

Our Vision – To be the association of choice for all travel agents operating in New Zealand
Our Purpose – To provide relevant services to our members, promote the use of a TAANZ travel agent to the travelling public, to govern responsibly and promote partnerships with a wide range of industry stakeholders.
Our Values – Engaged, Responsive, Collaborative, Fair and Trustworthy.

TAANZ 2017 BUSINESS PLAN JAN – JUN Business objectives:

1. Improve the messaging of TAANZ services, value and business plans to members.
2. Implement co-operative branding strategy with groups and brands to improve traveller awareness of TAANZ member benefits.
3. Improve members’ ability to articulate the value of TAANZ membership to customers.
4. Increase membership satisfaction from current 69% ‘valued’.
5. New member numbers exceed ‘leavers’.
6. Meet or exceed external audit KPIs.

MEMBERSHIP SERVICES	TRAVELLER AWARENESS	EFFECTIVE GOVERNANCE	PRODUCTIVE PARTNERSHIPS
<p>Deliver relevant and valued business services. Articulate the value of services to grow membership awareness, effectiveness, retention and growth.</p>	<p>Improve membership awareness of the consumer facing benefits of membership. Deepen the consumer awareness of TAANZ membership through co-operative brand messaging and surveying.</p>	<p>Shift membership understanding of governance from “compliance” to “business benefit”. Involve members in committees targeting rule and criteria review and be responsive to change.</p>	<p>Broaden NTIA value. Continue engagement with IATA / APJC on Reso8xx and New Gen ISS. Support WTAAA proposals opposing impediments to agency sales and operating environment. Build relationship with Institute of Directors.</p>
INITIATIVES	INITIATIVES	INITIATIVES	INITIATIVES
<p>1. Survey membership on value of current and desirable TAANZ services. Due end Feb 2017 Take results into committee to prioritise and develop. Assess ROI. Deliver results to Board for review then Membership. Due end Mar 17 ‘Additional Services’ Implementation phase Due Jun 17. 2. Produce membership Value Proposition ‘one pager’. Due Dec 16 (post BM) Revise Value Proposition based on committee review of Service offering. Due Jun 17 3. 2017 membership engagement survey Due end Jul 17</p>	<p>1. Produce FAQ style traveller awareness of TAANZ membership proposition and distribute to members for use internally and with customers. Due end Dec 16 2. Measure membership co-operative branding uptake and feedback. Due end Feb 17. 3. Develop and implement traveller awareness feedback survey. TBA Take phase i results to committee review for consideration. TBA Phase ii traveller awareness programme development. TBA</p>	<p>1. Deliver 2017 Business Plan to all full members. Due Dec 2016 (post BM). 2. Schedule Brand roadshow dates and TAANZ involvement Due end Feb 2017. 3. Form committee to review Rules and propose changes for consideration of the Board. Due end Mar 17</p>	<p>1. NTIA Expand NTIA to include other relevant agency and supplier categories. Due Nov 16. Continue work on FCNZL participation in NTIA. Due – APR 2017 2. IATA/ New Gen ISS Monitor developments and divergence with TAANZ IATA arrangements. Maintain support for the Agreement Due - ongoing 3. WTAAA Participation on global working committees Due - ongoing 4. IOD. Join and disseminate appropriate information and IOD benefits to members. Due – TBC</p>