

EVANZ STRATEGIC PLAN

2021 – 2024



1 JULY 2021 – 30 JUNE 2024

INTRODUCTION

Incorporated as a Society in 2000, the Entertainment Venues Association New Zealand (EVANZ) is the voice of the New Zealand entertainment venues industry. Membership includes over 120 venues around New Zealand including theatres, stadia, arenas, convention centres, sports grounds and community event centres. EVANZ also works with over 50 Associate Member organisations – industry partners and suppliers providing goods and services to entertainment venues. The association represents the interests of thousands of people working in the entertainment venues industry, either directly or through associated activities. EVANZ is governed by a Board of Directors comprising senior executives from a range of New Zealand venues, together with the General Manager.

PURPOSE - “INSPIRE EXCELLENCE”

OUR VISION AND GOALS

A connected community of venues throughout New Zealand, represented, recognised, and educated by a professionally run Association.

EVANZ facilitates the sharing of information, enhancement of skills and development of best industry practice. Our work focuses on three pillars:

- Sustainability
- Development
- Advocacy

OUR VISION AND GOALS

STRATEGIC PILLAR	OBJECTIVES:
Sustainability (of our organisation and the industry)	<ul style="list-style-type: none">• Maintain financial sustainability• Retain and grow membership• Operate with structured Governance• Regular and informative communication• Commitment to continued growth of cultural competence• Sustainable events practices
Development (of venues and people)	<ul style="list-style-type: none">• A growing body of knowledge and resources accessible to our members• Education initiatives and scholarships• Bringing people together• Succession planning• Champion high professional standards
Advocacy (our voice is heard)	<ul style="list-style-type: none">• A respected and valued authoritative voice• Collaborative and connected across key stakeholders and allied organisations• An informed management and executive, connected to industry trends and developments

HOW WE WILL DO IT

STRATEGIC PILLAR – SUSTAINABILITY	
Goal	Tactical Initiatives
Maintain financial sustainability	Continually seek to grow and diversify revenue across multiple channels including membership, partnerships, and sponsorship
Retain and grow membership	Establish a comprehensive map of key events, sports, arts and entertainment venues across New Zealand
	Identify and actively target non-member venues who would benefit from EVANZ membership
	Investigate and undertake feasibility study of a new membership stream for smaller venues.
	Develop 'self-service' features of website to streamline processes and enhance engagement for members and associate members
	Establish a programme of active engagement with lapsed Members
	Evaluate model to ensure Premium, Gold and Silver Partnerships are meaningful and mutually beneficial
Operate with structured governance	Review and update Constitution
	Review Sub Committees
	Ongoing review of delegated authority
Regular, clear and informative communication	Develop a communications plan that leads to Increased engagement through diverse communication tools e.g. newsletters, social media.
	Develop media profile of EVANZ, through regular programme of engagement and relationship management.
	Grow EVANZ online presence – ensure website is kept up to date
	Develop a brand strategy

STRATEGIC PILLAR – DEVELOPMENT	
Goal	Tactical Initiatives
Development of Cultural competency	Demonstrate tikanga Māori and a commitment to te Tiriti o Waitangi across the organisation.
A growing body of knowledge	Provide leadership around sustainable events
Commitment to continual learning and development	Develop a programme of board sustainability, working with exec and membership to identify and support future board candidates.
	Further develop our learning and development programme

Bringing people together	Strive to ensure that the End of Year Conference is viewed as the key industry event; grow numbers
	Investigate and implement new events and opportunities to engage with members
	Maximise opportunities for associate members to engage with members
	Undertake appropriate joint events with other industry associations
Champion high professional standards	Celebrate excellence through annual EVANZ Awards and Contribution to Industry Award. Review awards criteria and Investigate new awards.
	Ongoing review and development of Regulations and Guidelines we endorse.

STRATEGIC PILLAR – ADVOCACY	
Goal	Tactical Initiatives
A respected and valued authoritative voice	Actively seek out opportunities to be recognized as the lead organization representing the broad spectrum of entertainment venues in New Zealand. Support and encourage membership to share industry stories, raising the profile of the value of our sector.
Collaborative and connected across key stakeholders and allied organisations	Identify opportunities for collaboration with key industry partners and allied organisations. Develop and maintain relationship strategy with identified key partners
An informed management and executive, connected to industry trends and developments.	Encourage and support management and executive to attend key industry events. Support professional development for management Take a leadership role in building sector data for members
A connected management and executive with a growing influence	Establish relationships with government, media, and influencers, provide briefings, proactive PR and respond to all comment/interview requests