

## New Zealand Association of Gerontology 2026-2028 Strategic Plan

### Vision

**An Aotearoa New Zealand where ageing is valued, understood, and supported through evidence, equity, and meaningful connection**

### Mission (constitution)

#### Purposes in the constitution

The Association is established and maintained exclusively for charitable purposes benefitting the community by:

1. Focusing primarily on the study of ageing in all its aspects.
2. Promoting and disseminating quality gerontological research.
3. Encouraging and promoting training and education in all fields of gerontology.
4. Acting, when requested, as advisers on any aspect of ageing to interested persons, bodies, or groups.
5. Stimulating public interest in, and promoting actions that contribute to improving the quality of life and well-being of older people.
6. Enabling the Association to provide its services at a reduced fee to those with limited financial resources.
7. Liaising or affiliating with any society, association or organisation with objectives aligned with those of the Association.

**In addition to the constitutional mission, this strategy responds to a broader strategic vision to encourage and inform best practice, and its delivery**

**Te Tiriti o Waitangi principles of partnership (Pātuitangi), active protection (Whakamarumarutia) and participation/equity (Mana Taurite) governance processes, that support holistic wellbeing, relational accountability, and collaborative self-determination, should be given effect in the implementation of this strategy.**

### Tikanga /practices

**Respect and Empower People (Aroha ki te tangata)** – We honour the dignity, autonomy, and well-being of every individual, fostering an environment of care, support, and respect in all interactions.

**Build Authentic Connections (Kanohi kitea)** – We are known within the communities we serve, ensuring genuine relationships based on trust, transparency, and mutual understanding.

**Listen, Observe, and Respond Thoughtfully (Titiro, whakarongo ... kōrero)** – We prioritise active listening and careful observation, using these insights to respond thoughtfully and with empathy to advance learnings.

**Generosity and humility (Manaaki ki te tangata & Kaua e mahaki)** – We share knowledge, resources, and support with generosity and humility, recognising that true service is rooted in collaboration and respect for others' experiences.

**This strategy shall be interpreted mindful of this tikanga/practices.**

## 1. Membership Maintained and Grown

NZAG's strength lies in its diverse membership, researchers, practitioners, educators, policymakers, community members, students, and older people. Over the next three years, we will deepen engagement, broaden reach, and strengthen pathways for emerging leaders

| Goal                                | Action   | Performance Indicator  |
|-------------------------------------|--|--|
| 1. Engage current membership        | <ul style="list-style-type: none"> <li>a. Establish and membership and education working group</li> <li>b. Review regular communication with membership (e.g., newsletters, webinars, writing groups, social media) to check it is fit for purpose</li> <li>c. Develop annual communication schedules</li> </ul>   | <ul style="list-style-type: none"> <li>○ Working group established</li> <li>○ Number of member communications</li> <li>○ Number of social media impressions</li> <li>○ Number of members who retain membership year on year</li> <li>○ Annual communication schedule produced</li> </ul> |
| 2. Increase membership              | <ul style="list-style-type: none"> <li>a. Clearly identify and articulate value of NZAG membership</li> <li>b. Identify different 'markets' (e.g., Academic, Research, Teaching, Student/ECR, Older People, Gerontology Practice and Policies)</li> <li>c. Map stakeholders (see suggested template below)</li> <li>d. Develop a strategy to engage with new stakeholder groups</li> <li>e. Promote research relevant and accessible to groups outside academia</li> <li>f. Review the appropriateness of developing new categories of membership including a category for older people</li> </ul> | <ul style="list-style-type: none"> <li>○ Value statement produced</li> <li>○ Number of new members</li> <li>○ Report on diversity of membership</li> <li>○ Stakeholder map produced</li> <li>○ Stakeholder engagement strategy produced</li> </ul>                                       |
| 3. Develop Early Career Researchers | <ul style="list-style-type: none"> <li>a. Establish an Early Career Researcher (ECR) working group</li> <li>b. Re-establish the ECR group and processes that ensure ongoing functioning</li> <li>c. Investigate the aspirations that ECRs have in regards to NZAG membership and activities</li> <li>d. Facilitate an annual ECR session at NZAG's conferences</li> </ul>  | <ul style="list-style-type: none"> <li>a. Working group established</li> <li>b. Annual ECR session delivered</li> </ul>  |

