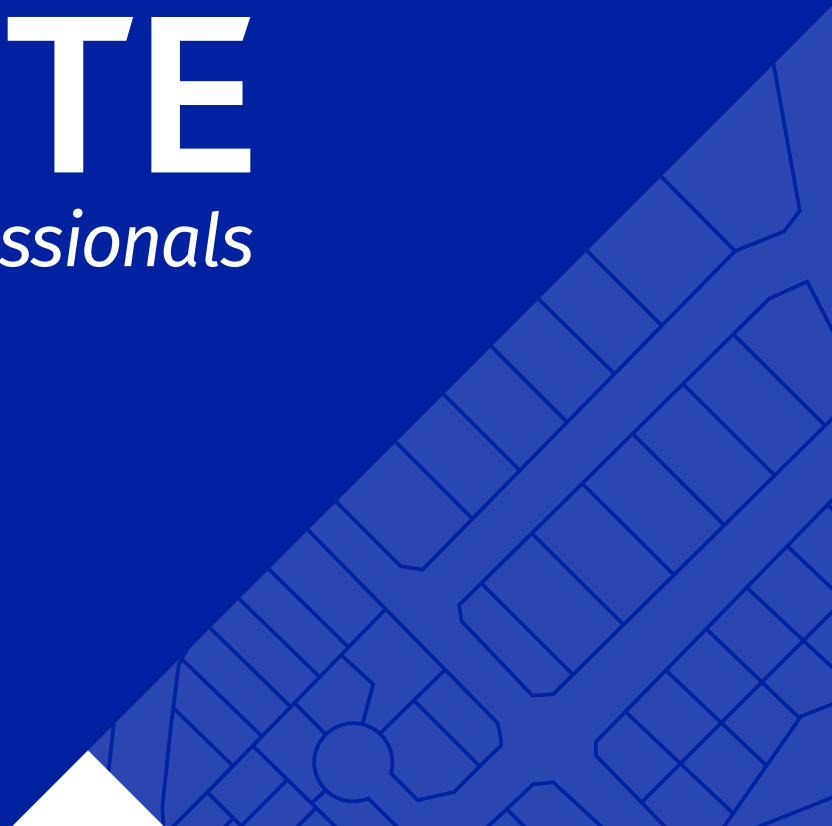


# Strategy

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# PROPERTY INSTITUTE

*The Home of Property Professionals*



# Welcome to our journey

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## Charting our journey together.

After more than two decades of service, the Property Institute of New Zealand leadership set about asking some tough questions about why we exist, who we serve, what we do well, what we don't, and how we can future-proof the organisation so it remains strong and relevant tomorrow and beyond.

Critical to our identity, these questions were key to helping us define our present and frame our future. So after months of work and several iterations, we are delighted to present our refocused strategic plan, which seeks to establish high level principles, values and aspirations for PINZ as it sets itself the goal of becoming 'The Home of Property Professionals', where our unique blend of members are our focus.

We have identified three main priorities, which are underpinned by high ethical and professional standards - with a programme of delivery that centres on the needs of our members and supports them through their career journey from graduation to retirement.

What became clear as we engaged with members during this process, is the immense professional pride they drew from being part of the Institute. They agreed that as a group we are stronger together, sharing experiences, knowledge and best-practice. They agreed that our place was one of leadership – where professionalism and raising standards should be at the heart of our mission.

At this time we wish to thank everyone who shared their thoughts with us, whether it was through the member survey, at the various AGMs, or providing feedback through your professional community or branches. The Board have distilled your feedback to establish our refocused strategic framework. This agenda is backed by an implementation plan and key performance measures to ensure the Board holds itself accountable for delivery, and to ensure our vision remains front and centre in everything we do.

We invite you to read it, examine it, understand it, and work with us to make PINZ the natural Home of Property Professionals.



**LUKE VAN DEN BROEK**  
President Property Institute  
of New Zealand



**VIV GURREY**  
Chief Executive Officer Property  
Institute of New Zealand

# Values

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**Professional Pride**

**Stronger Together**

**Raising Standards**



# Purpose

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*Professional communities putting members needs first*

