

## Minutes of National Committee Meeting October 2nd

Meeting Opened: 3.07pm

### Attendees:

|                         |  |
|-------------------------|--|
| <b>Board:</b>           | James Booker, Jason Te Brake, Nadine Huitema   |
| <b>Northern:</b>        | Meredith Love, Michael Boler   |
| <b>Wai/BOP:</b>         | Clinton Gulliver, Alex Griffin, Jenna Hoverd   |
| <b>East Coast:</b>      | Hamish Best, Megan Jacobson, Nick Bailey   |
| <b>Tara/Man:</b>        | Andrea Wood, Chelsea Miller  |
| <b>Tasman:</b>          | Sam Waugh, Ash-Leigh Campbell  |
| <b>Aorangi:</b>         | Jessie Waite, Caleb Strowger   |
| <b>Otago/Southland:</b> | Chris Pemberton, Michael Marshall  |
| <b>Staff:</b>           | Terry Copeland (CEO), Duncan Trotter (Operations Manager), Case Huffstutler (Field Team Coordinator) |
| <b>Note Taker:</b>      | Nicky Barton   |

### Apologies: Cole Groves

Moved: James Booker

Second: Chelsea Miller

Carried

### Nominations for Chair of Natcom

James Booker nominated by Chris Pemberton, seconded by Clinton Gulliver

Nadine Huitema nominated by Hamish Best, seconded by Alex Griffin

Terry and Duncan to scrutineer the votes.

James Booker elected to Chair.

## Regional Reports

### Report from Northern Region (presented)

*Reported by Meredith Love*

- Strategic plan document is now out of date.
- CRM Database issues and members information needs issues were raised.

### Report from Waikato/Bay of Plenty (presented)

*Reported by Clinton Gulliver*

- Successful Grand Final held in region in July
- Regional numbers dropping

- The turn of the season has hurt. A few events on the horizon which will hopefully help rejuvenate membership.
- Lack of future proofing in the region. Need to be able to engage younger members to bring them to committee level.

### **Report from East Coast (tabled at meeting)**

*Reported by Hamish Best*

- Successful shared balls as fundraisers in the Wairarapa Region
- New clubs up and running largely due to outgoing Field Officer Lauren McWilliam's good work.
- Good turn out to regional leadership day. Would be better value if held earlier in the year.
- Megan Jacobson briefed in on Wairarapa club.
  - Struggling to encourage people into executive roles.
  - Trying to create engagement with events.
- Nick Bailey briefed in on South Wairarapa club.
  - Membership rolling over with a few people outbound and a few people inbound.
  - Calf fundraiser underway for IHC.

### **Report from Taranaki/Manawatu (tabled at meeting)**

*Reported by Chelsea Millar*

- Vice-Chair Sam Tenant amping up open communication and succession planning.
- In August, regional committee was presented with a letter from regional members. Largely centred on a lack of communication between regional exec and members.
  - Letter was addressed at meeting and then there was an exec meeting to discuss. A few strategies put in place including a leadership night for regional executive and an emphasis on communication eg. now sending out all regional exec meeting minutes to all club chairs and secretaries.
- Region is addressing possible succession issues for next year.
- Really good AGM in March with a change in committee structure.
  - Shared role of Secretary and Treasurer. Introduced a publicity officer.
- Great attendance at competitions weekend.
- Leadership evening was well attended with plenty of work to do next year.

**Report from Tasman (presented)**

*Reported by Sam Waugh*

- Waimea club met to close down but is back up and running with two new members.
- Great turnout to Health & Safety meeting (75 people).
- Engaged with TeenAg for a stock skills day. Students and parents were really impressed.
- Sourcing long-term consistent funding streams has been an issue. Looking to secure South Island Field Days.
- Wanting to put strategy plan together and finalise it. Planning to have a draft supplied around Christmas.
- Dunsandal calf competition - trying to create some community engagement through donations to Plunket.

**Report from Aorangi (presented)**

*Reported by Caleb Strowger*

- Strong representation at Grand Final, a shame they didn't represent the region at the AGM while there.
- Looking forward to hosting Grand Final next year.
- Looking for fundraising opportunities. Need multiple fundraising streams rather than relying on one big fundraiser.
- Challenges retaining membership in Oamaru.

