

Warrant of Fitness 2020-2021

Priority area	Measure	Rationale
Valued Partnerships 	Number of active partnerships between HortNZ and the Government	This will demonstrate whether the Government seeks to actively work with HortNZ
	Percentage of growers who i) respond to the annual survey and ii) rate HortNZ high or very high on the delivering value question	Growers who take part in the survey are actively engaging to provide their thoughts about HortNZ. The percentage who rate HortNZ high or very high gives an indication of the perceived value that HortNZ provides to growers
	Number of Product Groups that have work allocation agreements with HortNZ	Indicates the degree of engagement with HortNZ
Enabling horticulture 	Growth in the horticulture sector by i) value and ii) hectareage	Growth is a proxy for the right regulatory and policy settings being in place – one of HortNZ’s focus areas
Advocacy 	Pick up of HortNZ communications	This measure is not how many media releases or social media postings are made – but rather, as a result of those releases and postings, how many are picked up and repeated
	Number of invitations for HortNZ to participate in discussions at the early stages of policy/regulation development	Measures how effectively HortNZ is working with government departments, agencies and councils, etc
	Number of Product Groups represented by HortNZ in biosecurity meetings	This is an indication of a service provided by HortNZ to product groups that directly reduces duplication
People 	Number of people applying for HortNZ scholarships and the HortNZ leadership course	This would be measured year on year to see if we are attracting people into the horticulture industry. If we are successful in this space, more and more people will seek to participate in these HortNZ initiatives
	Number of kiwis placed in work by the Career Progression Manager network	Measures how effective the Career Progression Managers are at attracting and placing New Zealanders in horticulture
Fit for the Future 	Number of submissions made to central and regional government enabling growing in the future	Measures HortNZ’s work output that is focused on enabling growing in the future