



# Strategic Plan 24 May 2021 FINAL

# Why we exist

## Purpose

Create a community of excellence which provides inspiration, support and networking through fun and unique events.

## Who

Established and emerging leaders in our community

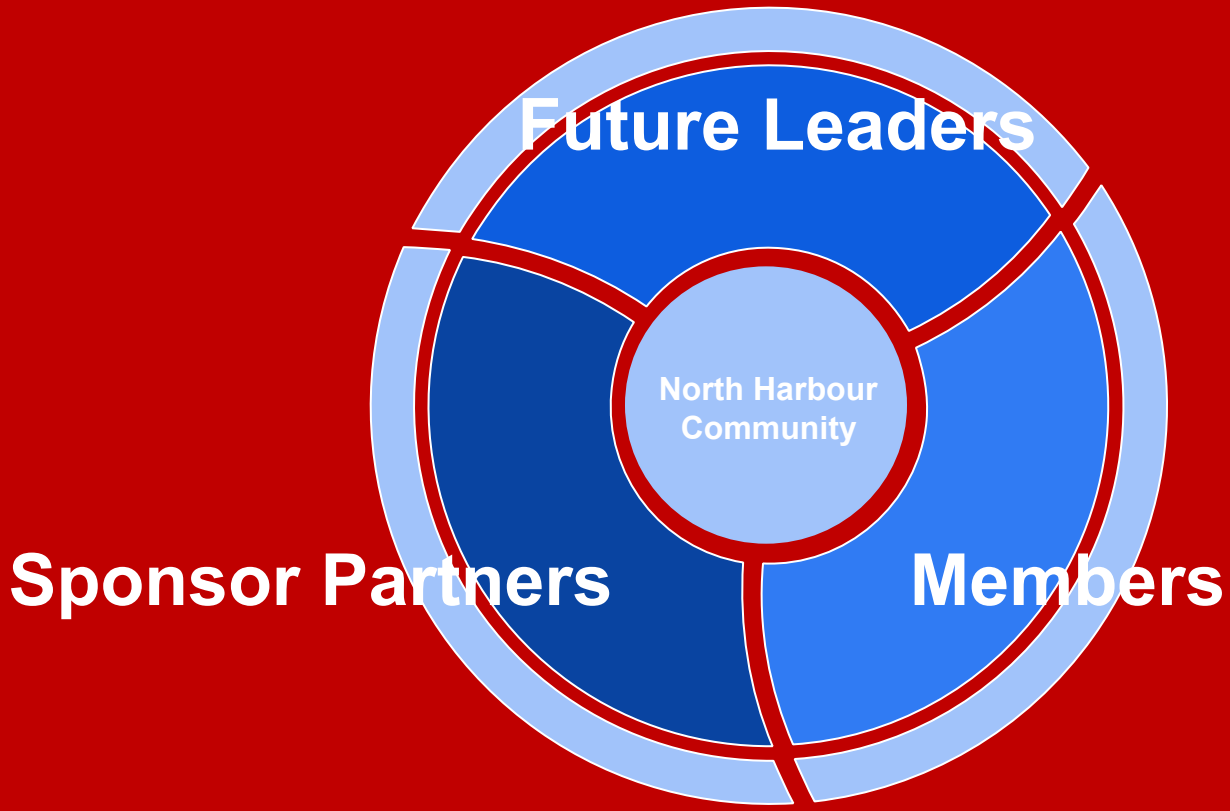
## Why:

We love the North Harbour region and our contribution to developing it is by nurturing / fostering excellent leadership.

## What:

Identifying, rewarding and supporting youth excellence through our unique AIMEs awards as the central cause of our organisation

