

## NZWEA Strategic Plan 2020/21 - One page Summary

<b>Mission</b>	Promote the uptake of NZ's abundant wind resource as a reliable, sustainable, clean and commercially viable energy source.
<b>Vision</b>	That wind energy is a favoured form of electricity generation that provides 20% of NZ's electricity requirements by 2035.
<b>Key Areas of Focus</b>	<ul style="list-style-type: none"> <li>▪ Leveraging New Zealand's emissions reduction imperative to enable the energy transition to renewables, particularly wind energy.</li> <li>▪ Optimising wind energy's position and ensure the regulatory environment supports wind farm development.</li> <li>▪ Expanding the opportunity for wind energy development to enable community and industrial projects including wind's integration with other technologies.</li> </ul>
<b>Object (from Association Rules)</b>	<b>Strategies to deliver objects</b>
Policy advocacy to raise awareness of, and develop the concept of wind energy in NZ	<ul style="list-style-type: none"> <li>▪ Structured contact programme with key stakeholders, influencers and environmental agencies to position, and gain support for, wind energy as a key enabler to address climate change and move to a low-carbon economy</li> <li>• Leverage the NPS-REG review, Productivity Commission's Low-emissions Inquiry, the ICC's Accelerated Electrification Report and the need for renewables development to drive RMA reform including the NPS-REG, NPS Freshwater Management and NPS Indigenous Biodiversity</li> <li>• Expanding the opportunity for wind energy development to enable community and industrial projects including wind's integration with other technologies by focusing on regional infrastructure development opportunities and local engagement</li> </ul>
Organise seminars, conferences and other promotional and educational events and distribute information relating to wind energy	<ul style="list-style-type: none"> <li>▪ Utilise the annual wind conference to promote wind energy</li> <li>▪ Redevelop website and enhance search ranking to promote wind energy</li> <li>• Position wind as the future for new electricity generation including integration with other technologies</li> </ul>
Providing a forum for external and internal networking and discussion and co-operation	<ul style="list-style-type: none"> <li>▪ Leverage international wind developments, global wind day and NZ wind day to promote wind energy</li> <li>▪ Windnews to inform members on local and international developments</li> <li>• Leverage Board meetings to network with key stakeholders and promote wind energy</li> </ul>
Promote the economic, social and other benefits of wind energy	<ul style="list-style-type: none"> <li>▪ Tell the wind performance story and enhance wind's role in the NZEM</li> <li>▪ Proactively address perceived wind risks, issues and barriers to consenting / development e.g. birds, bats and noise</li> <li>• Focus on H &amp; S and technical training to improve capability and resilience</li> </ul>
Promoting research and development of wind energy technology	<ul style="list-style-type: none"> <li>• Utilise annual conference to showcase technology developments</li> <li>• Focus on opportunities to develop smaller scale wind along with other renewable generation opportunities</li> </ul>
Organisational sustainability and operational excellence	<ul style="list-style-type: none"> <li>▪ Preserve windfarm optionality and first mover advantage with existing consents</li> <li>▪ Grow membership by targeting prospective members and communicating the NZWEA value proposition</li> <li>• Leverage third party providers to improve administration efficiency</li> </ul>