



Statement of Strategic Direction

Our Vision Supporting fishers to feed the world for generations to come

Our Purpose Enabling successful and sustainable fisheries through smart information services

Strategic Drivers

We deliver value into Aotearoa New Zealand's fisheries (through both government and industry)

Our work has a positive impact on the environmental, social, and economic sustainability of Aotearoa New Zealand's fisheries

People want to work for us

We are a purpose-driven company

Strategies

In the delivery of smart information services, we are:

Helpful - We are focused on meeting customer needs through the excellent operationalisation of information services - that means through our software solutions and our service support

Trusted - We are the trusted provider of information services - we get it right when it comes to regulatory reporting, and we provide trustworthy information to support better decisions

Cost-effective - As an industry-owned company using cost-recovery funds, we focus on creating greatest value at least cost

Innovative - We are enablers of change, we seek ways to make it easier to improve the environmental, social, and economic sustainability of fishing through connected information services that underpin regulatory processes, fisheries management processes, and business decisions

Collaborative - We are actively engaged with industry and others who are seeking to improve fisheries management through the innovative use of data and science



Performance Indicators

In assessing our success in delivering our strategic goals we will review our performance based on how much:

Our people are helpful and solutions focused

Our products and services are valued, reliable, user-friendly, and modern

Our business approach is simple, clear, and purpose driven

Our information services and partnerships improve fisheries management

Our Strategic Moves

To achieve our strategic outcomes, we will:

Have a leadership, culture, and structure that attracts and retains talent

Have a modern platform that supports the delivery of smart information services

Have our brand excellence recognised by those we serve and those we partner with