

ANA STRATEGIC Plan: 2016 - 2020

**Vision:** Everyone in Aotearoa can and does eat well and leads an active life.

**Purpose:** ANA connects people and organisations engaged in the cause of improving the nation's nutrition and physical activity.

Values: Excellence Teamwork and collaboration Integrity Inclusiveness

Our clients are our members and the wider public health nutrition and physical activity workforce.

ANA is committed to the Activity and Nutrition Aotearoa – Guiding Principles and our work is informed by these principles.

## **Key Business Strategies**

## **Organisational Sustainability:**

Enable ANA to thrive.



- 1.1 Foster and expand key strategic stakeholder and member relationships.
- 1.2 Respond to any opportunities for relevant and alternative revenue opportunities.
- 1.3 Equip ANA to deliver the strategic goals in alignment with its vision, purpose and values.

## **Visibility & Reach:**

Build broader alliances to strengthen our strategic position and enable wider sharing of information.



- 2.1 Identify and engage with organisations whose mission and values suggest they align with that of ANA's.
- 2.2 Develop and maintain relationships with universities and other research bodies with an interest in public health nutrition and physical activity.

## **Knowledge Advancement:**

Inform, engage, mobilise and link people to each other and to research, ideas, resources and knowledge.



- 3.1 Provide professional development opportunities for people working in the nutrition and physical activity sector.
- 3.2 Facilitate knowledge exchange and disseminate evidence-based research and resources.
- 3.3 Facilitate the collective articulation of consistent nutrition and physical activity messages.