# Our Customers & Purpose



PEOPLE

STRATEGY

EXECUTION

CASH



# CORE COMPETENCIES

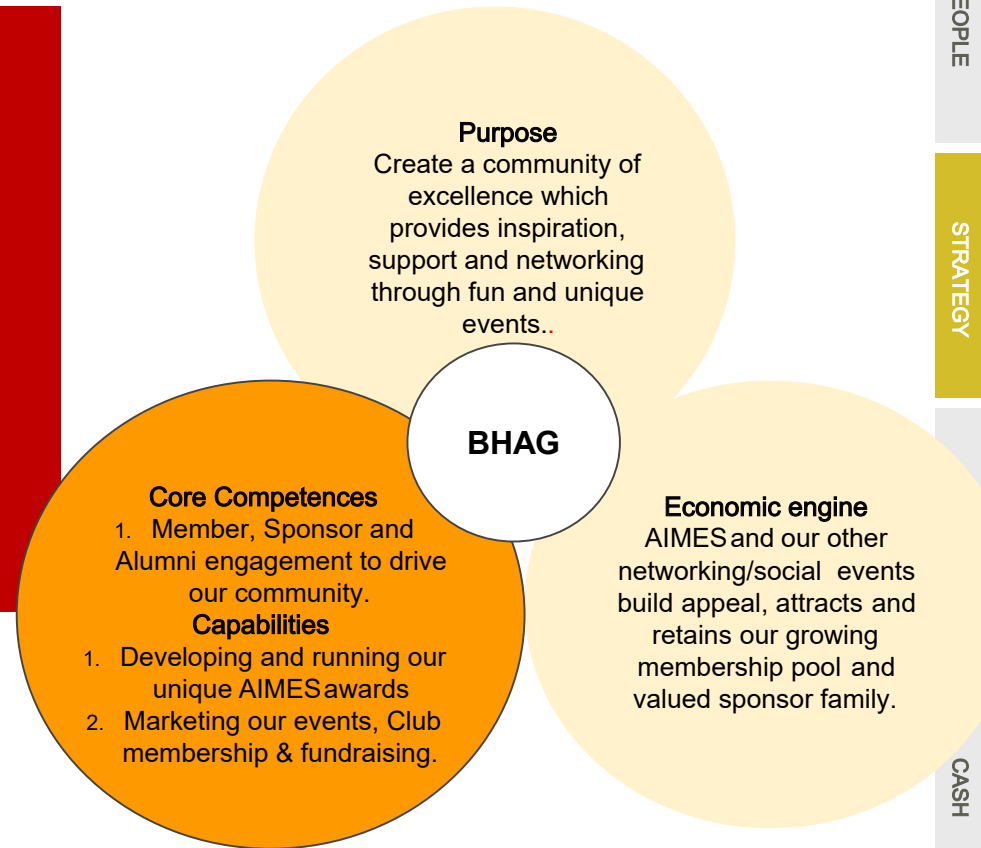
What can we be the best in the world at?



# Our draft Bhag

What is success in 10 years time?

Become the most recognised & respected regional business club and youth excellence awards programme in New Zealand





# 3 Year Performance Metrics

Year Ending March 31	(Current)	FY 22	FY 23	FY 24	NOTES
<b>Key Measures</b>					
Membership Growth	160	200	260	340	50% increase on the target of the previous year
Sponsorship Revenue	\$210,000	\$250,000	\$300,000	\$350,000	
Gala Dinner Attendees	360	400	450	600*	*Need to also consider venue or ticket options
AIMES Funding Pool	\$200,000	\$250,000	\$300,000	\$350,000	Increase in total and individual award amounts split over 12 months by FY24
AIMES Applicants	200	300	450	600	
<b>Secondary Measures</b>					
AIMES Alumni Engagement	Ad-hoc updates and attendance at 2 annual events	Schedule for weekly updates. 3 annual events.	Schedule for bi-weekly updates 4 annual events.	Number 1 promoters and ambassadors	
Media – mainstream comms	Ad-hoc profiles and social media posts	Schedule for internal comms	PR strategy with regional coverage	Announcement of winners covered on mainstream media	

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## 5 Strategic Thrusts/Capabilities: Medium Term Strategic Direction

- 1** To develop and execute a framework which encourages and supports Member networking, and members to become our recruiters
- 2** Develop a profile for target members and a recruitment programme
- 3** Lift our storytelling and marketing drive for Applicants and Membership growth (funding, resource, skills, activities..)
- 4** Stand alone fundraising specific event and year round fundraising strategy
- 5** Executing to scale through increased budgets, capacity, capabilities, partnering and outsourcing where required.
- 6** Increase the Awards value and elements to lift appeal and increase applicant numbers (extend award conditions & engagement beyond award night, 12-24 months?..)
- 7** Building our capability in pastoral care and support of AIMES winners network (through partnering, contracting etc)

KEY THRUSTS/  
CAPABILITIES:  
**Your 3 Year  
Chess Moves**