



Welcome to

SCNZ Steel Agenda

AGM & Conference

SCNZ Strategic Plan: Strengthening Kiwi – Steeling the Future.

- SCNZ now has a comprehensive Five- year Strategic plan in place.
- This will guide SCNZ direction and activities until 2022.
- Strategic Plan is to provide clarity and focus, and ensure major items are undertaken.
- Aim for the SCNZ to be more pro-active rather than reactionary.
- Also gives us the ability to measure SCNZ success.
- The SCNZ Strategic Plan will be a working document – regularly discussed, monitored & reviewed at Executive Council Meetings.

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The Process.

- First step was to appoint a facilitator who could coordinate & consolidate the thoughts, ideas, concerns, needs from a wide group of SCNZ & Industry participants.
- Bruce Ross from Ignite Business Leadership was selected as the facilitator by an Industry Sub-Committee in late February after submitting a proposal, along with other candidates.
- Bruce conducted a pre-strategy workshop with to set a framework for a Strategic Planning Forum and set a vision for SCNZ.
- A vision for SCNZ was set "***Strengthening Kiwi – Steeling the Future***".
- Bruce also conducted a pre-strategy workshop with SCNZ Staff.

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The Strategy Workshop.

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- A vision for SCNZ was set "***Strengthening Kiwi – Steeling the Future***"
- SCNZ Strategic Planning workshop was held on May 18th & 19th.
- Attending the strategic planning session were SCNZ Staff, Executive Council, selection of Fabricators & other members – 30 people attended, majority were fabricators.
- Attendees represented a great cross-section of key stakeholders, business sizes, regional representation & experience.
- Open & frank discussions were held, and all attendees contributed to the ultimate outcome – the SCNZ 5 year Strategic Plan.

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- The ultimate outcome of the SCNZ Strategic Plan is to support the NZ Structural Steel Industry by assisting to ensure the future sustainability of the Industry & promoting structural steel as the best solution.
- The plan aims to>
 - ❖ Apply a more proactive & long-term focus to activities.
 - ❖ Support the Industry to become more profitable & productive.
 - ❖ Build on technical strengths.
 - ❖ Help members to add value to the broader building & construction sector
 - ❖ Implement plans, & identify milestones & success measures.
 - ❖ Clearly define SCNZ's role, as distinct from HERA & Metal NZ.

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- To achieve these aims SCNZ Strategy has the following goals>
 - ❖ To Develop & implement winning value propositions for SCNZ.
 - ❖ Promote innovative steel solutions.
 - ❖ Support Business Excellence.
 - ❖ Maintain Customer Focus.
 - ❖ Build on SCNZ Brand Awareness.

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- The SCNZ Strategy is based on five separate sub-strategies, each with separate actions, measures of success & timeframes >
 - ❖ Marketing Internal.
 - ❖ Marketing External.
 - ❖ Educational Internal.
 - ❖ Educational External.
 - ❖ Facilitating Success.
- The SCNZ Executive Council have reviewed & signed off the actions etc. associated with these sub-strategies >
- These will be reviewed regularly at all Executive Council Meetings.

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Marketing Internal: Key Actions next two years...

- Develop plan to promote apprenticeships.
- Establish SCNZ members' communication & networking needs.
- Establish internal communications plan.
- Create a list of expected behaviour of SCNZ members review membership criteria.

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Marketing External: Key Actions next two years...

- Develop & implement external marketing & communications plan – including getting our messages & literature more widely distributed.
- Develop & implement plan to actively promote & support SFC.
- Produce SCNZ Handbook – projects, literature, properties etc.
- Produce & distribute target of 8 SCNZ fact sheets per year.
- Promote & Encourage all SFC fabricators to display SCNZ brand

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Educational Internal: Key Actions next two years...

- Set up system to educate & train fabricators & engineers on AS/NZ 5131.
- Produce Steel Procurement Guide.
- Set in place Steel importer/Distributor Charter.
- Facilitate training to SCNZ members who require H&S training.
- Educate members on details of material specs/standards to improve competence of managing compliance.
- Develop leadership capabilities of the industry.

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Educational External: Key Actions next two years...

- Conduct in house seminars at engineers & local bodies offices to educate on SCNZ, SFC, material specification, compliance, etc. Target of 150 visits/presentations per calendar year.
- Develop & provide Technical Design Guides as required e.g. BRBF, AS/NZS 2327, Fire in Carpark.
- Provide Technical information articles to industry publications e.g. SESOC journal.
- Investigate & develop report on steel performance in the Kaikoura Earthquake.
- Engage with Ministerial Government & Local Bodies on regular basis

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Facilitator of Success: Key Actions next two years...

- Develop standard steel specification tied with AS / NZS 5131
- Actively encourage SCNZ fabricators to achieve SFC – only three years to go!!
- Benchmarking of fabricators KPI & sharing industry averages with participants.
- Review & improve Excellence in Steel, & Apprentice of the Year awards entry methodology with aim to get more entries & meaningful publicity.
- Provide industry training guide.

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Where to from here!!

- Just do it!!!
- Need your continued support>
 - ❖ Get along to fabricator forums, conferences, events etc.
 - ❖ Read our newsletters and tell us how we can improve our communications.
 - ❖ Participate in surveys & benchmarking etc.
 - ❖ Get SFC!!
 - ❖ Branding SCNZ & SFC
 - ❖ Assist us in distributing SCNZ literature.
 - ❖ Submit entries in Excellent in Steel & Apprentice of the Year.

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- Thanks for your time – any questions please don't hesitate to contact me or any member of your SCNZ Executive Council