**Report from Otago/Southland (presented)**

*Reported by Chris Pemberton*

- Problems growing membership.
  - While Otago/Southland is a large geographical region, there are not many with a desire to be involved in agriculture.
- Successes include splitting region into Southland and Otago for events.
- New Field Officer Leanne doing a great job of getting people out and about.
- Aorangi/Southland challenge proposed for South Island Field days.

**Proposal to create a standing order for information**

A discussion was held around standing orders.

Motion moved by James Booker

Seconded by Sam Waugh

Carried all in favour

### Fundraising Whiteboard Session

| <b><i>Reliable Fundraisers</i></b>  | <b><i>Opportunities</i></b>   |
|---|---|
| <ul style="list-style-type: none"><li>- Ball</li><li>- Trail Ride – check health &amp; safety, partner with motocross clubs</li><li>- Covering Silage Stacks</li><li>- Speed Dating</li><li>- Olive Oil</li><li>- Movie Fundraisers</li></ul> | <ul style="list-style-type: none"><li>- Pub Charities</li><li>- Field days</li><li>- Federated Farmers</li><li>- Sponsorship</li></ul>    |
| <b><i>High Risk</i></b>   | <b><i>Key elements for successful fundraising</i></b>   |
| <ul style="list-style-type: none"><li>- Farm Finds</li><li>- After show/event parties</li></ul>   | <ul style="list-style-type: none"><li>- Good return on efforts</li><li>- Partnerships</li><li>- Funding rather than fundraising</li></ul> |

Meeting closed.

## Minutes of National Committee Meeting October 3rd

Meeting Opened: 10.15am

### Attendees:

|                         |   |
|-------------------------|---|
| <b>Board:</b>           | James Booker, Jason Te Brake, Nadine Huitema  |
| <b>Northern:</b>        | Meredith Love, Michael Boler  |
| <b>Wai/BOP:</b>         | Clinton Gulliver, Alex Griffin  |
| <b>East Coast:</b>      | Megan Jacobson, Nick Bailey   |
| <b>Tara/Man:</b>        | Andrea Wood, Chelsea Miller   |
| <b>Tasman:</b>          | Sam Waugh, Ash-Leigh Campbell   |
| <b>Aorangi:</b>         | Jessie Waite, Caleb Strowger  |
| <b>Otago/Southland:</b> | Chris Pemberton, Michael Marshall   |
| <b>Staff:</b>           | Terry Copeland (CEO), Duncan Trotter (Operations Manager), Casey Huffstutler (Field Team Coordinator) |
| <b>Note Taker:</b>      | Nicky Barton  |

### 1. Chairman's Welcome

### 2. Apologies: Cole Groves, Hamish Best

Moved: James Booker

Second: Chelsea Miller

Carried

### 3. Minutes of the previous NatCom April and July 2015

Minutes from previous NatCom are confirmed as true and correct.

Moved: James Booker

Second: Caleb Strowger

Carried

### 4. Matters Arising from Previous Minutes

- Casey commented on an action point from October 2014 (*Distribute contact list of RAS contacts around the country to regional committees*)
  - This has been challenging with people not taking responsibility
- Standing orders to be compiled and submitted by Jason, Nadine and James before the next NatCom.
  - Moved: James Booker
  - Second: Clinton Gullivar
  - Carried
- Sam asked for NatCom minutes to be circulated as soon as possible, rather than just before the next NatCom.
- Duncan suggested that Liv makes sure that NatCom minutes are put online and a notice included in Hotwire.
- Name "Big Wig day" to be discontinued, removed from further NatCom agendas.

## 5. Reports

### 5.1 Chairman's Report – Jason Te Brake

- Recommendation that regional committee meetings are held before the contest roadshows.
- Three out of the eight strategic objectives have been prioritized. These include finding benefits for membership (key priority for the board going forward), second is growth of membership and third is financial sustainability.

