

Industry engagement to increase participation in all things standards

An SNZ story to inform and excite stakeholders

Stakeholder engagement...what is it?

Stakeholder engagement is the process we use to engage identified stakeholders for a clear purpose to achieve our strategic outcomes. Quality engagement enables us to:

- deepen our understanding of external stakeholder concerns and priorities
 - make better informed decisions
 - identify and effectively mitigate risks
 - inform, educate and influence stakeholders to make decisions that will help us achieve our purpose and targets
 - engender trust, mutual respect and understanding
 - enlist stakeholder support to co-create and develop innovative solutions to complex challenges
-

We need stakeholder engagement to...



Promote use of standards



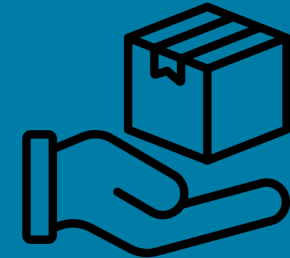
Involve people on committees



Consult with public



Commission development of new and revised standards



Sponsor access to standards

Objectives

Develop **long-term, mutually beneficial relationships with strategic sectors, stakeholders and customers**

Educate and raise awareness of Standards NZ

Develop **work programmes** across all our value offerings and focus on **new areas of opportunity** for Standards NZ

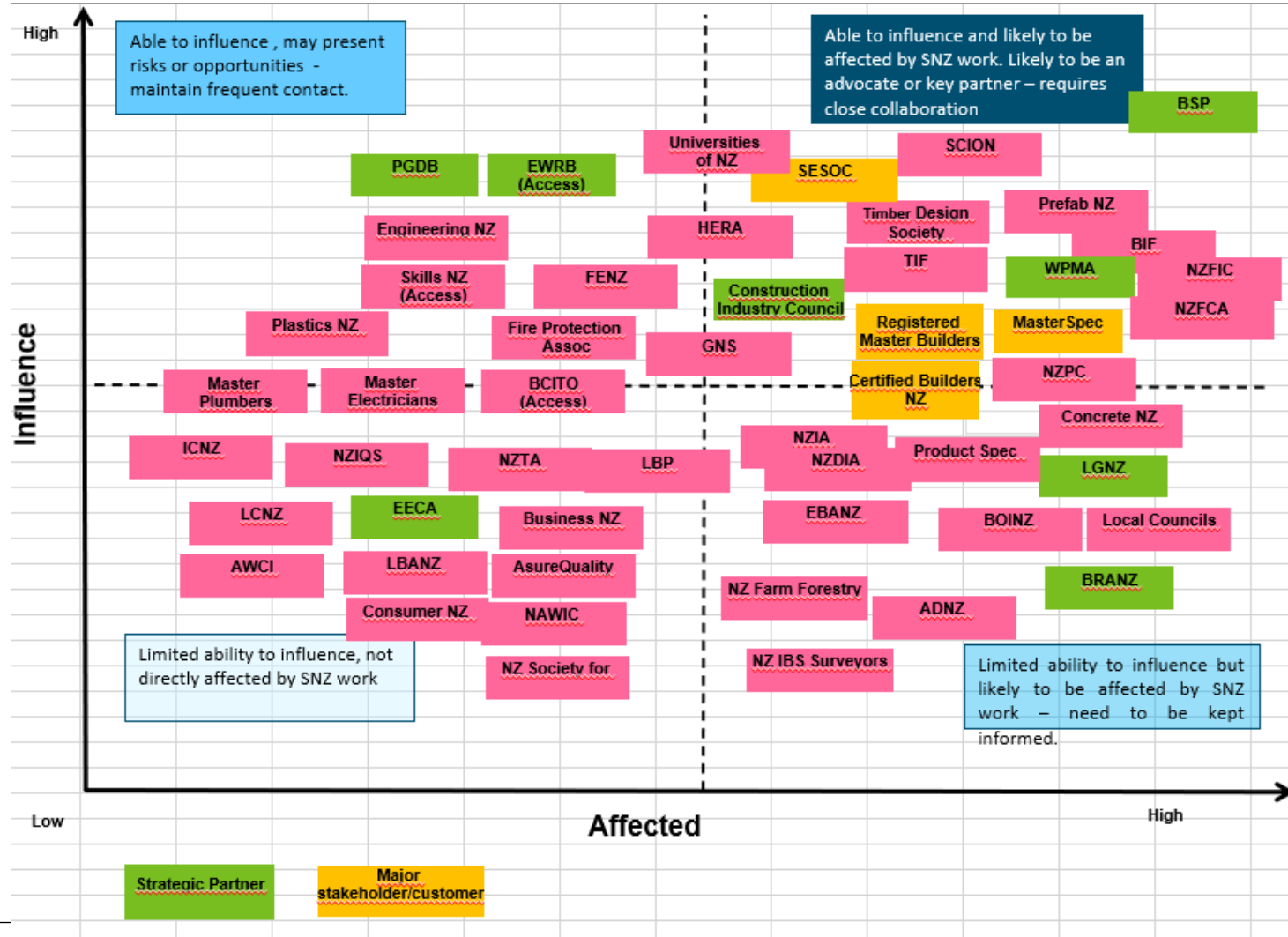
Give sectors and stakeholders **trust and confidence** in Standards NZ

