



CLUB STRATEGIC PLAN 2021

1. Current situation

Membership:

Current Membership:	Trending: positive/negative	Participant Numbers:

Club snapshot:

What is working well in your club?	
What is the common link with what is working well? <i>Planning, numbers?</i>	
What is not working well in your club?	
Are there any common links?	
What would you like to help with that, or help it to run smoother?	
What training would you like more of to help the club run better? What format?	
What are one or two things you want to achieve as a club this year?	
Would you like more communication from your Regional Exec? How?	
Would you like more communication from your National Office? How?	

2. Mission/ Purpose Statement



The mission of a Club should answer the essential question: Why does the Club exist? What is it trying to accomplish?

The Purpose of New Zealand Young Farmers is 'We excite, connect and nurture young people in the Primary Industries'.

Things to discuss:

- What is "Club Name" Young Farmers all about?

Examples of some Club Values

- Nothing is a problem/can do attitude
- Enthusiasm
- Knowledge/experience
- Mentors/motivation/camaraderie
- Support – we look out for each other
- Network – Branching out, inviting & involving new people
- Forward thinking/proactive/make happen/entrepreneurial
- Pride in being a Young Farmer, in our communities, in our Industry
- Ownership/take charge
- Professionalism – Still have fun
- Reap what sow – you get out what you put in.

- What makes us attractive to new members, the community, and potential sponsors?

3. Our Club Roles Agreement:

Role	The basics/ expectations	Your club specifics
Members	<ul style="list-style-type: none"> • Turn up on time • Be involved • Bring ideas • Speak up • Turn up to events • Bring more people along/ support the club • Help plan events 	
Chair	<ul style="list-style-type: none"> • Delegate • Make decisions • Run meetings • Communication within your exec team • Communication with other clubs, Regional Committee, NZYF, etc • <u>Set an agenda for each meeting</u> (with exec team) • Keep good things going • Make sure everyone is included/ heard • Make membership/ meetings interesting • Keep members involved and appreciated • Phone calls, emails 	
Vice	<ul style="list-style-type: none"> • Take at least 2 meetings a year • Take ownership of one or two events a year • Fill in when the chair cannot take the meeting • Support the exec team • Keep the leadership going: remind people-delegations, decisions 	
Secretary	<ul style="list-style-type: none"> • Organising • Taking minutes each meeting- • Send minutes to your Area Manager & your region • Sending out minutes to all members (or upload somewhere- so long as its accessible to all members- be wary of financials and personal details going on to open FB pages) • Send out an agenda prior to the meeting (or post) • Club communication- text reminders 	
Treasurer	<ul style="list-style-type: none"> • Keep a record of financials up to date and to standard • Have all invoices, bank statements and receipts on record • Report finances at each meeting • Have a physical report/ print out/ spreadsheet to be passed around at each meeting • Help new members sign up • Keep club members record up to date (liaise with your Area Manager) 	
Publicity	<ul style="list-style-type: none"> • Maintain a positive perception of your club in your school and community • Distribute posters advertising your club and/ or meetings • Maintain the club Facebook page/ club newsletter • Please post photos! Tag NZYF on FB and Instagram • Communication within your club- group chat, etc • Seek local support- ie, offer a column/ update in your local paper every couple of months • If you're ever donating money/ time or hosting an event for the community- no matter how small, tell the local paper and/or take a photo and post on FB 	
TeenAg	<ul style="list-style-type: none"> • Be the point of call for local TeenAg club/s • Attend one or two of their meetings- introduce yourself and talk about the YF Club • Help them plan their term/ suggest guest speakers or events they would benefit from • If TeenAg members attend your meeting, be their 'buddy' 	
H&S	<ul style="list-style-type: none"> • Lead a positive H&S culture in your club • Liaise with NZYF (following guidelines, reporting near misses) • Focus on mental wellness, not just physical 	
NML	<ul style="list-style-type: none"> • Being a buddy to newcomers to the meetings- chat to them prior to the meeting • Introduce new people to the group 	

Minutes Template

What: ("Your Club" Young Farmers meeting)

Date:

Meeting Opened:

