our members?



## Partnerships

How do we have strategic partnerships that bring benefits to our members?



## Image

How do we remain relevant in our branding and communications?



## Growth

How do we grow our membership base?



# Purpose

Vision  
Mission  
Strategy

## NZIFST Strategy House

### Vision

A supportive and networked community driving a vibrant and sustainable food industry

### Mission

Advance the profession of food science and technology by celebrating success, facilitating life-long learning and engaging members in a collaborative community

### What

1



Networked Community

2



Vibrant Food Industry

3



NZIFST Brand

4



Professional Development

### How

Member Engagement Plan  
Membership Drive Plan  
Networking Plan  
Stream Lead: Bob Olayo

Foodies role models  
Awards & Recognition  
Industry Collaborations  
Role of NZIFST in influencing  
Stream Lead: Paulette Elliott

Online Presence Plan  
Communications Plan  
Identity & Te ao Māori  
Stream Lead: Wendy Bayliss

Facilitation of training and upskilling members  
Mentorship  
Choiceful Partnerships  
Stream Lead: Jess Chong

### Goal

To be defined by workstream



# NETWORKED COMMUNITY

**BOB OLAYO**

**PHIL BREMER**

**MICHELLE NEYRA**

**HAMISH CONWAY**

**GRANT BOSTON**

Focus areas:

- Understand current membership base and their needs
- Develop membership engagement plan
- Develop membership drive plan
- Leverage and strengthen networking opportunities



# VIBRANT FOOD INDUSTRY

PAULETTE ELLIOTT

NEALA HART

Focus areas:

- Promote the best of food science and technology
- Awards plan and industry recognition
- Role of NZIFST at influencing
- Create industry collaboration forums





# NZIFST BRAND

**WENDY BAYLISS**

**NEALA HART**

**JESS CHONG**

**MEGAN SINCLAIR**

**MICHELLE NEYRA**

Focus areas:

- Define brand identity and Te ao Māori linkage
- Develop communications plan
- Review branding



# PROFESSIONAL DEVELOPMENT

**JESSICA CHONG**

**MICHELLE NEYRA**

**MEGAN SINCLAIR**

**CLINTON MEHARRY**

Focus areas:

- Create professional development opportunities through partnerships
- Develop mentorship programme
- Leverage strategic partnerships

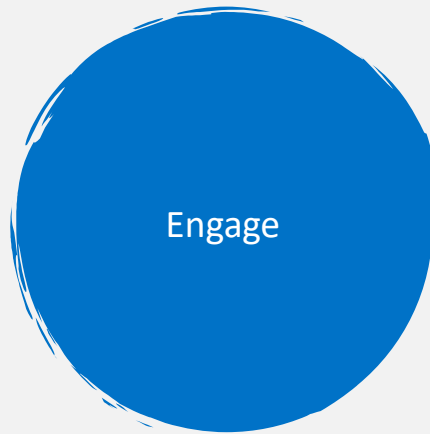
## Next Steps

- Workstreams
  - Volunteers
  - Articulate workstream objectives
  - Outline resources required
  - Present back to Board
- Exec
  - Prioritise workstreams and resources
  - Seek external perspective from our key partners/organisation
  - Roadshow to each branch (embed Strategy House)

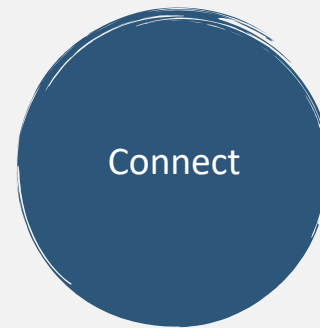
# How Can You help?



Be part of a  
worksteam



Be part of the  
conversation, engage  
with us



Spread the word

Scan me and  
sign up to a  
workstream

