

OSNZ Strategic Plan 2005

This document sets out a strategic plan for the Ornithological Society of New Zealand Inc. It is based on a review of strengths, weaknesses, threats and opportunities; presents a series of statements relating to OSNZ's purpose, vision, values and objectives; and sets out its proposed strategies and goals.

Background

The Ornithological Society of New Zealand Inc. was founded in 1939 and incorporated in 1953. It has approximately 1,000 members, including some 75 institutional and 150 overseas members. OSNZ operates nationwide. No special qualifications are required for admission and membership is open to all who are interested in birds. The Society is a study-based organisation, not a conservation organisation, although it does seek to be relevant to conservation by providing information, from which sound management decisions can be derived.

OSNZ STATEMENT OF PURPOSE

Encouraging the study and enjoyment of birds.

VISION

In five years time the Society will have 1,400 members, with an appropriate mix of professional, amateur and institutional members. The Society will be running a number of science-based, long- and short-term, national and local schemes and projects. These will allow the Society's members to enthusiastically pursue their study and enjoyment of birds as suits their interests or circumstances, all contributing to the sum of ornithological knowledge. Where appropriate these schemes and projects will utilise external funding sources to defray expenses and subsidise other studies needing financial support. The Society will employ an executive officer to facilitate the Society's schemes, and collate, store and analyse the data collected by the Society schemes and members' personal projects and observations. The results of these analyses will be widely disseminated and used. Many of them will be published in the Society's journal *Notornis* or magazine *Southern Bird* which will be recognised for their professional quality.

VALUES

- During Society activities the welfare of the birds is paramount.
- Fostering an enthusiastic membership that enjoys their birding activities.
- Applying rigorous scientific standards to all Society schemes and projects.
- Demonstrating impartiality in the selection of studies and in disseminating information about birds.

OBJECTIVES

The constitution of OSNZ contains the objects of the Society. These constitutional objects can be condensed into two overriding objective statements:

- OSNZ will be recognised as the leading authority on birds in New Zealand.
- OSNZ will maximise the use of information derived from members' activities, whilst promoting the enjoyment of birding.

STRATEGIES

1. Advance knowledge about birds through study.
2. Enhance the dissemination of knowledge about birds.
3. Become more relevant to conservation.
4. Make birding and bird study more enjoyable.
5. Ensure the scientific rigour of the Society's activities.
6. Secure adequate financial resources so the Society can follow its own agenda.
7. Establish closer links with relevant organisations.

MAJOR GOALS - 2010

1. Membership of 1,400.
2. Employ an Executive Officer.
3. Sign memorandums of understanding with relevant organisations.
4. Conduct a review of all Society schemes, integrate and introduce new schemes as relevant.
5. Have three Society schemes or projects self-funding from contractual arrangements, grants/donations, sale of information, or other arrangements.



OSNZ Plan Summary 2005

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OSNZ VALUES:

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- Rigorous scientific standards for all society schemes
- Demonstrating impartiality

OSNZ OBJECTIVES:

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STRATEGIC ACTIVITIES:

Advance Knowledge of Birds

- Science based schemes & projects utilising members & Executive Officer
- Niche projects – filling in DoC gaps
- Projects Assistance Fund
- Training – members & others
- Bird observatories
- Strategic alliances – other organisations

Disseminate Knowledge

- Publications – esp. *Notornis* & *Sth. Bird*
- Publishing results & accessible databases, impartial data source, proactive dissemination
- Executive Officer
- Conferences, courses
- Strategic alliances – other organisations
- Education role, library
- Training – members & others

Relevance to Conservation

- Relevant choice of schemes & projects
 - scientific rigour
 - impartiality
- Proactive publication & dissemination of data
- Strategic alliances
- Contracts & consultancies within defined role
- Training

Enjoyable Birding

- Encourage social aspects for all activities
- Special interest groups
- AGM, conferences, trips, courses, training
- Conservation relevant
- Scheme results published & understood.
- Wide membership – age, type, experience
- Publications, website & library

Financial Resources

- Mixed income streams
- Sale of information, training, contracting & consultancy
- Self funding schemes & projects
- Contracts for OSNZ purposes
- Membership increase

KEY MEASURES OF SUCCESS:

- Membership numbers & types
- Membership turnover
- Executive Officer
- *Notornis*
- MOUs
- Self-funding schemes
- Membership participation in schemes
- Scheme & project results analysed & published