Who are stakeholders



- Our stakeholders are those individuals, organisations, groups or sectors who are directly or indirectly affected by the work we do, or have an interest in or the ability to influence our strategic outcomes.
 - **Critical stakeholders** – stakeholders who have a major part to play in helping us to achieve our purpose and targets, and can be influenced.
 - **Operational stakeholders** – these stakeholders mainly interact through being recipients of, or associated with, particular operational activities. They are largely “transactional” relationships.
-

Stakeholder Analysis



Good engagement practices

1. Get in early
2. Know your stakeholders
3. Plan and prepare
4. Connect and share
5. Consistent communication
6. Communicate value
7. Monitor and report progress
8. Evaluate



How we engage



Priority sectors



Anchor

Strong established relationships



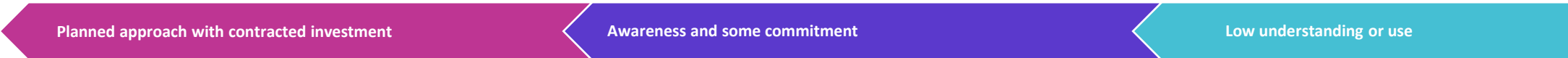
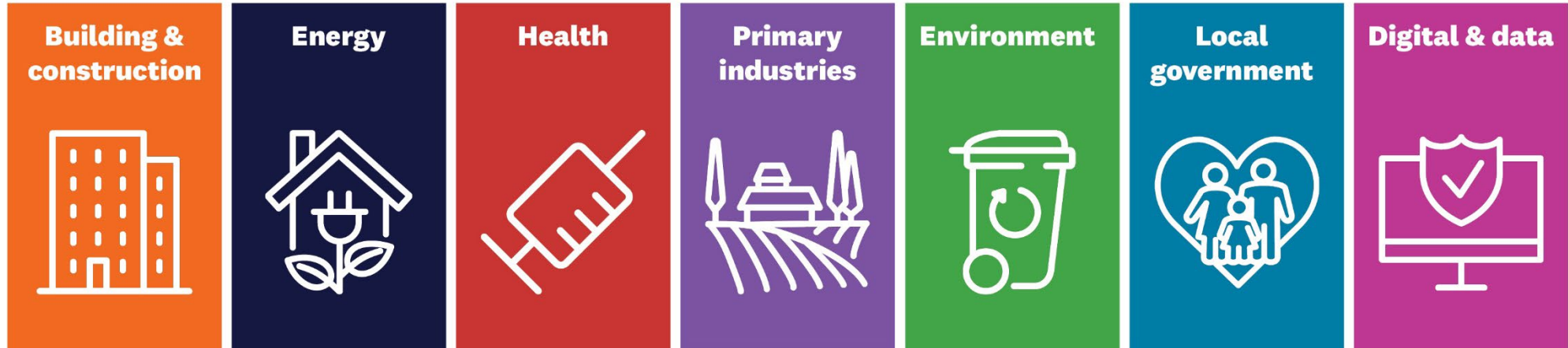
Grow

