

NZWEA – One Page Strategic Plan 2021/22

Mission	Enabling development of NZ's exceptional wind resource as a reliable, sustainable, clean and commercially viable energy source
Vision	Empowering New Zealand's sustainable energy future
Objective	20% wind by 2035
Strategic Priorities	<ul style="list-style-type: none"> ▪ Leveraging New Zealand's emissions reduction imperative to enable the energy transition to renewables, particularly wind energy. ▪ Optimising wind energy's position and ensuring the regulatory environment supports wind farm development. ▪ Expanding the opportunity for wind energy development to enable community and industrial projects including wind's integration with other technologies.
Object (from Association Rules)	Strategies to deliver objects
Policy advocacy to raise awareness of, and develop the concept of wind energy in NZ	<ul style="list-style-type: none"> ▪ 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 • Leverage the need for renewables to decarbonise the energy system to influence resource management system reform and NPS-REG review to improve consenting outcomes • 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 • Leverage international interest and the importance of a just transition for Taranaki to progress a legislative framework for offshore wind development • Media releases around key wind industry events / developments and being accessible to business / environmental reporters
Organise seminars, conferences and other promotional and educational events and distribute information relating to wind energy	<ul style="list-style-type: none"> ▪ Utilise the annual wind conference to promote wind energy and involve key stakeholders ▪ Redevelop website look and feel and update information-based content • Proactively manage wind's variability and solutions including integration with other technologies
Providing a forum for external and internal networking and discussion and co-operation	<ul style="list-style-type: none"> ▪ Leverage international wind developments, global wind day and NZ wind day to promote wind energy ▪ Windnews to inform members on local and international developments • Leverage Board meetings to network with key stakeholders and promote wind energy
Promote the economic, social, and other benefits of wind energy	<ul style="list-style-type: none"> ▪ Tell the wind performance story and enhance wind's role in the NZEM ▪ Proactively address perceived wind risks, issues and barriers to consenting / development e.g. birds, bats and noise • Focus on H & S and technical training to improve capability and resilience
Promoting research and development of wind energy technology	<ul style="list-style-type: none"> • Utilise annual conference to showcase technology developments • Focus on opportunities to develop smaller scale wind along with other renewable generation opportunities
Organisational sustainability and operational excellence	<ul style="list-style-type: none"> ▪ Grow membership by targeting prospective members and communicating the NZWEA value proposition • Build internal capability and resilience by appointing an administration / communications resource • Implement the NZ Certificate in Wind Farm Maintenance training programme to develop technical capability in preparation for wind farm growth