

# STRATEGIC PLAN OF IPENZ AUCKLAND BRANCH

## Our Vision

A prosperous and sustainable society for all, through engineering leadership

## Our Mission

- Uphold and promote the profession of engineering
- Provide leadership and engineering advice to society on key issues
- Meet the professional needs of Members

## Our Strategic Goals, for our Members and Other Stakeholders

Programme Area	Description	Target
<b>Competence and Qualification Recognition</b>	Support National Office efforts in ensuring that internationally-benchmarked engineering qualification and competency quality marks are widely recognised and used	Highlight any episodes of lack of competence and incorrect use of quality marks
<b>Professional Development Support</b>	Develop Branch opportunities in providing professional development, meeting the needs of Members at all stages of their career <ul style="list-style-type: none"> <li>• Highlight free events which count towards Professional Development</li> <li>• Advertise discounted spaces on in-house courses being run by large companies</li> <li>• Advertise professional development opportunities via Branch monthly newsletter and/or specific reminders</li> </ul>	Minimum of one event per month, run by Branch or co-hosted; mix of presentations and site visits. Report on attendance numbers and demographic vs. subject matter of event
<b>Engineering Practice Support</b>	Support National Office to lead the development and recognition of good engineering practices and provide Members with tools which assist them to be more effective engineering professionals. Encourage members to attend and/or present at technical presentations <ul style="list-style-type: none"> <li>• Support Engenerate in their CPD events</li> </ul>	Report on proportion of successful mentor matches
<b>Leadership on Regional and Community Issues</b>	Define and facilitate resolution of regional and community issues by presenting the perspectives of the engineering profession. <ul style="list-style-type: none"> <li>• Promote involvement in Community Boards</li> <li>• Be involved in submissions</li> </ul>	Report on number of community board meetings attended and submissions made on issues related to engineering
<b>Profiling the Profession</b>	Increase key audience understanding about engineering disciplines and their contribution to New Zealand and the global community. <ul style="list-style-type: none"> <li>• Support groups that highlight the profession, e.g. Heritage Group, Futureintech</li> </ul>	Report on the efficacy and readership levels of each type of Branch communication
<b>Renewal of the Profession</b>	Support Futureintech, the Transpower Neighbourhood Engineers programme and National Office in their efforts to ensure New Zealand has sufficient engineers and technologically literate people.	Report on number of ambassadors active in the region