Welcome: Introduce Guests and new potential members
H&S (Exits, Toilets and evacuation point)
Any conflicts

Attendance (take)

Apologies (take)

"Can someone please move that the apologies be accepted" 1 Moved, 2. Seconded "Those in favour (aye), those against (no), =carried/not"

Minutes from previous meeting

"Can someone that was present at the (Feb) meeting please move that the minutes are true and correct" 1 Moved, 2. Seconded "Those in favour (aye), those against (no), =carried/not"

Matters arising from the minutes (any issues, discussion or amendments)

Correspondence- any (emails to your club account count as correspondence)

Reports: H&S

Finance

Get the treasurer to say "I move that the financial report be accepted as true and correct and that the payments be approved" 1 Moved, 2. Seconded "Those in favour (aye), those against (no), =carried/not"

Ensure that the full financial report is in the minutes

Any other Reports

General Business

Examples:

The club decides they want to go on a bus trip and it's to be subsidised. "Can someone please move that the club subsidises the bus trip (up to \$2000/\$50 each) per paid up member" 1 Moved, 2. Seconded "Those in favour (aye), those against (no), =carried/not"

The club decides to crash another clubs meeting. "Can someone please move that the club crashes (Te Puke's) meeting and that (Storm) organises it. 1 Moved, 2. Seconded "Those in favour (aye), those against (no), =carried/not"

Meeting Closed:

Why?

The above process ensures that club consensus is gained on club decisions. Failure to move motions and record these in minutes may mean a decision can be argued against after it has been made which is no fun for anyone. These procedures will protect you from bad yarns!

BTW...

-Chairman's don't move motions so get your members or exec to do it. Chairs can only move to open/close a meeting, take a break or make a motion be put to a vote (ie if there's too much talk).

-Chairman's doesn't vote as they have the deciding vote if it's a split at a meeting.

-**You need 5 members to have quorum** (the meeting won't count and nothing can be moved if you have less)

4. Membership Drive

A membership drive is a planned drive to capture new (or existing) people in the area and grow membership.

Think about the best time of year to hold your membership drive; is there a time when people influx to your area? Can you team up with other industries in the area for support- FarmSource, PrimaryITO, Federated Farmers?

Brainstorm:

- Activity ideas:

Barbeque at central area/ store, poster drop, one off event/ guest speaker/ community dinner

- Marketing:

Canva.com is a great place to easily create great graphics for your club posters. Local reps, FedFarmers, PriiTO could possibly drop flyers to farmers they know in the area to pass on to new, young workers.

- Committee:

- Budget:

- Resources required:

- Venue

5. Blueprint Planning

A reminder that planning in advance is the key to a happy, healthy and successful Young Farmers Club!

Having a fun activity (it doesn't have to be huge) planned for each meeting will give members more benefit from attending, and make them more likely to head along to the meeting after a long day of work.

We recommend that you have a club planning meeting at the start of the year and gather some ideas of things that members want to do, when they will be and pencil them into your Club Calendar. In an ideal world you're club would know what you are doing six months in advance. This is not always possible but it is strongly encouraged that you club is planned for at least 3 months out.

Why is this important? (Just to name a few)

- Members might not be interested in some things and dead keen on others, if they know what is coming up, they have something to look forward to
- Organized and interesting clubs = Retaining and attracting new members
- You guys and gals are busy so you need to be able to save weekends and dates in advance = More members attending your events
- Shorter meetings – Each meeting should just be a quick refresher or the events coming up, rather than spending an hour at each meeting deciding on what you want to do
- Having an activity/ event/ guest speaker gives new members (and old) an icebreaker to talk to with other members

An active Club is a Popular Club

Once you have your events pre-planned, you then need to COMMUNICATE this to your members. Use your Facebook page, Instagram, texting, club newsletters, the club email database, the NZYF FB and Insta and local newspapers. No one will attend if they don't know it is on!

Your Club Blueprint Planner:

Is on the following page. We suggest you work through this as an Exec. Feel free to take things to meetings for voting but also don't be afraid to bite the bullet and go ahead and plan things. So long as your club has brainstormed a whole lot of ideas, you shouldn't go too far wrong.