Many standards are helping, but there's room for more



Target

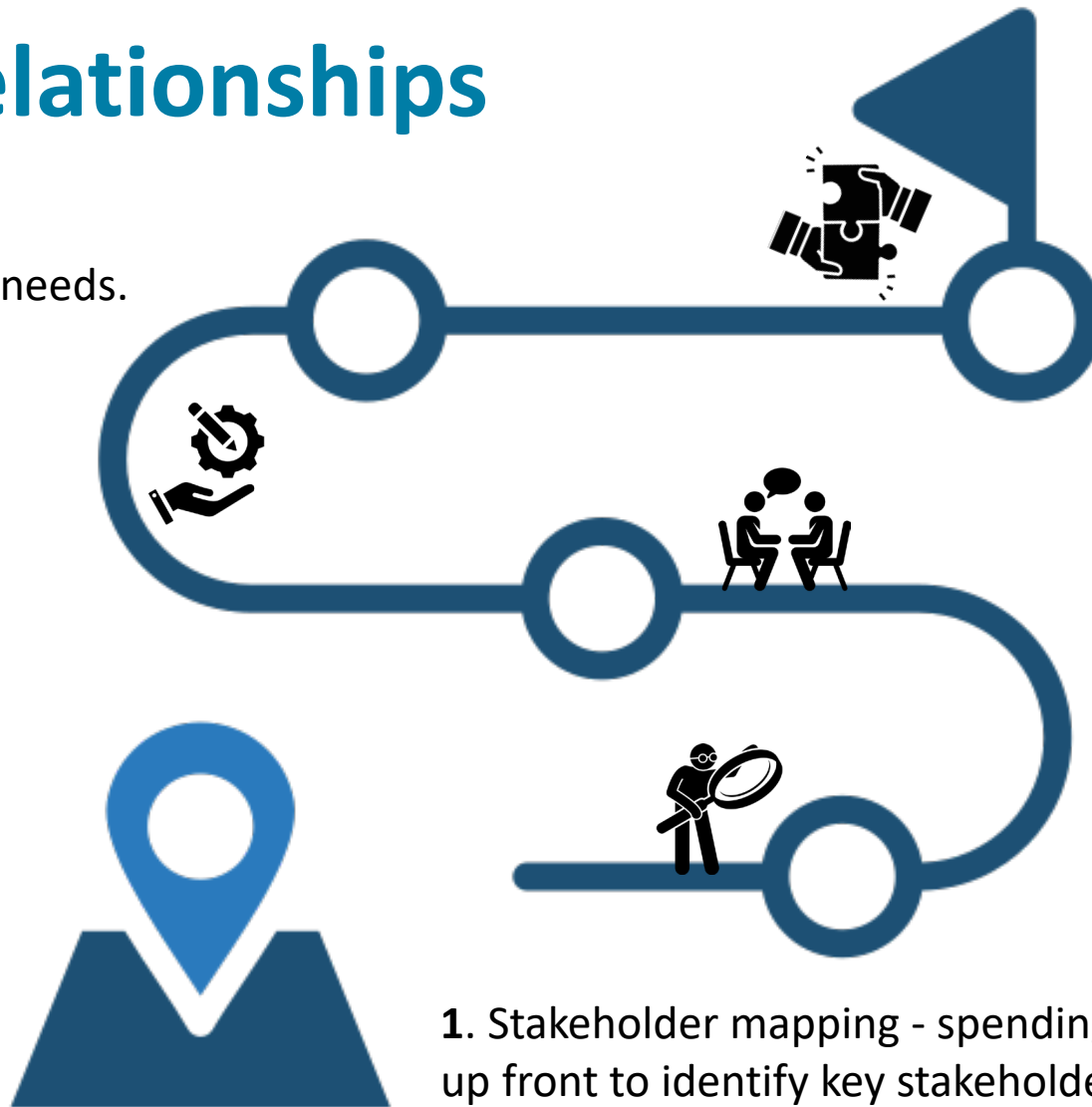
Areas where standards can help a lot more or sector could get more involved



Strategic relationships

5. Partner to understand needs.

4. Support priority sectors to determine and drive planned standard programmes – aged standards, international adoptions, access, development.



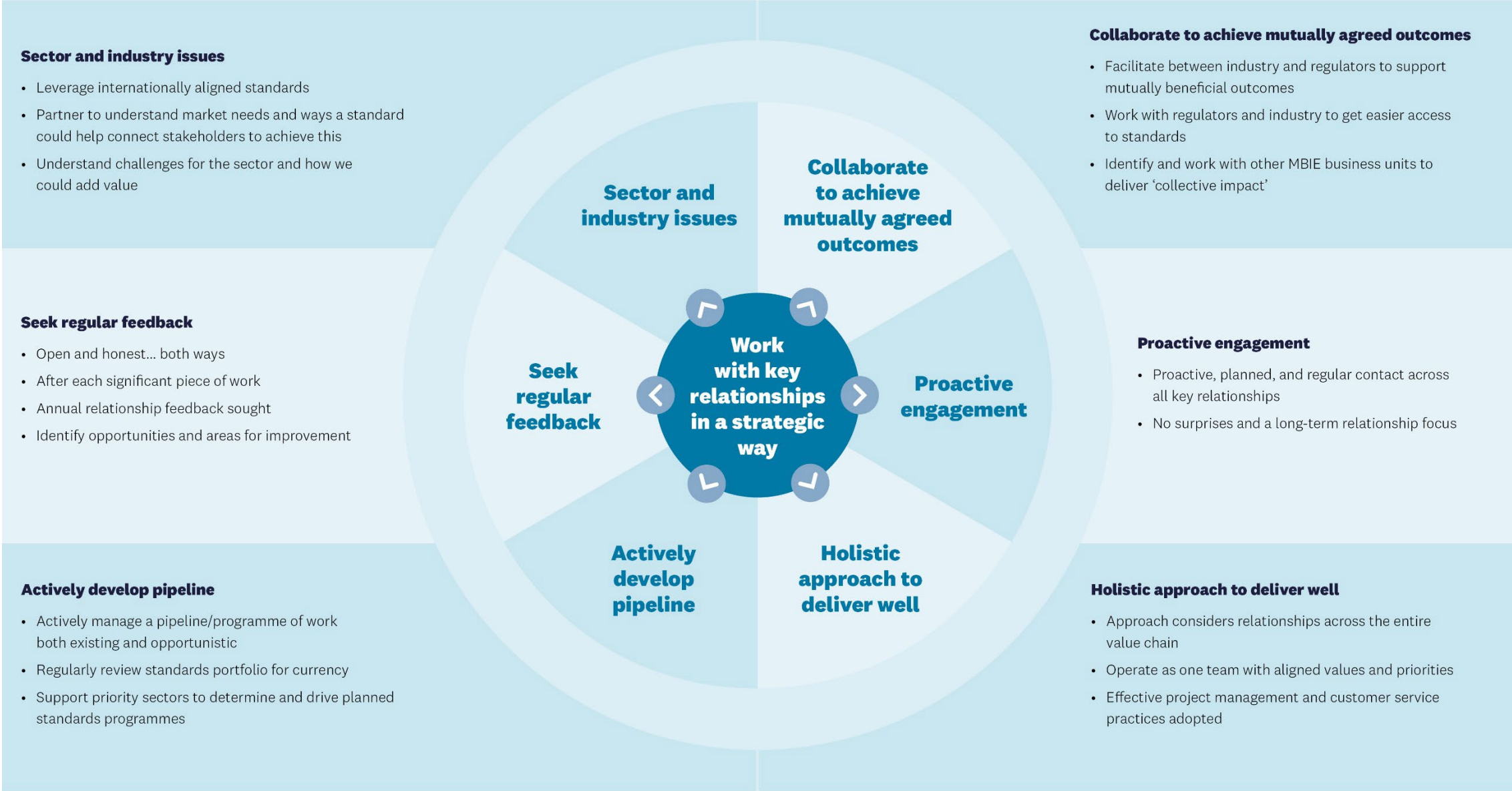
1. Stakeholder mapping - spending time up front to identify key stakeholders. Outline what you want to achieve.

