

2011/12 BUSINESS PLAN SYNOPSIS



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The Business Plan details the Priorities identified by the Executive for 2011/12. It shows the Priority, Key Performance Indicators, Responsibility and Target Completion.

This document is a synopsis of the Business Plan for the information of members. Your comments are welcome.

PRIORITY	SYNOPSIS	RESPONSIBILITY
Communication	Improve communications with members.	President
Membership	Maintain current membership base, regain 'lost' members and attract new members.	President
Executive Co-ordination	Enable efficient operation of the Executive.	Vice President
Certification	Review, update and implement the 2012 Certification Programme.	Vice President and Executive Officer
Finance	Ensure viability of Olives New Zealand.	Treasurer
Sponsorship	Finalise and implement sponsorship for 2012.	Chris Moore and Allan Frazer
Constitution	Finalise review and arrange Special General Meeting for adoption.	David Walshaw and Executive Officer
Field Days	Liaise with Regional Chairs on Field Day programmes.	Bob Marshall
Awards 2012	Review, update and implement the 2012 Awards Programme.	Allan Frazer and Executive Officer
Focus Groves	Establish bench marking of Focus Groves.	Roger Armstrong and Bob Marshall
Conference 2012	Organise Conference 2012.	Executive Officer and John Dunlop
Grove Census	Complete a census of known olive groves and report summary data to Executive and members.	Allan Frazer and Executive Officer
Food Safety	Review Food Safety Plan.	Vice President
OliveMark	Promote OliveMark to consumers.	David Walshaw