



## RML STRATEGY 2022 – 2027

The Registered Master Landscapers Board and management team have developed this strategic plan to provide a clear pathway for the organisation leading towards the achievement of our vision of RML being recognized as the voice for the New Zealand landscaping industry.

We are energised by this vision of the future for the Association and look forward to sharing this with you.

### TIMEFRAME

Five year plan

### VISION

RML to be recognised by the sector, the public and institutions as the trusted, professional voice of the landscaping industry

### PURPOSE

RML supports, informs, connects, advocates

### FIVE YEAR GOAL

Increase RML's membership to 500

**OBJECTIVES****OBJECTIVE 1**

- Inform, educate, and support membership

**OBJECTIVE 2**

- Grow membership

**OBJECTIVE 3**

- Implement a focussed comms programme to ensure wide recognition of RML by the industry and the public

**OBJECTIVE 4**

- Maintain sustainability through good management of finances

**YEAR ONE**

- Identify specific areas of interest for expanding knowledge of members.
- Develop and publicise Mentoring programme
- Review pro forma documentation and processes
- Promote the scope of career opportunities within the sector
- Create programmes for Meet Ups, focus of NZ Landscaper magazine issues and webinars.
- Foster relationships with training organisations
- Monitor progress re apprenticeships, training

- Increase membership to 170 by 31 March 2023
- Identify and connect with allied organisations – create membership option and secure one as partner
- Adopt a comprehensive CRM system to facilitate better communication and increase of knowledge of membership structure to inform future strategy and marketing
- Create regional development strategy and identify one region as focus for this year.
- Promote a culture of inclusiveness

- Develop marketing strategy to improve perceived brand value and improve comms to members and wider community
- Develop strategy for improving recognition by the public of value of RML membership
- Grow LOD
- Revamp website
- Leverage utilisation of collateral
- Review relationship with Dinniss/ NZ Landscaper magazine. Agree content for the year

- Review fee structure and information required annually from members
- Advise members of change of invoicing date
- Increase sponsorship – create effective proposals for sponsors and develop long term reciprocal relationships
- Review employment agreement and appoint support staff
- Prepare and approve budget
- Ensure legal compliance
- Ensure events and operational budgets are met

**YEAR TWO**

- Continue to develop key industry partnership agreements
- Initiate changeover to fee year to 1 April –31 March

- Increase membership to 200 practitioners by 31 March 2024
- Continue to foster membership of other sector organisations
- Further extend the regional development strategy
- Improve knowledge of and management of current membership – CRM

- Continue to develop marketing strategy and improve comms to members and wider community
- Complete revamp of the website
- Leverage utilisation of collateral
- Agree content for NZ Landscaper magazine for the year

- Develop programme for Meet Ups
- Increase networking opportunities, with added value.
- Identify specific areas of interest for expanding knowledge of members and create programme for webinars
- Monitor progress re apprenticeships, training
- Develop mentorship programme



### YEARS THREE TO FIVE

- Continue to develop sponsorship agreements
- Action changeover to fee year to 1 April – 31 March

- Increase membership to 250 practitioners by 31 March 2025 and 250 allied members
- Further extend the regional development strategy
- Improve knowledge of and management of current membership – CRM
- Undertake research study to determine scale of the sector (Year 3)

- Continue to develop marketing strategy and improve comms to members and wider community
- Continue to leverage utilisation of collateral
- Agree content for NZ Landscaper magazine for the year

- Continue developing programme for Meet Ups
- Increase networking opportunities, with added value.
- Identify specific areas of interest for expanding knowledge of members and create programme for webinars
- Monitor progress re apprenticeships, training
- Establish position which influences policy decision-making

### WHAT SUCCESS LOOKS LIKE AT THE END OF YEAR 5

- The increase in membership and alliance with similar sector organisations provides a stronger voice for advocacy. Interactions with government has developed to the point where RML has a “seat at the table”.

- Membership is at 500, distributed throughout the country.
- CRM system provides ease of communication with all stakeholders.
- CRM system provides meaningful data to inform future strategy to meet the needs of the membership.

- Membership of RML is recognised and valued by the general public as providing assurance of quality and standards.
- Long term sponsors easier to obtain as value obvious

- RML activities and publications provide a recognised and valued platform for promotion by those engaging with the landscaping sector, resulting in longer term sponsorship agreements and thus contributing to financial stability.

### WORK STREAMS YEAR ONE

- Collate three main themes to provide focus for Meet ups, magazine articles and social media, to include promotion of career opportunities.
- Develop paper on mentorship programme and promotional strategy.
- Update pro forma documentation and processes and protocols and replace on website
- Make meaningful connections with Primary ITO and other training organisations

- Identify and connect with allied organisations – create membership option and secure one as partner
- Identify and adopt a comprehensive CRM system
- Provide analysis of membership structure and distribution to assist creation of strategy around inclusiveness.
- Create regional development strategy and identify one region as focus for this year with target for new members.

- By end June 22, develop value propositions for both internal and external existing and potential stakeholders
- Create comprehensive marketing programme for this year within longer term strategy.
- LOD entries to increase by 50%
- Website review completed by September 22.
- Ensure multiple uses of collateral
- Review relationship with Dinniss/ NZ Landscaper Magazine. Agree content for he year

- Review fee structure and information required annually from members – establish strategy around timing of any change.
- Advise members of change of invoicing date
- Meet sponsorship targets and add one long term sponsor
- Review employment agreement and appoint support staff
- Achieve budget
- Ensure legal compliance

