

CURRENT STATE

TARGET STATE

Grow Spatial

(Listen to members — Spotlight what they are doing — Inform them of wider trends and movements — Advocate on their behalf)

Grow SIBA

<p>Empower members to advance spatial information and technology for problem solving</p>	<ul style="list-style-type: none"> + Staying relevant by maintaining a narrative on emerging technologies and how spatial fits + Promote through NZ Tech Techweek + Refresh website to better inform prospects and visitors wanting to learn about spatial + Develop presentation toolkits for SIBA and its members (e.g. Value proposition for Spatial, High Level Maturity Model) + Develop a comprehensive Communications Strategy 	<p>New Zealand organisations have a spatial maturity relative to their business need</p>
<p>Sustaining and building customer sectors and leverage industry partners and stakeholders</p>	<ul style="list-style-type: none"> + Be visible through focussed media and publicity, present at targeted conferences and events + Collaborate with NZ Tech, NZIS and a-spatial groups + Sponsor and facilitate events + Attend and promote Conferences + Engaging with members to understand what the spatial industry needs to sustain and build + Enable members to message the value of spatial to their customers/stakeholders by developing supporting resources 	<p>Spatial information and technology is prevalent and has a strong presence in the industries through effective partnerships</p>
<p>Advising and influencing relevant government policies and decisions through representation of the spatial industry's interests</p>	<ul style="list-style-type: none"> + Continuously review where we are putting our efforts in terms of representation: <ul style="list-style-type: none"> — Strategic and targeted — Environmental scanning — Proactive — Take leadership + Promote and participate in: <ul style="list-style-type: none"> — GovHack — ASATS — CAP Working Group — Stats Open Data — Data Futures — Emerging Spatial Professionals — Related grassroots communities — Geospatial Capability Committee 	<p>The spatial industry is represented and influential on significant and relevant government bodies and policy decision-making processes</p>
<p>Driving spatial capability in New Zealand to support growing demand</p>	<ul style="list-style-type: none"> + Liaising with education providers + Understanding workforce demand + Internships and industry lead education programmes + Geospatial Capability Committee + Research the existing geospatial sector capabilities & shortcomings 	<p>NZ has a thriving ecosystem newly trained professionals who integrate well into the workforce with a spatial awareness</p>
<p>Supporting SIBA members to grow their business and capability</p>	<ul style="list-style-type: none"> + Consult with existing members and key stakeholders (LINZ, NZ Tech, NZIS) + Collateral about the spatial industry, elements of which to be used for publicity, by members and to update website + Content and stories + Press releases + Resources — grab and go + Surveys to understand member needs & engage — What do SIBA members need to grow their business capabilities that SIBA can deliver? + Summarising wider landscape changes back to members 	<p>SIBA membership is growing and member organisations are succeeding through connected networks and a mutually supportive culture</p>
<p>Informing members and growing our community</p>	<ul style="list-style-type: none"> + Ensure the sustainability of SIBA + Annually review and update benefits + Annually update membership structures and processes + Annually review SIBA strategy and work programme + Marketing and Brand Strategy 	<p>SIBA membership is attractive to relevant organisations and are regularly inspired with stories and ideas from successes in the industry</p>

SPECIFIC ACTIONS:

Segment	Activity	Grow Spatial	Grow SIBA
Governance	Strategic Review	Yes	Yes
R&D	Environmental scanning; identify discussion papers	Yes	Yes
Education	Tertiary providers review	Yes	
Education	Internship programme; current capability	Yes	
Engagement	Stakeholder review (NZ Tech, LINZ, NZIS)	Yes	
Engagement	Media	Yes	Yes
Engagement	a-spatial groups	Yes	
Representation	Representation review	Yes	
Members	Members programme		Yes
Members	Member collateral	Yes	Yes
Members	Benefits		Yes
Members	Update membership structures		Yes
Members	Member consultation & feedback	Yes	Yes
Comms	Comms strategy	Yes	Yes
Comms	Website refresh (content, stories)	Yes	Yes
Comms	Presentation tools	Yes	Yes
Events	Events — sponsor, speak, attend	Yes	Yes
Events	NZ Tech Techweek	Yes	Yes