



# EDANZ: New Directions

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# Why do we need to take a new direction?

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# Moo-ving in the right direction

EDANZ  
Economic Development  
Association New Zealand





Have we met the needs of our members and maintained focus on our core business?

How financially sustainable are we with our present structure and services?

How effective are we in promoting the profession?

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## Where are we now?

- What are our relationships with central government
- What are our relationships from a TLA/Regional Authority perspective



# New Strategic Objectives

1. EDANZ will provide a coordinated way for EDAs to contribute to economic development strategy and policy.
2. EDANZ will advocate for the lead role of EDAs in the implementation of “transformational” economic development at the regional level.



## Objective One

“EDANZ will provide a coordinated way for EDAs to contribute to economic development strategy and policy.”

- This is membership driven
- Local and regional EDAs influencing implementation



## Objective Two

“EDANZ will advocate for the lead role of EDAs in the implementation of “transformational” economic development at the regional level.”

- This is the Board and our Executives strategic direction
- Through demonstrated expertise of economic development implementation, Economic Development funding is devolved to the regions



## In short...

- EDANZ will be an effective national voice for EDAs –so EDAs win
- EDANZ presents practical pragmatic ED implementational solutions – EDAs and central government win



## Over time, regional economic development is devolved to the regions

- This will be measured by increased funding from central government & other stakeholders to the regions
  - This maybe an intergenerational project
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## Governance

- Increase the size of the Board to 15 to reflect the 14 regions and the Auckland regional EDA.
  - The Board will maintain the ability to co-opt from time-to-time.
  - One permanent sub-committee of the Board – Audit and Risk. Other sub-committees will be established from time-to-time as strategic priorities dictate.
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## Benefits

- We won't be competing with members for service delivery of Economic Development
  - Yearly flagship conference and AGM
  - Greater representation from regions on the board
  - We will be the informed voice of our members
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# Changes

- Professional Development to be outsourced and the PD sub-committee to be dissolved
- We will maintain the role of being the Accreditation body
- College of Practitioners is dissolved, however existing members can transfer to the Associate member category.



## Summary

- Become driven by the needs of the members – as defined as devolution of regional economic development to the regions
  - Become predominantly member funded to ensure our independence
  - Organise our governance body to reflect a regional approach with more representation
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