6. Work with industry and regulators to support mutually beneficial outcomes.

3. Sector “work plans” outline key objectives, stakeholders and key engagement.

2. Proactive, planned and regular contact across key relationships - personal relationship building.

Our approach to strategic relationships



Partners with the building regulator



Strategic Partnership Agreement

- Principles of the relationship
- Owners of relationship
- Services within the relationship



3-year contract

- Statement of work - costs for three years
- Identification of three-year work requirements



Annual work plan

- Agreed program of work/milestones
- Committees membership



Feedback closes the loop



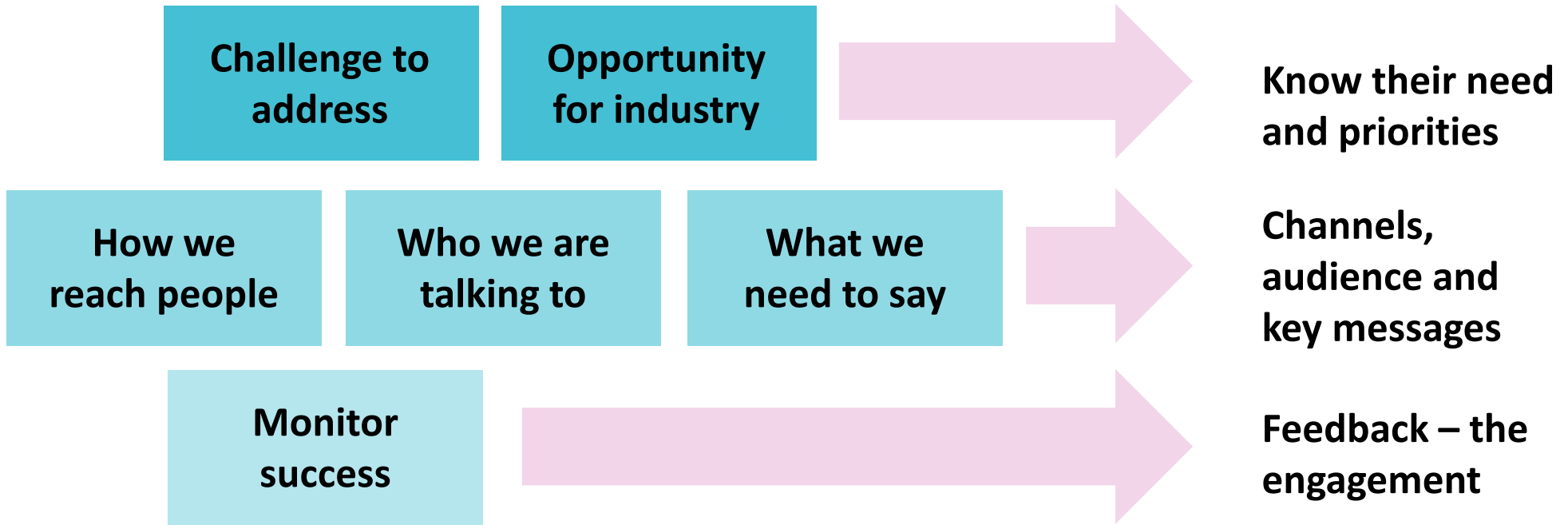
- Open and honest – both ways. Builds trust.
- After each significant piece of work – stakeholder and committee satisfaction and retention.
- Identify areas for improvement.
- Annual relationship feedback sought.

