

Olives New Zealand Inc

Communications Plan

27 September 2008

Objective : To enhance our communication structures to ensure we are a united voice for our industry

Objective	Strategy	Actions	Measures
1) Develop and maintain culture of open communication between all members	<p>Encourage participation of members in major developments</p> <p>Publish agendas & “long” minutes of all Executive meetings with supporting material</p>	<p>Seek member input:</p> <ul style="list-style-type: none"> • Strategic Plan • research priorities • major policies • promotional plans <p>by circulating plans & drafts</p> <p>Seek inputs & comments from members</p>	<p>Increasing member participation & contact</p> <p>Increasing member inputs</p>
2) Forge strong relationships between Executive Committee & branches	<p>Executive Officer to issue agenda for Executive meetings to branch/regional chairs</p> <p>Executive Officer to regularly communicate with branch/regional chairs</p>	<p>Executive Officer to seek ideas from branches for discussion at Executive meetings</p> <p>High communication</p>	<p>Executive Committee and Regional Council to meet annually and formally review effectiveness</p>

	Branch/regional chairs to regularly communicate with Executive Officer	Branches to send copies of newsletters, action plans, timetables of field days & other events	
3) Issue relevant technical, research & market information on a timely basis	<p>Decide on appropriate channel:</p> <ul style="list-style-type: none"> • email • e-news • "Olivegrower & Processor" • media <p>Seek & utilise experience & knowledge of members to provide information aimed at achieving our vision</p>	<p>Communications sub-committee to review</p> <p>Communications sub-committee to regularly meet to brainstorm/review ideas/efforts to get inputs/information</p>	<p>90% of members consider communication is informative, relevant & timely</p> <p>Excellent member feedback</p>
4) Develop & maintain first class WEBSITE	<ul style="list-style-type: none"> • Keep up to date • Regularly review & enhance growers manual • Maintain all policies, all relevant information in up to date condition • Post all Executive Committee agendas, minutes, special meetings and AGM's 	<p>Executive Officer responsible to present annual website action plan c/w budget to ensure strategies are achieved</p> <p>Make website easy to navigate Alert members by email of any material changes to website</p>	<p>90% of members consider website is first class and very effective</p> <p>Number of "hits"</p>
5) Enhance relationships between members, branches/regions,	<p>Structure</p> <ul style="list-style-type: none"> • Annual Strategic Plan review meeting Regional 	<p>Regular meetings are:</p> <p>February : 2 day meeting</p>	<p>Agreement by all at conclusion of meetings that results are productive</p>

<p>Executive Officer and Executive Committee by face-to-face meetings whenever possible</p>	<p>Council & Executive committee, and AGM, and any other meetings so that there is time to discuss major issues – these will be pre-determined by circulated agenda</p>	<p>for Executive & Regional Council. Separate Regional Council meeting October : annual conference and AGM. Separate Regional Council meeting</p>	
<p>6) Broaden and deepen national & international olive industry relationships aimed at adding value for our members</p>	<p>Build and maintain relationships at political, market and scientific levels</p>	<ul style="list-style-type: none"> • conferences • scientific/technical courses • publish research reports • international committees – publish relevant material information 	<p>Members report increasing awareness of N Z olive industry</p> <ul style="list-style-type: none"> • in particular the high quality of N Z olive products • our sustainable practises
<p>7) Ensure Communications Strategy is EFFECTIVE</p>	<p>Complete 2 yearly formal review</p>	<p>Email questionnaire on the above 6 objectives</p>	<p>Study members' responses and adjust</p>