

SIX PILLARS:

A foundation for growth



**PROPERTY
INSTITUTE**

Prepared November 2018

The Six Pillars are:



1 - Status & Standards

Status and Standards are about the things we do to position ourselves as the benchmark by which professionalism in the Property Industry is measured. Our challenge is to evolve into an organisation which sets the standard for the property industry and in which membership is viewed as an essential element of professional status.

Current Initiatives: The PINZ Membership Advancement Programme, Affiliate to MPINZ, MPINZ to SPINZ, Member Recognition activities, Annual Professional Awards Programme, Fellowship Programme, Life Membership Programme, Annual Awards Ceremony, Management of Standards, Minimum membership criteria, Development of Professional Standards, Adoption and Exposure of Professional Standards, Management of an Ethics Program, Quality Assurance and Accreditation, Professional Collaborations



2 - Networking & Fellowship

Networking is recognised as one of the primary reasons that professionals join professional organisations. Our challenge is to reach a point where attendance at a PINZ networking event is seen as a mark of distinction and an essential indication of professional status.

Current Initiatives: Annual Conferences, Regional Network events, Keynote Meetings, Branch events, Membership promotions, Study Tours



3 – Technology & Innovation

Technology and Innovation are about preparing PINZ for the future. It includes collecting data and using it to accurately anticipate emerging professional trends. Our challenge is to prepare our members for coming trends and to be at the forefront of technological, economic/social change.



Current Initiatives: Annual Member Surveys, Needs Assessment Survey, Satisfaction Survey, Bespoke surveys, Public Polling (through Curia), Research Partnerships, PINZ / Valocity Regional Insights Report, A future commercial report, Projects focused on the Future, The Young Leaders Programme, An Internship Programme, Women in Property project

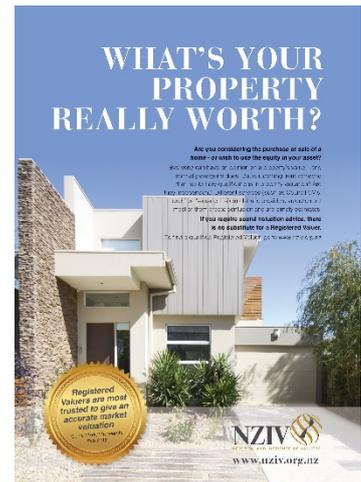


4 – Industry Promotion

Promotion of the industry is about the things we do to project the property industry – and particularly the professions that we represent – in a positive way.

Our challenge is to increase career participation in our professions and increase public confidence in the services provided by members.

Current Initiatives: Media Engagement, Topical releases, Responses to enquiries, Digital Communications, Member Newsletters, Social media, Profession Marketing, Community branding, Property Professional Magazine, Professional Websites (PINZ and NZIV), PropertyJobs.co.nz, Careers expos, Targeted Advertising



5 - Lifetime Learning

Lifetime learning is about providing robust, relevant and engaging education – within an easy to understand framework – to enable professionals to comply with their professional obligations while continuing to enhance their practical and theoretical knowledge.



Current Initiatives: CPD Programme Management, Programme development, Webinars, Seminars, Site Visits, Modules, CPD Compliance, University Degree accreditation

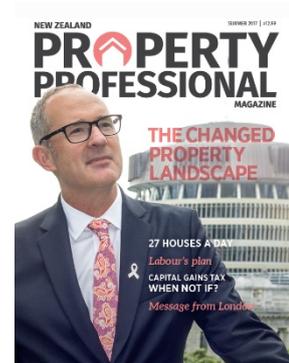


6 - Leadership & Advocacy

Leadership and advocacy are about those things which enable the Institute to establish, and maintain, a position from which it can influence the shape of policy and change through informed

opinion, robust submissions and regular engagement with key decision makers.

Current Initiatives: Opinion Leadership, Ministerial interaction, Legislative Submissions, Stakeholder engagement.





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