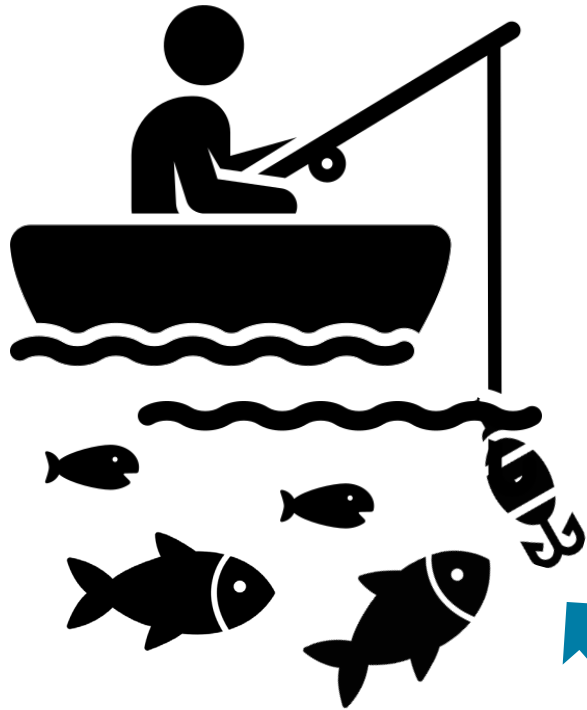


Using marketing and communications to connect

Nick Cottrell

Start with a plan!





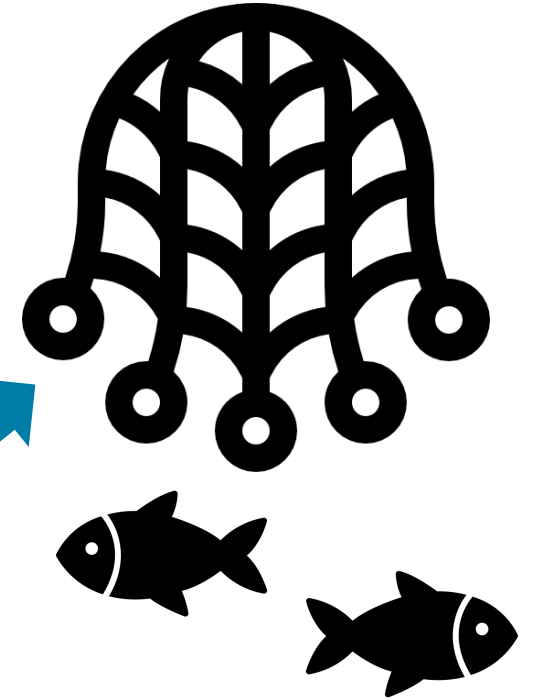
Create content

and messaging that hooks people and helps to connect

A content led strategy focuses on creating dynamic content that aims to influence an audience by:

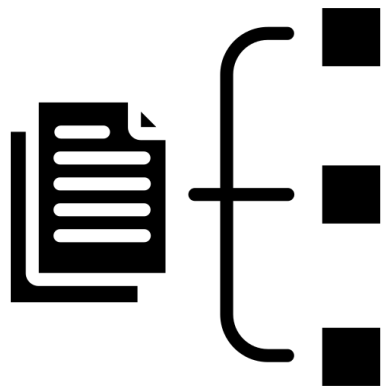
- **Educating** with useful information
- **Enlightening** with knowledge or insight
- **Entertaining** with fun or unexpectedness
- **Inspiring** with emotional, relatable stories.

- Standards are valuable and help me (the engaged and allies). Use a hook!



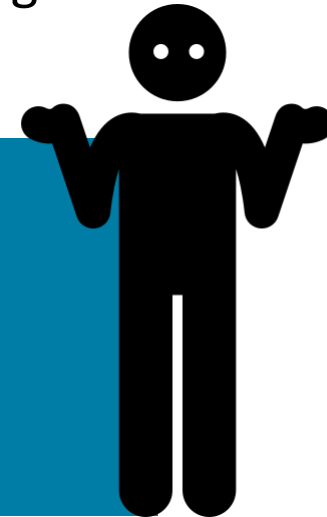
- I don't really know about standards (the unengaged and unaware). Use a net!

Key messages



- Clear key messages should **inform, educate, inspire and encourage**. They underpin the purpose of comms and permeate through all content.
- For every piece of content we need to ask **‘so what?’** Think WIIFM...
- Include **‘calls to action’** – content should work towards a specific goal or next step so readers do something.

