

# Strategy 2025-2027

## Mission

Creating the environment where trucking operators can drive successful, safe, sustainable businesses.

## Stakeholders

- Members & Wider Industry
- Commercial Partners
- Elected Officials
- Govt Entities
- Supply Chain Partners

## Focus Areas

### External

- Productivity & Infrastructure
- Sustainability
- Better transport businesses

### Internal

- Policy & Advocacy
- Measuring & improving business performance

## 2028 Goals

### The road freight industry has:

- More firms reporting sustainable operating margins
- Improved truck driver shortages
- Improved engagement with supply chain partners
- Supported improvements in the performance of the roading network

### Transporting New Zealand has:

- Increased revenue and grown its membership
- Achieved meaningful advocacy wins relating to productivity and infrastructure
- Maintained its reputation as the peak body and leading voice of the sector

## Achieving our goals

### Policy & Advocacy

- Transporting New Zealand has a scheduled programme of evidence-based policy & advocacy projects.
- Members are receiving updates that are engaging and relevant to their business.
- All policy and advocacy work is accessible to members and the public.

### Communications

- Updates on industry issues are provided promptly and through cost-effective channels.
- Members are receiving updates that are engaging and relevant to their business.
- All policy and advocacy work is accessible to members and the public.

### Membership

- We connect regularly with all members through their preferred method of contact.
- Our member benefits are competitive and relevant to members.
- Members can easily raise policy and advocacy concerns and feedback via the membership team.

### Business

- Our staff value Transporting New Zealand as a good employer.
- Staff are encouraged to access internal and external training and professional development opportunities.
- Staff are committed to supporting members and working to agreed key performance indicators.