### 5.2 CEO Report – Terry Copeland (CEO)

- Big effort to keep TeenAg and AgriKids moving since Grand Final.
- New position to fill in events and marketing.
- NZYF to actively support the Quality Workplaces Action Plan. There will be a launch for this on the 8<sup>th</sup> of October at Lincoln.
- Decisions to be made around loss of Young Country. We need to upscale Muster News to be more significant to fill this gap.
- Red Meat profit partnership school curriculum programme official launch was on 22 September. A lot of work to get this off the ground. Helping to give people focus for careers later on. Getting good media around this to dispel the Young Farmers myths.
- Health and safety - bill has been well adopted by clubs and we are staying ahead of the curve on this.
- Membership – Terry would like to be providing updates and trends to Regional Chair's. CRM system is making this difficult to progress.
  - Conversation ensued about current membership database not being up to scratch for providing the information needed for Regions with ease.
  - Terry has engaged a consultant to come in and provide an analysis.
  - Not as easy as cutting our losses and purchasing a new system. The current CRM is integrated with website function.
  - Terry welcomes any ideas or suggestions for improvements or solutions.

### 5.3 Competitions Report – Duncan Trotter

- Debating – striving to engage inter-club competition. Please can people try and push continuity of people and only club members throughout the competition.
  - Casey proposed a Young Farmers debate as part of the Field days seminar series.
- Fencing – Farmlands still on board but trying to reduce expenditure by shifting gear from region to region.

- Terry working to bring Farmlands on board as a strategic partner to NZYF. Can clubs, districts and regions please help to foster this relationship?
- Coordinators need to let national office know dates of fencing competitions so they can keep Farmlands informed.
- Shooting – Hunting & Fishing are still on board.
- Photography – Introduction of an e-photo section for iphone pictures. Also looking to bring back the video competition.
- Stock Judging – Business as usual for Grand Final, regional level there will be ribbons and certificates.

#### **5.4 Kickstart Report**

- Transferring responsibility across to others. Rather than having a designated Kickstart committee, the regions could contribute to identifying any new potential people or organisations who could be added to the list. Over 2000 members have attended various Kickstarts in the past year with a lot of these being held by local or region specific speakers or organisations. Regions should work with their Field Officers to compile their own lists of local suggestions for their clubs and communicate to Duncan if they come across a nationwide opportunity.

#### **5.5 Health and Safety Report (tabled by Carolyn)**

- James spoke of a significant culture shift and acceptance of Health and Safety in New Zealand Young Farmers.
- Health and Safety being incorporated into TeenAg competitions. This should be happening at district and regional final level as well.
- Caleb suggests everyone downloads Worksafe App called 'Farm Rules'.
- NZYF working with HazardCo, shows we are utilizing industry strengths.

### **6. General Business**

- **Membership Discussion**
- Three visit policy needs to be pushed by clubs and regions.
- Membership discounts need to be seen as immediate benefits by members. The value of funding trips to Grand Final is limited as not many can actually go.
- James suggests that NZYF need to fine tune their story and learn to sell it.
- New member liaison role helpful in clubs but they need to be the right personality.
- Taking a computer to meetings so people can sign up on the spot has been helpful.

- Membership handbook being developed by Duncan will be a useful tool.
- A common messaging document for leadership evenings would be helpful.
- Terry given clear mandate on developing the key focus areas of membership being
  - Investing fees back into clubs
  - Need for the CRM to be refined
  - Club engagement necessary to have everyone on board
  - Discounts and opportunities
  - Provide club chairs/regional exec with information and tools about all the positive things within Young Farmers- following NatCom in April 15 – this will include the member's handbook.
  - Ensure common messaging/ themes at regional leadership days throughout the country.

#### **6.1 Website – what do members want from this and is it actually used by members?**

- NatCom participants to read through Website Development list from Liv.
- Role of the website is to be a combination of brochure and a service to communicate to members.
- NatCom advocate for a members only area on website.
- Hotwire – just needs to be a snippet of information with a click through option to read the full story. This may reduce the numbers unsubscribing.