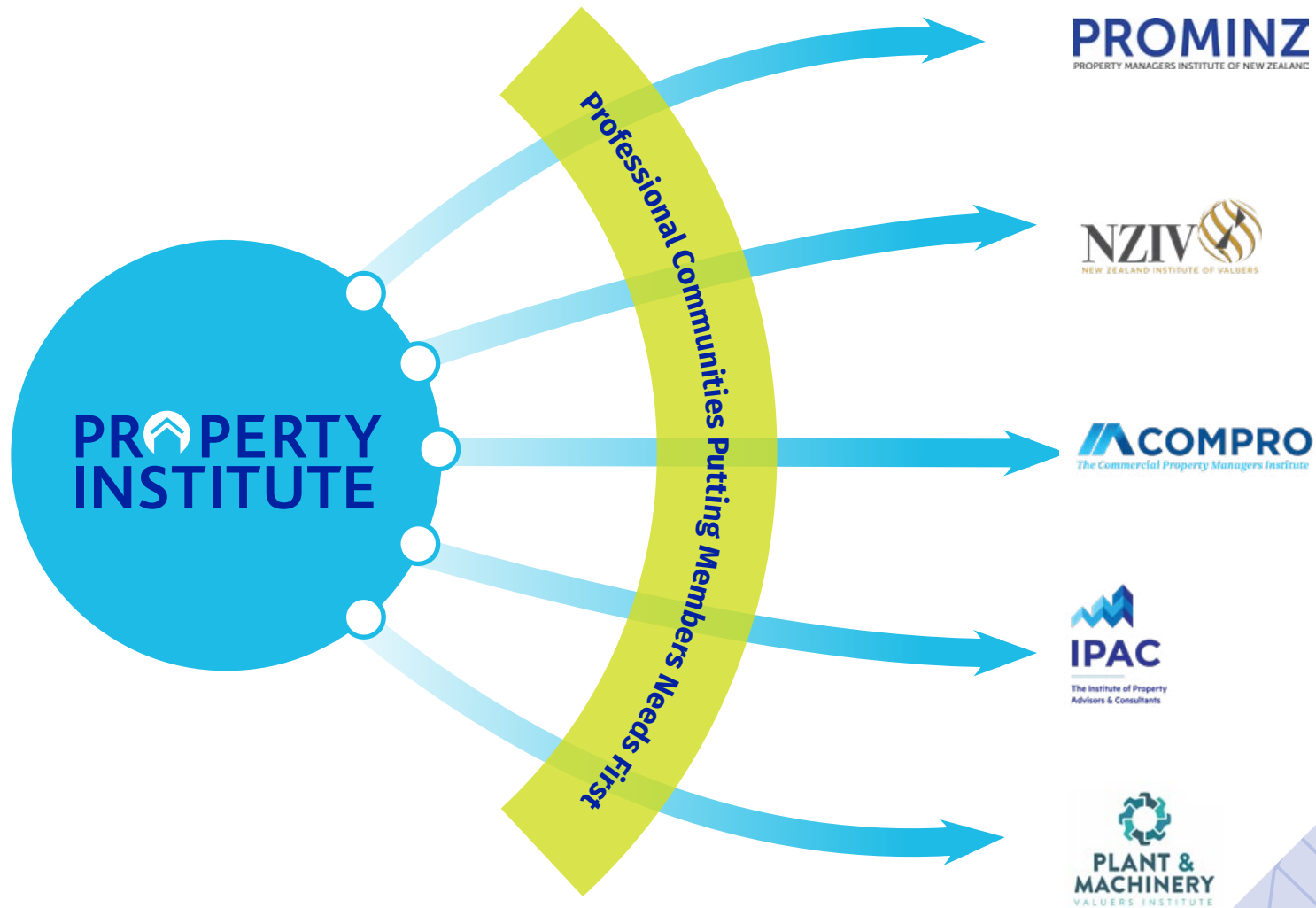
To deliver **excellence in professional services** to the  
members of our **unique professional communities**  
for the **benefit of New Zealand.**

# Aspiration

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To be recognised as the **premier property membership organisation** synonymous with **quality, professionalism** and the **highest ethical standing.**

# The home of property professionals



# Priority 1

Providing public confidence.

**We are the custodian of public confidence in the property sector, and we will do this by:**

01

Upholding professionalism and protecting the New Zealand public through robust ethics and standards

02

Cultivating a culture of best practice and continuous improvement in everything we do

03

Being brave and reforming our governance and operational arrangements to deliver a 21st century organisation



# Priority 2

Delivering specialist knowledge.

**Our member communities are drawn from the spectrum of property professions across New Zealand and we will do this by:**

01

Consistently delivering excellent services to our communities through our service level agreements

02

Supporting and promoting the interests of our communities

03

Developing community-specific tools and resources in partnership

04

Expanding our professional community network to support like-minded organisations from across the property professions





# 3

## Priority 3

Delivering a lifelong career path.

**We support our people from graduation to retirement and we will do this by:**

01

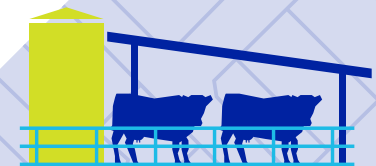
Delivering world-class education opportunities to enable our members to develop the latest knowledge and skills

02

Recognising the success of our members and providing a clear path for membership progression

03

Engaging regularly with the membership to understand their needs and where we can improve



# Goals

**1. Providing public confidence**

**2. Delivering specialist knowledge**

**3. Developing a lifelong career path**

## 1. We are the custodian of public confidence in the property sector, and we will do this by:

Setting consistent direction and strategy that will deliver against our aspiration	⤴
Conducting a formal review of rules and by-laws to ensure relevance and currency in all we do	⤴
Applying best practise standards and ethics across all professional communities supported by an effective structure to do so	⤴
Delivering excellence in best practise governance	⤴
Making continuous improvement a priority in all we do	⤴

## 2. Delivering specialist knowledge and we will do this by:

Striving for excellence in the delivery of professional services, education, and support in line with Professional Community Service Level Agreements	⤴
Building, continuously improving and maintaining a digitised Branch Resource Hub	⤴
Conducting a robust review of the membership services system and associated database In line with the financial management system and audit recommendations	⤴
Providing end to end membership services through the Membership Services Secretariat	⤴
Building an appropriate acquisitive growth strategy	⤴
Building capability and capacity in marketing, communications, and partnerships	⤴
Creating community specific web pages through a dedicated web portal that provide an on-line tool for our professionals to access community specific information	⤴

## 3. We support our people from graduation to retirement and we will do this by:

Delivering a stimulating, relevant and current education calendar tailored to each professional community's unique requirements	⤴
Executing the annual National Property Conference in line with membership feedback	⤴
Weaving an inclusion narrative across all aspects of operational activity and governance strategy	⤴
Reviewing membership pathways in consideration of professional community objectives	⤴
Building relevant and current membership recognition programmes to effectively recognise all levels of membership	⤴
Reviewing and developing an effective membership satisfaction and needs survey	⤴
Actively building strong, robust, and meaningful Branch engagement	⤴
Developing and monitoring key stakeholder engagement	⤴

# PROPERTY INSTITUTE

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