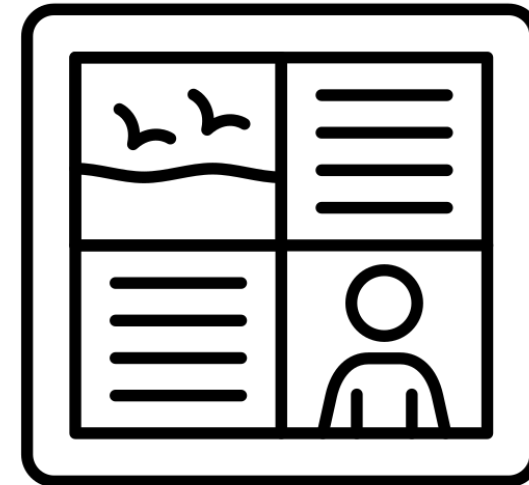
- **Know. Feel. Do.**
- **Heart. Health. Handbag**
- **Statement. Evidence. Example. Importance.**
- **Credible. Repeatable. Unique. Defendable.**



Story telling

- **Expert endorsement** through testimonials, case studies, educational pieces and profiles.
- **Programme** of regular storification content.
- Provides **context, relatability, applicability** and **benefits**.
- **Name drop!** Supports peer to peer endorsement.
- Weave **data, value proposition** and details into narrative.

- The standard keeps waterways clean that are used by 10,000 rare birds.



- Farmer Philippe uses the standard which helps him access export markets.
- Practices following this standard save Philippe money and prove quality.

ISO 27002 revision sets the bar for cyber security, protecting your data across the world

With SC27 convenor Tony Krzyzewski



Introducing...

Dr Ann Smith

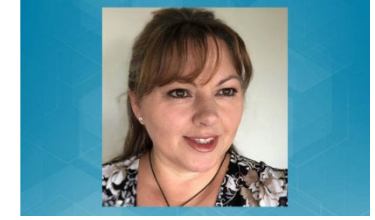
International standards committee member



Introducing...

Kevin Flint

International standards committee member



At the table of one of ISO's largest committees - Quality Management standards

with NZ mirror group convenor Diane Baguley



Introducing...

Alison Holt

International standards committee member



STANDARDS NEW ZEALAND
TE MANA TAUTIRANGA O AOTEAROA

Introducing...

Brian Fitzgerald

International standards committee member



Third generation smart farming standards to lead the way toward resilient production

20 April 2023

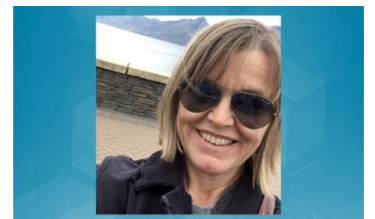
We catch up with Kenneth Irons, New Zealand's representative on the International Organization for Standardization's (ISO) global Strategic Advisory Group on Smart Farming (ISO SAG-SF), helping to shape tomorrow's farming practice.



Behind bee product standards with Terry Braggins

18 September 2023

September is Bee-Aware Month so what better time to celebrate the work of those representing New Zealand on the international stage of bee product standards.



Maximise your channels

Understand your audience

Channel	What is it?	What should we do with it?	Why / benefits
Digital channels	Website, Social media LinkedIn, Email lists etc	Content marketing plan for LinkedIn.	Untargeted and targeted – wide capture. Give exposure to 80,000 monthly site visitors.
Electronic direct mail	Campaign Monitor/survey monkey/KMUTD	Share news and updates. PC.	Use sector lists for targeted comms/newsletter list for untargeted.
Video	Short educational videos shared through other channels.	Share through channels and third party channels.	Differentiate content for short attention spans and those seeking more engaging content.
Media	Media worthy stories – big picture stuff that relates to untargeted public interests.	Hydrogen, building standards, EV – share with third parties.	Spread message wider – focus on key messages.
Events	Physical events, and key speaker slots, webinars		Opportunity for direct engagement and profiling
Stakeholder / Third party channels	Who do we know to leverage their channels? Build relationships for regular contribution of related standards articles	Cross posting/building relationships	Supports industry to share relevant news. Mutual benefit.
Collateral	Flyers and brochures for physical events.	Use as a point of reference/leave behind for one to one Engagement.	Ensures targeted key messaging is left with the right people.
Paid promotion	Paid media - Google Adwords, sponsored LinkedIn post boosting - requires budget	Ensures key words used gets content in front of targeted segment.	Taps into new audiences. Improves discoverability.

Video – differentiate your message delivery



SNZ's Chris Forsman on standards for the hydrogen framework



Standards supporting smart homes



Minimum Energy Performance Standards



Standards NZ's EV PAS can help reduce energy use



How Standards NZ's Publicly Available Specifications (PAS) support change...



Standards New Zealand – an introduction



SNZ staff remind us of the value of standards on World Standards Day 2022



SNZ UL Webinar Standards for EV Charging Systems



01:12



Industry and stakeholder engagement – committees and experts

Camilla Ojansivu

Expansion – Retention – Endorsement – Collaboration – Succession

- The experts we have on technical committees make it possible for NZ to be part of standards development.
- Without them we could not do it. We need more of them.
- Creating a strong platform to help them in their work is a top priority.
- They represent NZ's potential for involvement in areas of strategic importance, such as digital, climate change, building and construction.
- Find and look after good people and help get the message out.



