

# **NZ Society of Authors (PEN NZ Inc)**

## **Strategic Plan 2017-2019**

### **Purpose**

The NZ Society of Authors (NZSA) exists so that all writers are advised, supported and represented at all stages of their career.

### **Vision**

NZSA is the premier organisation for all writers. It represents and includes writers from all genres and formats and at all stages of their careers.

Its governing body holds an esteemed position and attracts high calibre candidates.

NZSA is a sought-after partner due to the quality and diversity of its services and alliances. It is known for its strong, vibrant and stimulating collegiality.

### **Mission Statement**

NZSA is the principal representative for the professional interests of writers. We work to protect basic rights to freedom of expression, improve income and conditions for writers, promote New Zealand writing and literary culture, and be a community for writers.

### **Guiding Principles**

- ✓ Fair reward and recognition for New Zealand writers
- ✓ Quality in all forms of written expression
- ✓ Freedom of expression
- ✓ Creating a community for writers

### **Key Outcomes**

#### **Member benefits and services**

1. NZSA advocates for fair reward and recognition for New Zealand writers
2. Members have access to high quality professional development programmes and services.
3. Members are connected with their peers and special interest groups.
4. Strong and responsive relationships exist with relevant industry services, organisations and government.
5. Branches provide a lively and productive service to members and engage positively with National Office.

## **Business Capability**

1. NZSA National Council demonstrate good governance consistent with best practice in not-for-profit organisations.
2. The relationship between the National Council and management enables each to carry out their roles and responsibilities to the highest standard.
3. NZSA administrative services, technologies, and applications ensure timely, efficient and effective services to the National Council and members.
4. Branches have adequately trained officers ensuring competent and energetic leadership.
5. The overall business capability of NZSA is increased as the result of a growing membership.
6. Positive relationships with other industry sector organisations secure long term partnerships across areas of advocacy, legislation, events and promotion of all things literary.
7. New business with quality partners promotes NZSA and the literary sector.

## **Financial Viability**

1. Membership rate is attractive to new and established writers and fairly reflects services provided.
2. Partnerships enhance revenue generation and create sponsorship and marketing opportunities.
3. A range of high quality services to writers provide additional income to NZSA.
4. Literary related organisations seek to advertise their services through NZSA.
5. NZSA's reputation for excellence, coupled with nationwide coverage and a community based presence, enhances applications for grants and funding.
6. Writers' relevance to New Zealand's GDP, economic and cultural growth, and educational achievement is assessed for the purposes of advocacy and lobbying activities.

## **Connection with the wider community**

1. The wider community is able to connect to NZSA through events and online experiences.
2. Deepened connections with our communities through the promotion and patronage of local businesses results in opportunities to promote writers individually and NZSA as a whole.
3. NZSA upholds the principles enshrined by PEN International.