

# STRATEGIC PLAN 2028



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**ANGUS**  
NEW ZEALAND



# CONTENTS

<b>Strategic Plan 2028</b>	<b>1</b>
<b>Our Vision for 2035</b>	<b>4</b>
<b>Our Strategy through to 2028</b>	<b>5</b>



# STRATEGIC PLAN 2028

## The New Zealand Angus: Established 1916

**“He ua punehunehu ka ngaro te tangata He Tui komako ka tu te tangata”**

**“People are lost in the rain & mist but they rise up with the courage of the leader”**

### January 2024

Angus New Zealand as an organisation over the last 24 months has been building on an enduring legacy as it evolves and prepares for the next iteration of the Association’s journey. Our people, their farming systems, breeding processes and cattle continue to adapt, iterate and evolve in an environment of constant change. Change has included climate, environmental, political (domestic and internationally), technology advances, shifting markets, consumer expectations, regulatory, scientific and genetic advances and intergenerational attitudes. Through it all the Association seeks to provide certainty for members, remaining true to the important values we share whilst making future focussed decisions that will add significant value. Into the future this will require clever leadership, collaborative relationships and partnerships and member engagement if Angus New Zealand is going to stay at the forefront of the beef industry of New Zealand. Our Vision of what 2035 will look like will continue to evolve and our Strategy through to 2028 will be annually reviewed and adapted as the industry and the world continues to change and evolve.

We hope that you will not only be part of this but will have the courage to actively engage in ensuring the Association is in a strong position for future generations.



Mike Smith  
Chair  
Angus New Zealand



Jane Allan  
General Manager  
Angus New Zealand



## ■ OUR VISION FOR 2035

### **VISION**

To be Pivotal in the Advancement of New Zealand Beef.

### **OUR INTENT**

To support our members to thrive and succeed as innovative and diverse farming industry leaders.

### **OUR PURPOSE**

The reason Angus New Zealand exists: To be the “Beef of Choice”

### **OUR VALUES**

The Behavioural Values we live by:

- Action & people orientated: We make it happen and get it done by connecting our people and building enduring relationships.
- Forward thinkers: We anticipate future needs and have the courage to make decisions that will enable success and resilience - both now and into the future.
- Active communicators: We actively enable communication and engagement.
- Open to change: Accepting that change is constant we are curious and always seeking to learn and evolve.
- Lead the way: Leadership within our organisation, stakeholders & our industry is critical to ensure the AngusNZ legacy continues into the future.
- One breed, one team: Diversity in our membership, farming systems, breeding programmes and thinking is enhanced when we represent the breed and work as one team.





# ■ OUR STRATEGY THROUGH TO 2028

## **STRATEGIC OUTCOME 1: EVOLVE, ENHANCE AND GROW HIGHLY VALUED CORE MEMBER AND DATA SERVICES**

### **Critical Objective;**

1. Create, co-create or influence the acceptance of a highly valued, user friendly mobile data system that provides insights.
2. Formulate and implement a change management training plan and programme for members.
3. Implement innovative new products and services to support member breeding programmes, succession, efficiency and training.
4. Resource and enhance our management capacity, capability and technical expertise.

## **STRATEGIC OUTCOME 2: ACTIVELY GROW THE ANGUS BREED AND INFLUENCE THE FUTURE OF THE INDUSTRY**

### **Critical Objective;**

1. Build and leverage trusted partnerships with industry leading businesses and government entities.
2. Influence and advocate through commentary and thought leadership.
3. Strengthen national and international relationships with breed organisations and industry advocates.
4. Ensure our Angus breed story has impact through people and information.



## **STRATEGIC OUTCOME 3: ENSURE ORGANISATIONAL SUSTAINABILITY, STRENGTHEN FINANCIAL RESILIENCE AND GROW CLEVER EXTERNAL COMMERCIAL INCOME PARTNERSHIPS**

### **Critical Objective;**

1. Maximise our current investments and business interests.
2. Ensure “user pays” member services have measurable service levels and enhance positive member engagement.
3. Create pathways, platforms and connections that allow members and external stakeholders to contribute to innovation, services and key decisions.
4. Build commercial partnerships that create ongoing future income streams that can fund development, grow capacity and enhance member services and technology tools.

## **STRATEGIC OUTCOME 4: INVEST IN THE FUTURE LEADERS OF THE ANGUS INDUSTRY**

### **Critical Objective;**

1. Evolve, invest in and future proof our organisation: governance, management, members, beef farmers, sponsors and strategic partners.
2. Encourage and enable the youth of AngusNZ to ensure succession and organisational vitality.
3. Actively connect & engage our people, community and industry.
4. Recognise and celebrate the success of our people by telling their story and having fun.