

## PURPOSE

Supporting our members and hire businesses, developing people and growing the hire industry



### GROW THE INDUSTRY

**Make hire the preferred choice for sourcing equipment and services**

- / Encourage more people and businesses to use hire
- / Help the industry promote themselves and make it easier for people to connect



### SUSTAINABLE & SAFE BUSINESSES

**Provide direction and support to enhance success and safety**

- / Attract and develop people in the hire industry
- / Deliver critical business services and support
- / Encourage a focus on safety
- / Cultivate connections and networking between industry participants



### STRONG ADVOCACY

**Be a powerful voice for the industry**

- / Work to shape the future of the hire industry
- / Assist our industry to adapt to emerging trends including environmental and sustainability changes
- / Ensure the needs of our industry are considered when legislation & regulation is developed or reviewed

# Strategic Plan 2022 – 2027