



Hire Industry Association of New Zealand (Inc.)

# HIANZ Strategic Plan

## OUR MISSION

To collectively represent the Hire & Rental Industry, by using the strength and diversity of our membership.  
To be advocates of fairplay and sustainable business growth through education, training and development.

## VISION

Consumers choose HIRE as the solution to their equipment needs.

## CORE PURPOSE

To advance & grow the NZ Hire & Rental Industry by assisting in the success of its members.

## OBJECTIVES

### Representation

### Education & Training

### Communications

### Sustainability

### Industry Image

## STRATEGIES

Strong advocacy and lobby resources available.

Stakeholder engagement increased.

Promote the benefits of hire and rental.

Foster relationships between hire companies and industry suppliers.

Raising standards through training and promotion of safety.

Lead and promote industry best practices.

Promotion of HIANZ to industry.

Continuous development of marketing and communications strategies.

Promotion of industry networking and information sharing.

Supporting business growth, profitability and diversity of industry through education of industry.

Promoting of a professional, safe and reliable service industry.

## VALUES

MEMBERSHIP | CO-OPERATION | INTEGRITY | EDUCATION | SUSTAINABILITY