

# Mission of Sister Cities New Zealand Inc

“To act as a non-profit organisation working to increase global co-operation at the local level; promote cultural understanding, stimulate economic development and play a part in the achievement of world peace by fostering a citizens network of organisations and individuals devoted to creating and strengthening partnerships between various New Zealand and international communities.”

*Rules of SCNZ (Inc.). Clause 2.1*

In 2010 Sister Cities NZ will achieve this through a focus on Strategic Alliances, adding value for their members and ensuring that the organisation is on a sound financial footing.

## Strategic Focus 2010 - 2011:

- To maintain and enhance the credibility of Sister Cities NZ
- To ensure that Sister CitiesNZ remains relevant to its stakeholders
- To develop the financial sustainability of Sister Cities NZ

Activity	Responsibility	Date	KPI
<b>Strategic Alliances</b>			
<b>LGNZ and Councils</b>	Executive Officer and <i>President Bill Woods</i>	Ongoing	<ul style="list-style-type: none"> <li>• Develop the relationship with local government through LGNZ and Mayors Task Force for Jobs.</li> <li>• Be part of LGNZ Zone meetings in September.</li> <li>• Provide quarterly updates to Mayors and regular contribution to Mayors Task Force for Jobs newsletter.</li> </ul>
<b>Friendship Associations</b>	Executive Officer and Board members <i>Hiromi Morris and Russell Duff,</i>	Ongoing	<ul style="list-style-type: none"> <li>• Manage and grow relationships through regular meetings and updates to national office on Sister City activities, including workshops and Conference.</li> <li>• Invite contributions to their newsletters.</li> <li>• Establish database for communication</li> </ul>

<p><b>Schools and Council Youth groups with Sister City associations</b></p>	<p>Executive Officer and Board members <b><i>Roger Matthews and Hayley Wain</i></b></p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Manage and grow relationships through regular communication.</li> <li>• Invite contributions to newsletter.</li> <li>• Support the development of regional youth networks leading to a Sister City national network for involvement of young people.</li> <li>• Involve regional Sister City members in Sister City Youth activities and Conference activities, including workshops.</li> <li>• Board member to establish database for communication</li> </ul>
<p><b>EDAs, Chambers, ExportNZ, National Trade Associations and other Business orgs.</b></p>	<p>Executive Officer</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Manage and grow relationships through regular communication and updates on Sister City activities.</li> <li>• Ensure that opportunities for collaboration and partnerships are activated.</li> </ul>
<p><b>Central Government Agencies, including AsiaNZ, MFAT, NZTE and MYD.</b></p>	<p>Executive Officer and <b><i>President Bill Woods</i></b></p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Brief agencies regularly around issues and developments in Sister City networks nationally and regionally.</li> </ul>
<p><b>Ministers and Embassies</b></p>	<p>Executive Officer and <b><i>President Bill Woods</i></b></p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Meet with relevant ministers and ambassadorial staff as appropriate.</li> <li>• Continue discussion around opportunities for alignment with NZ govt policies and diplomatic involvement in Sister City activities.</li> <li>• Explore the potential for an Ambassadorial Scholarship</li> <li>• Ensure the presence of Embassy officials at Conferences</li> </ul>

## Adding Value for members

<p><b>Regional Co-ordination of networks where Board members are allocated geographical regions of responsibility</b></p>	<p>Board and Executive Officer</p>	<p>Quarterly</p>	<ul style="list-style-type: none"> <li>• Take responsibility for regular communication (meetings, emails, ph calls) with the Council members and Association members in that region.</li> <li>• Provide members with information from Board meetings – bring their concerns to Board meetings, - ensure that material for the newsletter and for regional workshops is communicated to the National office.. (These should highlight case studies and activities which can be shared nationally.)</li> <li>• Board actively feed back information to EO and respond to queries for support.</li> </ul>
<p><b>Provide Resources and share ideas</b></p>	<p>Board and Executive Officer</p>	<p>Quarterly</p>	<ul style="list-style-type: none"> <li>• Board members feed regional information to EO for use in the newsletter</li> <li>• EO Report to Mayors, govt agencies and Ministers on what is happening in the regions on projects aimed at adding value to Council and regional economies</li> <li>• Ensure that conference workshops are relevant and reflect member feedback</li> <li>• Increase the number of regional workshops.</li> </ul>
<p><b>Build International Relationships</b></p>	<p>Executive Officer and <i>President Bill Woods</i></p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Strengthen the China Edge and Sister City relationship at a member level</li> <li>• Work with other agencies to drive international connections.</li> <li>• Promote Sister City NZ internationally with an initial focus on China, Japan, Australia and the US. Develop these further to other countries as Sister Cities develops momentum.</li> </ul>

<p><b>Provide relevant information for Councils</b></p>	<p>Executive Officer and <i>President Bill Woods</i></p>	<p>31/10/10</p>	<ul style="list-style-type: none"> <li>• Advocate and participate in Zone meetings with Councils</li> <li>• Develop Mayoral newsletter around Sister City activities</li> <li>• Increase the number of workshops in the regions and ensure mayoral involvement</li> <li>• Provide data that can be used by councils and provide consistent and informed advice</li> </ul>
<p><b>Ensure that Workshops and Conferences are inclusive, relevant and participative</b></p>	<p>Executive Officer and Board</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Demonstrate a positive outcome in the 2010 workshops and conference.</li> <li>• Work with the Conference committee for 2011 to create a national programme for Conference where Sister City networks and regions can learn from each other or have an understanding of what others are doing in their specific areas of interest.</li> </ul>
<p><b>Actively promote Sister Cities through Media</b></p>	<p>Executive Officer and Board member <i>Roger Matthews</i></p>	<p>Immediate and ongoing</p>	<ul style="list-style-type: none"> <li>• Prepare a Communications Plan.</li> <li>• Work with Asia NZ's Charles Mabbitt re visiting journalists</li> <li>• Work with EO to align to a potential Comms budget</li> </ul>
<p><b>Develop Financial Sustainability</b></p>			
<p><b>AIRNZ Awards</b></p>	<p>Executive Officer and <i>Graeme Barsanti</i></p>	<p>September 2010</p>	<ul style="list-style-type: none"> <li>• Ensure AIRNZ involvement</li> <li>• Terms of reference and Brochures finalised</li> <li>• Criteria around judging developed and transparency of Judging established</li> </ul>
<p><b>Conference</b></p>	<p>Executive Officer and Board Members, <i>Jonathan Hooper</i></p>	<p>annually</p>	<ul style="list-style-type: none"> <li>• Ensure that conferences are appropriately budgeted for including a realistic conference fee and that guidelines are met</li> <li>• Target national Sponsorship for conference</li> <li>• Actively promote the value of conference nationally.</li> </ul>

<p><b>Sponsorship</b></p>	<p>Executive officer, <i>President Bill Woods and Deputy President David Ogden</i></p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Actively seek corporate sponsorship (Banks HSBC and ANZ)</li> <li>• Identify and approach Companies that have successfully exported as a result of a Sister City connection.</li> <li>• Actively seek central government sponsorship for conferences.</li> </ul>
<p><b>Projects</b></p>	<p>Executive Officer and relevant Board member.</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Work with government agencies around appropriate national projects that align with central government priorities</li> </ul>