## 2. Improve organisational efficiency and sustainability

To deliver impact, NZAG must operate efficiently, with strong governance, clear processes, and sustainable resourcing.

| Goal  | Action   | Performance Indicator   |
|---|--|---|
| 1. Improve operational efficiencies   | <ul style="list-style-type: none"> <li>a. Establish a technology and communications working group</li> <li>b. Formalise an induction 'pack' outline for new board members stating the documents that should be included.</li> <li>c. Create a folder for 'induction pack' documents</li> <li>d. Review internal policies and procedures to understand:                             <ul style="list-style-type: none"> <li>i. What already exists</li> <li>ii. What is required</li> <li>iii. How administrative support can best support these processes</li> <li>iv. Investigate how technologies, websites, and applications can support organisational processes</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>○ Centralised repository of policies and procedures accessible to current Executive Committee members</li> <li>○ Induction pack developed</li> <li>○ Register of all existing policies</li> <li>○ Articulate administrative support functions that are required</li> <li>○ Articulate the functions that are needed on our website and current capabilities</li> </ul> |
| 2. Differentiate between strategic and operational activities of the organisation | <ul style="list-style-type: none"> <li>a. Establish working groups with operational responsibility and governance reporting lines</li> <li>b. Review Executive meeting agendas and processes to have a focus on governance</li> </ul>  | <ul style="list-style-type: none"> <li>○ Operational working groups established</li> </ul>  |
| 3. Increase financial sustainability  | <ul style="list-style-type: none"> <li>a. Identify grant and sponsorship opportunities (e.g., Office for Seniors, Perpetual Guardian) to undertake activities relevant to NZAG</li> </ul>  | <ul style="list-style-type: none"> <li>○ Number and value of grants obtained</li> </ul>   |

### 3. Position Aotearoa New Zealand nationally and internationally as a country producing high-quality, relevant ageing research and evidence-based practices

NZAG plays a vital role in showcasing Aotearoa's contributions to gerontology and strengthening international collaboration.

| Goal                                      | Action   | Performance Indicator  |
|---|--|--|
| 1. Organise and host an annual conference | <ul style="list-style-type: none"> <li>a. Establish a conference committee with regular and annual (local host) members</li> <li>b. Identify conference locations 18 months in advance of conference</li> <li>c. Develop a conference media and communications strategy</li> </ul> | <ul style="list-style-type: none"> <li>○ Working group established</li> <li>○ Number of abstracts received and accepted for conference</li> <li>○ Number &amp; diversity of attendees at conference (members/non-members)</li> <li>○ Number &amp; diversity of conference sponsors</li> <li>○ Level of satisfaction with conference</li> </ul> |
| 2. Support the IAGG 2030 World Congress   | <ul style="list-style-type: none"> <li>a. Formalise the relationship between NZAG and IAGG</li> <li>b. Establish a 2030 working group</li> <li>c. Develop a plan for the Indigenous Summit</li> <li>d. Contribute to joint planning with AAG and ANZSGM</li> </ul>                 | <ul style="list-style-type: none"> <li>○ Memorandum of Understanding between NZAG and Australian Association of Gerontology (AAG) signed</li> <li>○ NZAG maintains membership in IAGG</li> <li>○ Working group established</li> <li>○ Indigenous Summit plan drafted and key organisations/people identified</li> </ul>                        |



NZAG's impact depends on strong relationships across the ageing sector. A detailed stakeholder map will guide engagement with:

- Government agencies.
- Māori and Pasifika organisations.
- Academic institutions.
- Aged care providers and NGOs.
- Older people's advocacy groups.
- International partners.
- Members and volunteers.

Each stakeholder group will have a defined relationship approach and engagement frequency.