Strategy Session Summary

The BeSafe Taranaki Trust meet for a Strategy Review on:

- Session One - 25th July 2024
- Session Two - 14th August 2024

The purpose was to discuss the existing Strategy and determine its fit for purpose in future lookahead for the membership of BeSafe Taranaki.

The key aspects for review in this session were:

- What value does BeSafe Taranaki provide to its membership? Is the membership model and make up providing this value and encouraging engagement?
- Are the existing pillars of BeEngaged and BeAligned still relevant? And are the intentions of what they deliver still providing value?

In the review, a SWOT analysis was used to understand the performance of BeSafe and where considerations for change could be actioned upon.

In both sessions it was determined that the strategy of BeSafe Taranaki still aligns with its purpose statements of:

"BeSafe Taranaki Supports & Promotes Health & Safety initiatives in Taranaki."

"BeAligned provides material to promote, influence and implement contemporary, consistent and aligned health, safety and wellbeing practices."

"BeEngaged delivers forums that bring together the wider business community to discuss trending issues regarding health, safety and wellbeing."

Whilst specific strategy and delivery expectations need to be set for BeEngaged and BeAligned, the membership model was challenged to ensure that BeSafe provides value to its members and is targeted appropriately to those who engage with BeSafe.

The existing membership approach is:

"Our target membership is medium to large employers and employers of contractors who have defined risk to their workforce, who are committed to influencing Health, Safety and Wellbeing outcomes with a complementary approach."

Challenge was based on apparent exclusivity of membership; engagement & networking opportunity; and ability to provide benefits to organisations to raise standards for health, safety & wellbeing.

Who, how and why organisations engage with BeSafe led to a broadened approach being discussed, with the consideration of membership being:

- Organisations that consider good safety performance is natural to good business.
- Organisations that have reach across supply chains, industry etc and can influence alignment of values for health & safety.
- Organisations that have a desire and determination to improve their health & safety position.

Which leads to an updated membership statement of:

"Our target membership is businesses who have defined risk to their workforce and who are committed to influencing Health, Safety and Wellbeing outcomes with a complementary approach."

Summary of Strategy Session Outcomes

Membership

- Continue to grow membership with a targeted approach based on the statement above.
- Provide opportunity to organisations that want to develop their H&S strategy through the work of BeAligned and BeEngaged.

BeAligned

BeAligned continues to provide opportunities to network and relevant information sharing through a networking forum approach.

BeEngaged

The BeEngaged work programme to springboard off the outputs of BeAligned and continue to provide quality engagement sessions.

Marketing and Promotion

BeSafe could benefit from updating its promotion and engagement i.e. website, examples / stories of how BeSafe has provided value etc

Measuring Value

Currently the approach for measuring performance is through membership numbers and engagement survey. Review tools and measures of determining/measuring how BeSafe adds value and how this information is captured.