Expansion



Online 'Expression of interest' form on our website



Recommendations from the committee chairs



Through stakeholder outreach

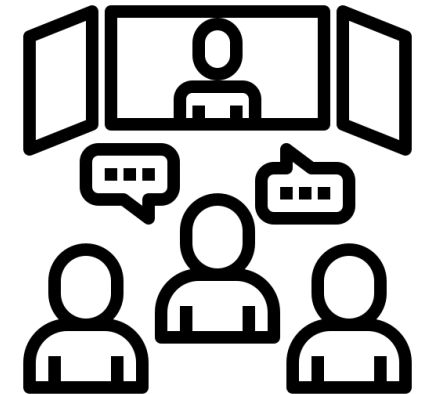


Events, meetings, calls, emails

Retention – Endorsement

Chair=Convenor

1. **Run events** (Convene the Convenors, IEC Electrotechnical Professionals gathering).
2. **Host webinars** (induction sessions for new and current committee members).
3. **Participate** in TC meetings to get to know members.
4. **Connect with convenors – your active leaders.** Their work can feature in social media, newsletters, on the website and more.
5. **Direct outreach** to stakeholders (private sector, industry associations, government).



Collaboration – Succession: The IEC Electrotechnical Professionals gathering

Goal: Find new members - succession planning
- increase collaboration with current committee
members

Find your standards champions - Beca,
Transpower

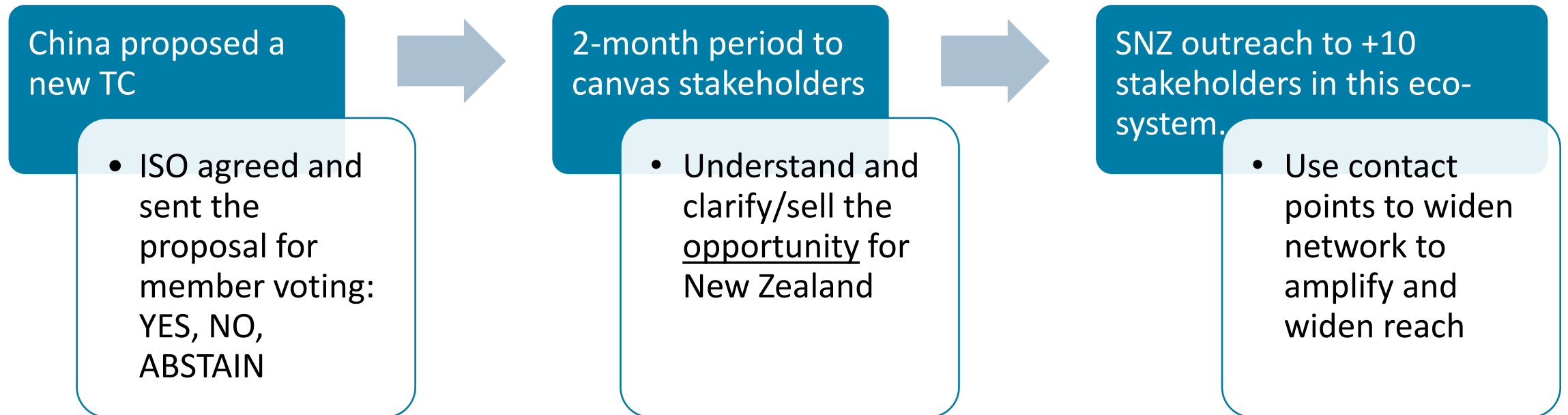
Collaborated on Teams, in person and by email
to brainstorm ideas for agenda and event
concept

Landed on running the event in 2 locations -
(Wellington/Christchurch) simultaneously

Cast the net wide to increase participant
numbers



Stakeholder engagement: Establishing an NZ committee for ISO/TC 349 Cultural Heritage Conservation

