



FARM FORESTRY NEW ZEALAND

Invitation to:

NZ FFA Strategic Review Workshop

Monday 15th February 2021

Thorndon 1 Ground Floor, The Terrace Conference Centre,
114 The Terrace, Wellington

Objectives:


1. To facilitate input from Council representatives, the Executive, and any interested Members with suggestions and ideas for the future development of the NZ FFA.
2. Present the draft ideas and suggestions that have been developed so far by the Review Working Group and get your feedback. Please see framework below.

Facilitator: Bronwyn Kropp, Senior Analyst, Operational Policy – Forestry and Resource Management, MPI

Agenda:

- | | |
|------------|--|
| 9.00AM | Introduction and background – Tim Forde |
| 9.30AM | Analysis of current situation – Graham West |
| 10.00AM | Morning Tea |
| 10.30AM | Facilitated discussion on current organisation and what members want the future to look like – Bronwyn Kropp. |
| 12.00 noon | Lunch |
| 1.00 PM | Facilitated discussion on what areas need to change to move from the current situation to desired future – Jeff Tombleson. |
| 2.00PM | Summary of ideas from the Working Group and feedback – Tim Forde |
| 3.00PM | Afternoon tea |
| 3.30PM | What preparation is needed for the March Council Meeting to continue progress on this matter – Bronwyn Kropp. |
| 4.00PM | Close – Tim Forde |

Review Framework

NZ FFA Strategic Review Options							
		√ =Change	X = No change				
Scenario description	Option	Newsletter	Brand	Website	Tree Grower	Structure	Organisation Name
Do nothing, keep status quo	1	X	X	X	X	X	X
Restructure/revitalise newsletter	2	√	X	X	X	X	X
Refresh Newsletter & Organisations Brand	3	√	√	X	X	X	X
Refresh Newsletter, Brand & Web site	4	√	√	√	X	X	X
Improve all Communication channels	5	√	√	√	√	X	X
Improve communication & related structures	6	√	√	√	√	√	X
Everything needs to be refreshed/modified/changed	7	√	√	√	√	√	√
		Easy				Hard	
NB: Within each cell for change there is potential for the Council to determine "by how much" and "over what time period"							