Some clubs have a specific 'Events' person who will organise the fun activity for each meeting, others take turns.

Once you have planned your next 3-6 months, take a photo of the Blueprint Planner and send it to your NZYF Area Manager and also post this on your Club FB page to keep everyone in the loop.

CLUB BLUEPRINT PLANNER

YOUNG FARMER		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Events			Waitangi Day	Wanaka A&P Show- Sth Island Field Days-	Easter Anzac Day 25 th	Duckshooting Mothers Day National Lamb day 24 th	Queens bday Mystery Crk Fieldays		Farm worker appreciation day		Labour day		Christmas
CLUB MEETINGS	Venue & Date												
	Activity											AGM	
	Organiser												
EXTRA	Other Club Event												
	Organiser												
Districts/ Interclub													
Regional	Club Award nominations to Regional Exec Regional AGMs Jan- April >	Regional Finals	Regional Finals	Regional Competitions must be completed (fencing, stock judging, clay bird & debating)			Regional Meeting: Review NatCom & Board nominations				District competitions start	Club insight training for new exec	Club insight training for new exec
National						Regional Final dates confirmed for next year		- Grand Final - National AGM - National Competitions finals (fencing, stock judging, clay bird & debating)	Events team need Regional and District dates & convenors		1 st Oct- 30 th Nov: District competitions		

HOW TO FILL IN YOUR CLUB BLUEPRINT PLANNER:

Add in:

- 2 monthly meetings organised and taken by the Vice Chair
- 3x Social events
- 3x Learning events
- 1-2 Community engagement
- 2-3 Field Trips
- Fundraising

Your Regional Committee will organise the following to add in:

- Stock judging competition
- Fencing competition
- Clay bird shoot
- Debating
- Regional meetings

Useful Contacts: look up your local representatives from...

- FMG:
- Rural Support Trust:
- TB Free/ Ospri:
- Beef+Lamb Extension Officer:
- DairyNZ:
- Ravensdown:
- AsureQuality:
- MPI Regional Co-ordinator:
- Federated Farmers:
- Fencing Contractors Assn NZ:
- Rural Butchers Industry Group (under Fed Farmers):

CLUB ACTIVITIES IDEAS	
Social <i>3 per year</i>	Paintball, rafting, archery, touch, netball/volleyball competition, small bore/ clay bird shoot, BBQs, rabbit shooting, pool competition, Masterchef competition/ bake off, club table at community event/ dinner,
Learning <i>3 per year</i>	Guest speakers, butchery, gun license, first aid, business/ financial planning, crutching/ shearing, welding, dog training, knife sharpening, 4WD training, insurance, B+L, DNZ, wool handling, FMG insurance, Worksafe, MPI Regional Team, Rural Support Trust,
Community <i>1-2 per year</i>	Running skills day, helping at A&P, FarmStrong event, Guest speakers open to the community, school pet day, community clean up day
Field Trip <i>2-3 per year</i>	Farm tours, local companies/ industry, freezing works, dairy company, mystery bus trip, Regional Weekend, Fielddays, Grand Final, Conference, 4 wheel drive trip, boating, fishing, Stewart Island, skiing weekend,
Fundraising <i>1-2 per year</i>	Wood splitting, crutching, hay carting, pea straw stacking, ball/ party, security or parking for local event,
Districts	Guest speaker, pest shooting, challenge; rural games, organising local event; A&P, quiz night, community event
Industry Speaker ideas:	Local agri-banker (financial planning, budgeting), FMG (insurance & liability), B+L or DairyNZ (what they do, resources available), Ravensdown (environment), vet (pre-lamb/calving, dog care or general yarns), Regional/ District Council (policy), irrigation, MPI Regional Co-ordinator, mechanic (servicing)
Other guest speaker ideas:	Local Search & Rescue rep, St John, police officer, nurse/ doctor, local business owner/ leader, Mayor, MP, representative from local A&P Show or rodeo committee, if someone from your area has done Kellogg rural leaders or Nuffield, Toastmaster, Lions,

*Take a scan or photo of the completed plan and post it to your club Facebook page.
Also send a copy to your Regional Exec and Territory Manager.*