

## New plan, safer people - Trafinz strategy and business plan

Tuesday 13 November, 3:40pm – 4:00pm

Diagram and the Trafinz executive committee have been working together to define a clear vision and strategy for the organisation, as well as a plan containing a set of measurable actions to achieve the vision.

The members and associates of Trafinz are an important stakeholder in this plan. Members enable Trafinz to do its influential work with Government agencies and act as the voice of Local Government. Both members and associates also benefit from expertise, information and forums (such as the annual conference and workshops). The executive is keen to collaborate, test ideas and seek input on the strategy and plan.

In this session we'll share the process and thinking forming the strategy, and use dynamic technology to get your feedback on the direction and priorities in the plan. We'll also provide more channels for conference attendees who wish to give more detailed feedback.

### Tom Hovey, Diagram



Tom blends data and creativity with communication to help organisations develop new strategies and make more effective decisions. Tom has built companies in New Zealand and the UK, and worked inside political organisations such as Wellington City Council (WCC).

Over the last 20 years, Tom has worked with NZTA, ACC and WCC's Transport Team on various initiatives aimed at improving uptake of active modes and road safety in New Zealand. Tom's digital engagement and consultation work with WCC has been recognised by ALGIM, NZ Government and the NZ Designers Institute.

### Oli du Bern, Diagram



Oli seeks to engage through listening to, and understanding, audiences and collaborators. As an experience interpreter, he translates complex or big picture thinking into meaningful communications.

In 2014, Oli won the Institute of Management New Zealand's Young Executive of the Year Award for his strategic influence at Wellington Zoo. Oli's worked on strategies that have helped a variety of organisations including the Department of Conservation, Mulligan's Flat Sanctuary in Canberra and Wellington City Council.