



Strategic Plan 2025-2028





Our **Purpose, Vision, Mission** and **Values** shape our culture and focus.

Purpose:
Our Why

Champions of the wool harvesting sector.

Vision:
Our Goal

Lead, support and grow capability,
in the wool harvesting sector.

Mission:
Our How

To lead and unify shearing contractors
in New Zealand.



**Values:
Our Core
Beliefs**

Our values are at our core, they shape our actions, inform our behaviors, provide guidance in our decision making and keep us accountable.

Integrity	Whānau	Kaitiakitanga/ Guardianship
• We do what we say we will. • We keep things real and measured. • We give and earn respect. • We are professionals and strive for excellence.	• We are a people business, we care about our whānau and community. • We hold each other to account. • Our people are important, we nurture their growth and development. • We work as a team.	• We remember the past, protect the present and look to the future. • We are proud to be part of New Zealand's wool harvesting sector. • We champion the industry's sustainability and vitality.



NZSCA Strategic Priorities

Significant & Respected	Whānau & Community
• Strong animal welfare focus and delivery. • Enhanced wool sector credibility and trust. • Engaged membership. • We are at the right table. • Strong relationships/partnerships in place. • Measured, clear, messaging and communications. • NZSCA, is a valued, respected, and influential partner.	• Diversity of thoughts and views embraced. • Health & Safety embedded in our culture. • Resilience and wellbeing programmes in place, understood and accessed. • Care about our people and nurture their growth. • Mentoring/coaching/personal development tools and support structures in place. • Local jobs for local community.
Recruitment & Training	Animal Welfare
• Lead, and drive advocacy for funding support for training providers. • Sustainable wool harvesting career pathways in place and understood. • Position and drive wool harvesting as an attractive and vibrant career option with real personal and professional development opportunities. • National Industry standards and seals are symbols of industry excellence and are sought after. • Leverage impact of shows and records as a tool to drive industry recruitment and interest. • Professional development is a core focus.	• Lead, wool harvesting animal welfare discussion and initiatives as the clear subject matter expert. • Improved animal welfare and husbandry practices and programmes in place and embedded in our culture. • A safe workplace & infrastructure for all team members/employees, contractors and animals. • Clarity and alignment on NZSCA animal welfare policy and expectations. • Zero tolerance for any issues or breaches of the Animal Welfare code. • Animal welfare, social license enhanced and strengthened. • ShearNZ established as the lead quality programme.

To find out more visit
www.nzshearing.co.nz

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