

**Management Board Meeting**  
**25 October 2016, 9:30 am-12 noon local time**  
**Record of Discussion**

Location: Wellington, New Zealand, Te Papa Museum

**1. Welcome & Apologies**

MB Chair welcomed the group.

**2. Conflicts of Interest**

None declared.

**3. Approval of Advisory Group (AG) Terms of Reference revisions and AG Manual**

The MB discussed the AG self-evaluations and requested evaluations from the AG chairs in April. The updated AG Terms of Reference that had been put forward and the revised AG Manual were approved.

**4. Branding**

MB Chair gave a presentation on branding. A discussion followed about branding of the organization and SNOMED CT.

**5. Clinical Engagement**

The Customer and Stakeholder Executive Lead gave a presentation on the new Clinical Engagement strategy. The MB offered comments and suggestions.

**6. Product Strategy**

The MB discussed a new Product Strategy.

**7. Communications Plan**

The MB discussed proposals for developing the organization's communications strategy. The MB felt that communications required a significant investment of resources over at least three years. It agreed with the CEO's recommendations for a contractor in that field.

**8. Adjournment**

The meeting adjourned around noon.