



22 November 2007

**Memo:** Smokefree Coalition Members  
Other Invitees

**From:** Executive Director

**Subject:** **2008 – 2011 Strategic Plan**

At the last Smokefree Coalition Board meeting it was decided that a meeting of members and “stakeholders” (for want of a better word) would be held to discuss the development of the new Smokefree Coalition strategic plan.

This meeting will allow you and/or your organisation an opportunity to tell us what you feel our strategic plan should look like as we work towards the ten year countdown to New Zealand being smokefree.

This meeting will be held on Wednesday the 27 February 2008 at a venue yet to be decided (depending on numbers) but most likely in the HSC board room on level 6 Fulbright House, 129 Featherston Street, CBD, Wellington commencing at 9am.

Included with this memo is a short report which was presented to the Board which lists some of the issues that might inform the next strategic plan. Feel free too to read through the Gravitas report which is featured on the Smokefree Coalition’s website at <http://www.sfc.org.nz/pdfs/gravitasreport.pdf> This report raises some of the structural issues and the policy responses which could be undertaken to address them.

Finally, I would appreciate a response as to attendance please rsvp to me at [director@sfc.org.nz](mailto:director@sfc.org.nz) no later than Wednesday 20 February 2008 for venue and catering purposes.

Mark Peck  
**Executive Director**