

# WE'RE BRINGING ENGINEERING TO LIFE TO ENGINEER BETTER LIVES FOR NEW ZEALANDERS



## MISSION

To support and add value to our members, partners and the profession while advancing engineering.

## VALUES

### Service | Te Ngākau Āwhina

We serve members, the profession and our community in every interaction.

### Bravery | Te Toa

We lead the profession boldly and with courage.

### Integrity | Te Tū Rangatira

We are honest, respectful and authentic in everything we do.

### Cooperation | Mahi Tahī

We are one team, stronger working together as a collective.

## FOCUS AREAS

### Relevance for members

### Leadership of the profession

### Engagement and partnership

### Organisational excellence

## STRATEGIC INITIATIVES

### Strengthen professional development offerings

Expand and monitor continuous professional development (CPD) for members to ensure it meets the evolving needs of the engineering profession.

### Strengthen advocacy and industry influence

Positively influence the direction of key public issues by increasing the volume, visibility and effectiveness of our advocacy.

### Deliver a comprehensive Groups' strategy

Develop and implement a strategic plan, fostering integration, collaboration and maximising our collective impact across the engineering profession.

### Optimise the CPEng system

Maintain the efficiency and effectiveness of the CPEng assessment and complaints system, focusing on public safety, streamlining processes and improving the experience for registrants and stakeholders.

### Develop member journeys

Enhance the overall member experience by reviewing needs, identifying gaps and linking offerings to needs to support engagement.

### Revise professional and ethical standards

Update the CPEng Rules and Engineering New Zealand Rules and regulations.

### Implement a financial partnership model

Build and sustain meaningful partnerships that align with our mission and values, delivering mutual benefits.

### Foster a thriving staff culture

Foster a work environment where staff are empowered, supported, and able to thrive, contributing to organisational success.

### Upgrade member digital experience

Transform digital engagement for members and registrants by personalising interactions and improving our website to for better usability and satisfaction.

### Lead on global challenges

Address critical global issues, including gender and ethnic diversity, artificial intelligence, climate change, and skill shortages, by providing expert guidance and actionable solutions.

### Manage and broaden initiatives that improve engineering outcomes

Lead high quality programmes while expanding and diversifying our panel, sector programmes and engineering practice work.

### Enhance operational efficiency

Refine and improve our processes, procedures and resources to ensure they are efficient and aligned with strategic goals.

### Revitalise event offerings

Reimagine and enhance events to deliver more value, connection, and engagement to members and stakeholders.

### Develop a natural hazards resilience and response model

Design and implement a robust framework to support the profession's response to natural disasters.

### Elevate philanthropic initiatives

Increase the reach and impact of the Foundation's activities, driving growth in both capital and support for key projects.