

Dental Industry Group (DIG)- Website update

In early 2024 during one of our monthly DIG meetings the topic of the DIG being visible to existing and potential new members was raised and it was noted that finding the DIG within the wider MTANZ web site was not that easy, which led to further discussions on how we engaged with our members and more importantly how we ensured that what we communicated remained current and relevant.

With this in mind, it was agreed a new website specific for the DIG would be developed, to not only reflect the DIG but also taking some learnings from our Australian counterparts who we have had a number of discussions with recently. As is always the case with most communication methods the content is critical and must be regularly updated to ensure we deliver value for current a new dental industry group membership.

A subcommittee was appointed to work on developing this new website, with Victoria Clark from MTANZ graciously agreeing to assist. A new URL was secured being www.nzdentalindustry.org.nz and with some guidance from Victoria a new look and feel was created. Whilst the content is not fully completed today, the site is live and available for you all to view.

In the coming months the content will be completed and will become a regular discussion topic at the DIG monthly meetings to ensure it is regularly updated. Some of the key drivers are to ensure the website is a great source of information for members and interested parties, whilst keeping our members informed of current industry trends along with links to a range of economic/ business resources.

While the new website is not intended for members to specifically market their own brand and products, there will be a communication coming to members to solicit ideas and feedback on the look and feel of this new website as it develops.

So, watch this space and we look forward to your input as we develop this new communication channel..