

**New Zealand Archaeological Association
Strategic Plan 2013-2020**

Updated: 16 June 2016

Objectives

The objectives of the New Zealand Archaeological Association as recorded in our Constitution are:

- To initiate and to organize research into the prehistory of New Zealand and related areas in the Pacific.
- To unite all persons engaged in or interested in archaeology, by holding conferences and meetings for the discussion of archaeological questions.
- To increase and to disseminate information on all matters relating to, or of interest to archaeologists, and to assist in the spread of this information among the public generally.
- To strengthen the links between the professional and amateur archaeologist.
- To encourage and foster teaching and research in archaeology.
- To encourage the use of public museums as the repositories for artefacts and associated material.
- To encourage the conservation of archaeological sites as part of the New Zealand national heritage.
- To affiliate with, establish relations with, become a member of, co-operate with any Association, Society, body or combination of Associations, Societies or bodies in New Zealand or elsewhere having objects in any way similar in whole or in part to the objects of this Association.
- To establish, maintain and encourage adherence to professional standards and ethics.

The objectives of this strategic plan are:

- To provide long-term planning for the Association
- To provide successive councils with continuity
- To allow Council to prioritise issues and focus resources efficiently
- To provide transparency for the members of the Association
- To provide Council with a framework for reporting back to members on progress towards goals

The following goals have been identified:

GOAL 1: Maintenance and growth

Target	Actions	Who?	When?
Maintain, support and grow membership	<ul style="list-style-type: none"> Review the current membership management system and implement services upgrade as part of the website upgrade 	Council	Ongoing
	<ul style="list-style-type: none"> Review membership development plan annually Implement the membership development plan 	Membership Secretary	Annually
Grow NZAA publications	<ul style="list-style-type: none"> Review publications strategy and performance Expand digital strategy for publications 	Portfolio leader	Annually
Establish formal relationships with the wider heritage community	<ul style="list-style-type: none"> Identify and develop potential key relationships, including with <ul style="list-style-type: none"> Tangata whenua (Prepare Maori Advisory Group strategic plan) ArcSoc Otago Anthropological Society ICOMOS NZ PHANZA Historic Places Aotearoa The Polynesian Society 	Council Maori Advisory Group Communications	Annual review
Create and maintain a strong support base of members to serve on council and subcommittees	<ul style="list-style-type: none"> Identify appropriate roles and skills required Identify and recruit people who have appropriate skills to serve on subcommittees and/or Council 	Council	Annual review

Target	Actions	Who?	When?
Put the NZAA administration on a professional basis	<ul style="list-style-type: none"> • Develop a strategy to fund an office and staff • Appoint paid administration support • Identify and pursue opportunities for establishing offices for NZAA 	Council	2018 2020
Increase the national and international profile of NZAA	<ul style="list-style-type: none"> • Develop and implement the Marketing Plan, Co-opt expertise in this area as required • Launch a repositioned organisation with a greater focus on membership and public events focus 	Council Portfolio leader ArchSite Board of Governance?	Ongoing
	<ul style="list-style-type: none"> • Maintain and grow the web service content • Appoint content managers for web services • Develop e-commerce potential • Actively manage social media 	Portfolio leader Webmaster	Annual review

GOAL 2: Promote the practice of archaeology

Target	Actions	Who?	When?
Promote and support archaeological research	<ul style="list-style-type: none"> Develop and implement a plan to support and encourage members to carry out high quality archaeological research 	Portfolio leader	Annual review
Contribute to the development of, and promote standards for, archaeological professional practice	<ul style="list-style-type: none"> Collaborate with other heritage professionals, organisations and training groups Hold workshops as part of conference 	Council	Annual review
Promote archaeology at a national level	<ul style="list-style-type: none"> Revise communications plan Promote public lectures Facilitate access to online archaeological content 	Portfolio leader	Annual review
National Archaeology Week	<ul style="list-style-type: none"> List potential contributing organisations List potential venues Determine appropriate timing Approach individual for contributions Draw up programme of events 	Council	AGM 2016 April 2017

GOAL 3: Maintain and communicate archaeological principles and values

Target	Actions	Who?	When?
Promote the Code of Ethics	<ul style="list-style-type: none"> • Ensure members are aware of and adhere to the Code of Ethics • Review the complaints procedure and revise as required • Review the code of ethics and revise as required 	Council	Annual review
Advocate for the protection and conservation of archaeological sites	<ul style="list-style-type: none"> • Identify opportunities for advocacy • Provide support on significant issues identified by members • Make submissions on statutory and planning processes 	Council Portfolio leader	Annual review
Build and maintain relationships with Crown heritage agencies and territorial and local authorities	<ul style="list-style-type: none"> • Develop Memoranda of Understanding with key agencies • Engage with HNZ on key issues 	Council	Ongoing Annual review

GOAL 4: Sustain and strengthen archaeological site recording in NZ

Target	Actions	Who?	When?
Maintain and advocate ArchSite as the national inventory of archaeological sites in New Zealand	<ul style="list-style-type: none"> Undertake an annual review of ArchSite Board of Governance performance 	Council	Annual review
	<ul style="list-style-type: none"> Review and consolidate site recording standards 	Council ArchSite Board of Governance Central Filekeeper	Ongoing
Ensure that information in the Site Recording Scheme is appropriately curated across all media	<ul style="list-style-type: none"> Complete the Digital Site Recording Scheme project (Audit) 	Council	Ongoing
	<ul style="list-style-type: none"> Develop and implement a curation strategy for all items held in the Site Recording Scheme 	Council	Ongoing

GOAL 5: Grow financial strength and policy capability

Target	Actions	Who?	When?
Relevant and Updated Constitution	<ul style="list-style-type: none"> Review the constitution in line with the upcoming changes to the new Incorporated Societies Act 	Council subcommittee	For 2017
	<ul style="list-style-type: none"> Adopt changes as appropriate 	NZAA members	At 2017 AGM
Provide policy and procedures for incoming councils to facilitate continuity of leadership	<ul style="list-style-type: none"> Council meetings should utilise strategic plan as a checklist for identifying issues 	Council	Ongoing
	<ul style="list-style-type: none"> Assign portfolios to NZAA Council members Review existing policy and procedure documents and develop new documents to fill identified gaps as required 	Council	Annually
Operate at a surplus and within budgets	<ul style="list-style-type: none"> Develop an annual budget 	Treasurer	Annual review
	<ul style="list-style-type: none"> Approval and sign off of the annual budget Include an annual budget for donations 	Council	First full meeting of incoming council
Review and build financial resources to enable funding of project aims identified in the strategic plan	<ul style="list-style-type: none"> Prepare a financial plan for the term of the strategic plan Develop financial support policy (e.g., for using the Walton Fund) 	Treasurer Council	Ongoing
	<ul style="list-style-type: none"> Form a finance subcommittee for plan development and oversight Develop and implement a Funding Acquisition Plan (e.g., bequests, growing the Walton Fund) 		