



STRATEGIC PLAN JUNE 2019

VISION

- to be New Zealand's preferred provider of family history and genealogical education and resources

MISSION

- to support and advance the study of family history, whakapapa and genealogy

GOALS

- to achieve improved NZSG membership retention and recruitment
- to increase revenue streams

OBJECTIVES

by marketing our point of difference

NZSG has a knowledgeable experienced genealogist member network nationwide which can:

- provide an educational role at national, branch and individual levels
- provide research support for individuals through a variety of communication channels e.g. online, phone, email, social media, face-to face nationally and locally

by developing & using our internet presence for:

- a range of online data collections e.g. Kiwi Collection
- education resources e.g. Getting it Right Learning resource
- enhanced digital services across our membership network

by reviewing our organisational structure, including membership

STRATEGY

ATTRACT

- establish Communication & Marketing Group to:
 - ◆ promote NZSG web presence
 - ◆ promote NZSG via social media
 - ◆ collaborate with online organisations
- expand research opportunities through genealogist member network FRC, Branch and interest groups
- encourage community participation and engagement through talks, seminars, conferences etc

GROW

- invest in technology to enhance / enable online sales of products to NZSG members and the wider public
- develop a range of online educational / learning resources
- expand the number of NZSG's products available online
- encourage further relevant projects eg. Research
- develop online data collections e.g. Kiwi Collection
- develop online capability free to members eg. Cemeteries Collection

SUSTAIN

- invest in technology to enhance / enable ongoing delivery of products and services online