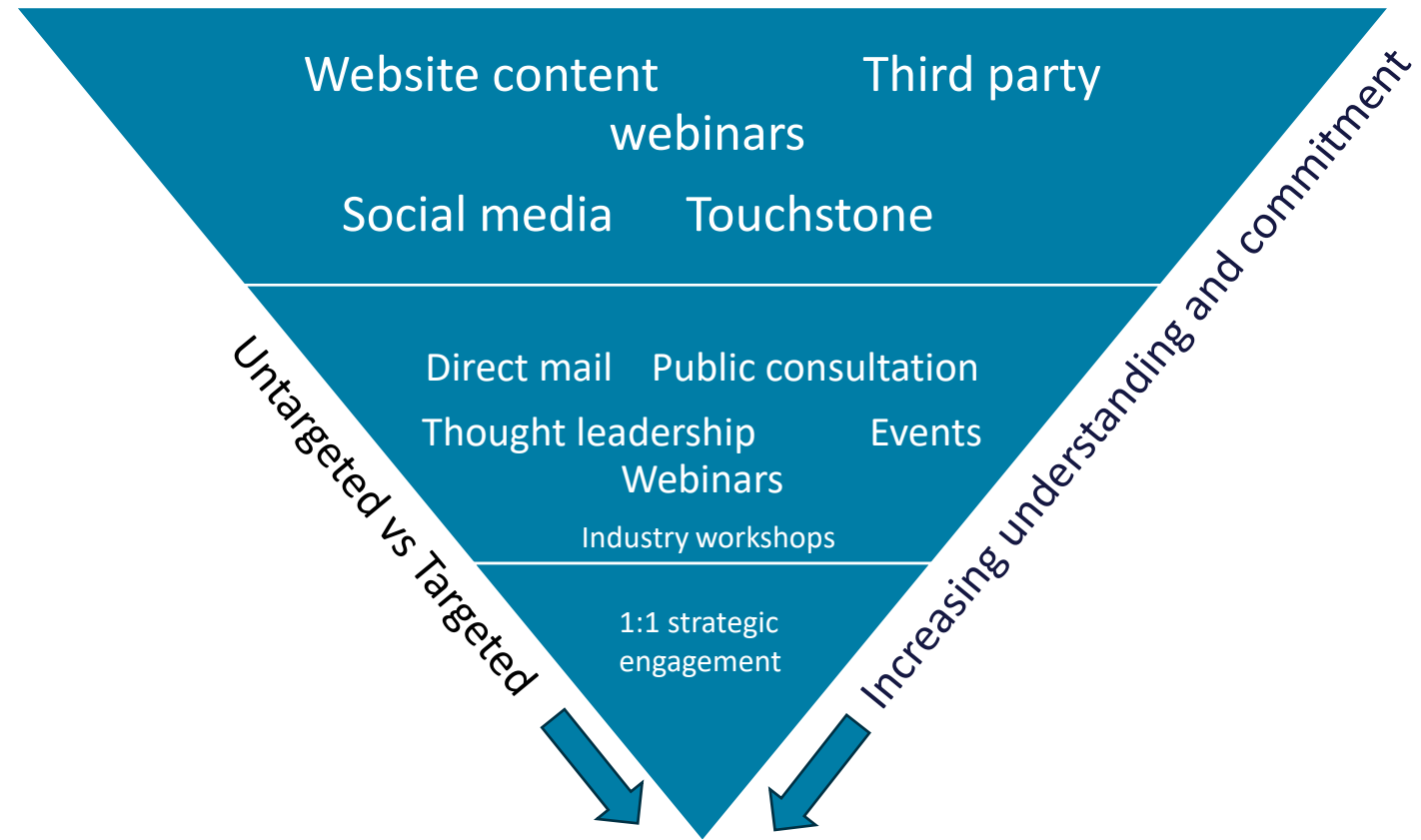


Stakeholder engagement: Establishing an NZ committee for ISO/TC 349 Cultural Heritage Conservation

- NZ voted Yes based on stakeholder opinions.
- Department of Conservation, Ministry of Culture and Heritage, Heritage New Zealand, ICOMOS, NZCCM, Engineering NZ.
- Recruited an incredible group of 7 experts for the committee who have just been approved by the Standards Approval Board.



Trying to get people's attention



People are actively involved

- Activity –**
- What do you currently do?
 - Is it effective?
 - What could you do differently? will you do?
-

Questions?

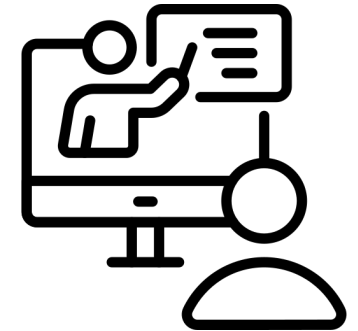
Pacific Partnership Programme

3-year programme of work from Feb 2024 to 2027



Provision of standards related e-learning modules

- Develop and deliver curated e-learning modules to distribute to participating Pacific Island national standards bodies/relevant agencies and associated industries.
- The e-learning modules will address specific issues or topics. They will help enable and build standardisation and conformance capability, knowledge, awareness and understanding within the Pacific region to support your internal standards and conformance systems and practice.



Online library subscription is now available to you

It provides convenient, easy access to a bespoke collection of building-related standards and includes:

- **Easy 24/7 access** to the latest up-to-date editions of standards that can be accessed via smartphone, tablet or PC
- **Always up to date** - subscribed standards are automatically updated so you have access to the latest version.
- **Print option** - downloadable standards for own personal use when users are on site or out of signal
- **Quick search functionality** - simple search results for quick access

Free access to over 230 NZS and AS/NZS building-related standards through the Standards New Zealand Online Library.

Provide up to 62 Pacific government regulators and public organisations (including power/water utilities and education providers) through our online library platform.

Access to over 230 NZS and AS/NZS building-related standards, including all cited in the New Zealand Building Code.

See sign up form on the table at the back of the room - return to me or one of the SNZ team.