##### **6.1.1 App**

- Funded by Farmlands and will serve the role on an electronic membership card.
- Connecting members to members
- News service
- Could track point's earned from attending YF events.
- Should have some idea of it from Farmlands later this month.

##### **6.1.2 Muster News – Deadlines and Content**

- Keep the content going to Liv

#### **6.2 Board nominations – bring dates forward to enable more time for Regions to consult with their clubs**

- There should be a six week consultation period between closure of board nominations and the AGM to allow for more time to notify and advertise nominees to members. Jason to confirm if there are any constitutional changes.  
Moved: James Booker



Second: Clinton Gulliver  
Carried

### **6.3 Aligning Region AGM's to enable all new exec's to attend April 2016**

#### **NatCom**

- Regions need to get dates of their AGM's out to align with opportunities for leadership training at April 2016 NatCom.

### **6.4 Developing the pipeline – TeenAg representation on Region exec teams**

- Tasman – Field Officer keeps region updated on what TeenAg are doing. As an exec it has been discussed about inviting TeenAg members to join the exec. Preliminary discussions at this stage.
- Aorangi – Pretty poor in engagement with TeenAg clubs at the moment. Some interaction at club level but not regional level. Field Officer provides that TeenAg liaison.
- Tara/Man – Some club involvement. TeenAg invited to leadership night. No representatives on exec meetings. Field Officer keeping that connection there.
- Wai/BOP – There is a TeenAg role implemented to the board. Goals to have at least two interactions between each club and their TeenAg locals. Sitting in on regional exec meetings via teleconference. Good to have someone on their level.
- Northern – Inviting TeenAg to compete in regional competitions. Some confusion when funds have been secured about where they are being distributed to. They are organising events too which is great – a few 'hook ups'. There are some administrative complications. Great to have connections at event level.
- East Coast – Lauren did a lot of work up the line on the East Coast. Hard to get teacher enthused in the Wairarapa. Clubs are not connecting with the TeenAg very much with geographical spread not helping.

Different regions are at different stages in developing the relationship between themselves and TeenAg. There needs to be some focus on transitioning people from TeenAg to Young Farmers.

### **6.5 Leadership Courses – ideas to replace Generate – what outcomes are we seeking?**

- Need to amend the Raising the Standard course for TeenAg to fit older people.
- Kellogg's style course – held in esteem, great to have on CV.
- Wai/BOP already have their own Leadership Academy through a partnership with PWC.
- Need the leadership training to cross over into career focused skills as well.

#### **6.6 Health & Safety – Have all Regions appointed someone to this role?**

- Positive culture change in receptiveness to Health and Safety at events.

#### **6.7 Contest Roadshow**

- Changes in competition structure has reinvigorated the Roadshow as a way to communicate to members.
- Four basic areas to discuss – contest, health and safety, strategy and value.

| Date   | Location         | Region                |
|--------|------------------|-----------------------|
| 9 Nov  | Gore             | Otago/Southland       |
| 10 Nov | Timaru           | Aorangi               |
| 16 Nov | Palmerston North | Taranaki/Manawatu     |
| 17 Nov | Dannevirke       | East Coast            |
| 18 Nov | Okoroire         | Waikato/Bay of Plenty |
| 19 Nov | Wellsford        | Northland             |

### **7. Discussion**

#### **7.1 Membership Fee Disbursement – nationwide membership drive**

NatCom agree to the concept of the membership fee disbursement of national, regional and club.

Moved: Meredith Love

Second: Megan Jacobson

Carried

NatCom agree to NZYF membership to be split \$30 Organisation Affiliation Fee, \$10 Region Support Fee, \$30 Club Social Fee. To be rolled out in a timely manner best suited to the organisation.

Moved: Sam Waugh

Second: Meredith Love

Carried

Breakdown of fee reviewable at AGM each year.

#### **7.2 Alumni – Creating a business plan to include benefits to us and benefits to past members**

*Reported by Duncan Trotter*

- Need to start building a business plan to develop an NZYF Alumni Association. Business plan approved and ready to roll out in May 2016.
- Vision of 5000 members by 2025.

- Each region to secure 50 potential members names and contact details by the end of the year.

### 7.3 NatCom – Purpose and Role

- Region representatives are required to include NatCom minutes in their following Regional Meetings and communicate and implement their learnings and discussion.  
Moved: Nadine Huitema  
Second: Michael Marshall  
Carried
- Board sees role of NatCom as providing that medium in between board and members. For those attending it is also a development opportunity and mixing between regions.
- Terry wants to make NatCom an aspirational aspect of executive roles.

### 8. Future NatCom

- Engage with a host city club to do drinks or a dinner on the Friday evening.
- Name tags for Day 1 of NatCom.

## ACTION POINTS

### New Points from October 2015

| Who                           | Action  | When/Date                                     |
|-------------------------------|---|---|
| Terry Copeland                | Need to get the membership database sorted.   | To be reported back on next NatCom.           |
| Casey Huffstutler             | North Island inter-regional debating comp to happen at Field days.                                | Confirmation next NatCom                      |
| Regional Execs/District Execs | Involvement of Farmlands exposure in Regional Report  | Ongoing                                       |
| Terry Copeland                | Terry to distribute membership stats to regions   | Ongoing                                       |
| Duncan Trotter                | Membership Handbook   | Ongoing                                       |
| Organisation                  | (30:10:30) membership disbursement to be rolled out in a timely manner.                           | Timeframe to best suit NZYF as decided by CEO |
| Terry Copeland                | Proposal for first NatCom of the year to larger format.   | Next NatCom                                   |
| Duncan Trotter                | Duncan to coordinate developing a concept with Gary Mussics for a Raising the Standard course for | Ongoing                                       |

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|  |   |   |
|--|---|---|
|  | Young Farmers Grassroots level  |   |
| Regional Execs                               | Website feedback back to Olivia Sanders at Head Office by 30 <sup>th</sup> October  | 30 <sup>th</sup> October  |
| Terry Copeland                               | Points based involvement record for New Zealand Young Farmers Members   | Update by next Natcom   |
| Regional Execs and Clubs                     | Contact details for at least 50 alumni members in each region by the end of the year. (5 per club minimum).   | 31 <sup>st</sup> December   |
| Region Chairs                                | Identify VIP members at Regional & Club level.<br>Olivia and Carolyn to contact Region Chairs   | Ongoing   |
| Duncan Trotter/Carolyn Bennett               | Look at placing newspaper ads (seek funding) calling all Young Farmers for historical information   | Ongoing   |
| Stefan Robinson/Logan Nation                 | Develop Action Plan to present at next NatCom including Shearing and Wool Handling  | Ongoing<br><i>Chelsea reported back that Logan has been trying to keep this moving.</i>     |
| Terry Copeland                               | Flesh out ideas for expanding NatCom.   | Ongoing   |
| Willis Ritchie                               | Give ideas/tools to take back to Region and filter back to clubs regarding Funding  | Ongoing<br><i>More around regional funding which was reasonably well covered yesterday.</i> |
| Terry Copeland                               | Develop one pager of tangible vs non-tangible benefits.   | Ongoing<br>Incorporate members handbook<br>To be discussed later on today.                  |
| James Booker and Hannah Cameron              | James Booker to liaise with Ian and Grace from Tara/Man to try and set up a Young Farmers Challenge for Fit 4 Farming Cycle tour.   | Update by end of November   |
| Jason Te Brake, James Booker, Nadine Huitema | Pull together standing orders   | By April 2016 NatCom  |
| Terry Copeland and Duncan Trotter            | Implement Investing fees back into clubs once the CRM and website are refined to process online payments together with a membership package being developed to include new membership packs, membership | On Going  |

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|  |   |              |
|--|---|--------------|
|  | handbook and common messaging tools   |              |
| Terry Copeland and Duncan Trotter              | To further develop value-add opportunities such as discounts for members                                | On Going     |
| Terry Copeland, Cole Groves and Jason Te Brake | Introduce the membership changes at the Roadshow  | By Dec 2015  |
| Duncan Trotter and Operations Team             | Include proposed changes in Insights, region leadership and networking events to have everyone on board | By June 2016 |