



Food Writers New Zealand - Annual General Meeting 2017

The Annual General Meeting of Food Writers New Zealand held at The Crown Hotel, 22A Waghorne St, Ahuriri, Napier, at 9.30am on Saturday 04 November 2017.

Meeting Called By: Niki Bezzant - President

Present:

Alan Brown, Andrea Bidois, Catherine Bell, Celia Hay, Christine Hall, Colin Baruch (Corp), Denise Irvine, Felicity O'Driscoll, Fiona Smith, Fiona Greig, Gayle Sheridan (Corp), Ginny Grant, Greig Buckley, Jennifer Yee-Collinson, Julie Crean, Kate Underwood, Kathy Paterson, Lauraine Jacobs MNZM, Linda Conning, Lucy Corry, Margaret Brooker, Mark Collins, Mark Fort (Corp) Michelle Jones, Nalini Baruch (Corp), Nicola Galloway, Nicola Fraher, Niki Bezzant, Pip Duncan, Sally Butters, Sarah Hanrahan, Shona Dey, Sue Story, Tracy Berno, Trudi Nelson, Vicki Ravlich-Horan, Gus Tissink (Corp)

Apologies: Mary Taylor (Proxy: Kathy Paterson) Lea Stening, Maria Middlestead, Jill Brewis (Proxy: Niki Bezzant), Dianne Kenderdine, Gail Todd (Proxy: Kathy Paterson) Sam Mannering, Robyn Martin, Alessandra Zecchini, Sophie Gray, Nadia Lim, Jan Bilton

3 Proxy's

Minutes Taken By: Rachel Nui

ITEM	DESCRIPTION	ACTION
1	<p>MEETING OPENS at 9.40am</p> <p>Niki thanked everyone for their time to come along, and to Kathy Paterson and the Events Committee for their amazing work on the conference. Niki also thanked the Sponsors of the Food Writers Conference – vegetables.co.nz, Potatoes NZ, Eggs Incorporated, Hastings and Napier District Council and mentioned F.A.W.C and Food Writers working along with this event. Niki also thanked Rachel Nui for all her admin work carried out. Members were asked to share any social media love with the Food Writers sponsors and FAWK.</p> <p>Niki opened the AGM at 9.40am</p> <p>APOLOGIES – Rachel Nui read out the apologies to members present as noted above.</p>	

<p>2</p>	<p>Minutes of Previous Meeting:</p> <p>Minutes of the 2016 AGM were circulated prior to the AGM and a printed copy was handed out to members in attendance.</p> <p><i>Motion: That the minutes of the previous AGM held in Auckland on 14 October 2016 be approved as a true and correct record of that meeting</i></p> <p><i>Moved: Niki</i> <i>Seconded: Pip</i></p> <p><i>Carried by All</i></p> <p><i>Abstentions: Student, Associate, Corporate members present</i></p>	
<p>3.</p>	<p><i>Matters arising from minutes : None</i></p>	
<p>4.</p>	<p>PRESIDENT'S REPORT:</p> <p><i>President's report circulated via email to Professional and Life members prior to AGM</i></p> <p>Niki read out her President's report to those present at the AGM</p> <p>Attached for reference.</p> <p><i>Motion: To Accept the President's Report for 2016.</i></p> <p><i>Moved: Niki</i> <i>Seconded: Jenny Yee Collinson</i></p> <p><i>Carried by all</i></p> <p><i>Abstentions: Student, Associate and Corporate members present</i></p>	
<p>5.</p>	<p>TREASURERS REPORT & FINANCIAL REPORT TO 31July2017:</p> <p><i>The treasurer's report was circulated to Professional and Life members prior to the AGM via email.</i></p> <p>Financial reports for 2017 were circulated to Professional and Life members of the Guild prior to the AGM. Printed copies were also circulated to those members present at the AGM.</p> <p>Andrea Bidois read out the Treasurers report to those members present at the AGM.</p> <p><i>Motion: To accept the treasurer's report and the End of Year Financial Report for 2017.</i></p> <p><i>Moved: Andrea</i> <i>Seconded: Trudi</i></p> <p><i>Carried by all</i></p>	

Abstentions: *Student, Associate, Corporate members present*

Question from the floor – what is the income in advance? Advised this was money coming in for things such as conference.

Andrea explained that the corporate membership has declined. It was mentioned that as an organization we will struggle to stay relevant for large corporates.

It was asked from the floor have the corporates been asked how they would like to stay involved. It was advised that a lot of the decline is due to large corporates are now coming through PR firms who hold membership with Food Writers instead of having a corporate membership themselves.

Executive Committee advised members that there has been an increase in the smaller to medium size corporates joining Food Writers.

V.RH asked if membership subscriptions should be increased. Greig advised that the membership fees have been split for Large Corporates and Small Corporate businesses. Larger Corporate fees have increased. There is a strategy in place to attract some of the smaller food oriented businesses. Also talking with the likes of Concrete Playground and Urban List who have lots of people active in food media and trying to get these people on board as FW members.

Greig also explained how the corporates are offered to have up to 10 individuals nominated to be on file to receive emails and updates, Digest from Food Writers. GB advised that we have received a good response from small corporates now joining Food Writers.

V.RH asked if there should be an increase in the Professional member's subs as this hasn't changed for many years. GB advised this has been discussed within the Executive Committee and it has been mentioned by members that some think it could be raised and others advised it would be too expensive for them. Debate has been raised about changing subs for the regions.

V.RH – spoke that if we want Food Writers to stay relevant and keep building on what we have to offer, as Professional members we need to be willing to invest into it.

L.J – suggested events should be well supported by members and should be self-funding or make a small profit to raise the income for the organization and cover a lot of bad debts.

Greig put to AGM a suggested fee increase to \$150 membership as opposed to \$115.00. LJ thinks increase should not be necessary.

P.D asked if PR companies pay an increased rate if corporate members are moving to them – Answer was no as they pay the normal corporate subscription.

Members suggested that PR firms pay a higher rate. Suggested that the Executive put some structure around PR firms and subscription

	<p>fees. Exec Committee to confirm that even though a lot of the corporates are going via PR firms they still do offer a lot of support to Food Writers events in the form of goodie bags, product etc.</p> <p>Andrea summed up that we have been making some good steps forward. Last year we had to look at upgrading the website, a lot of foundation stuff to be more visually inspiring and more relevant. As long as we can start breaking even on events and adding some icing on top this would be the way to go. Growing our membership base is the key.</p> <p>J.YC – A challenge to members to bring along in an extra member – look at the younger writers/bloggers out there – start to shoulder tap people.</p> <p>Felicity congratulated Lucy Corry for the social media challenge put on the FB and Instagram. From this there were three new associate members that have joined Food Writers.</p> <p>Greig B – spoke about collaboration of Food Writers with other food organisations around the regions.</p> <p>It was suggested that Food Writers look at non-registering for GST. It was mentioned that this was looked at a couple of years ago and was confirmed then that we were to be registered for GST. Andrea advised that she will discuss this with Accounting for Charities.</p> <p>Motion: To review the corporate membership Fee structure with a view to aggregate membership fees for PR Firms.</p> <p>Motion: Celia Hay Seconded: Pip Duncan</p> <p>Carried by all</p> <p>Abstentions: <i>Student, Associate, Corporate members present</i></p>	
6.	<p>Updates to Constitution</p> <p>Felicity addressed AGM with regards to the constitution which was written 30 years ago. It was relevant to the time it was written but makes it difficult to do the job currently.</p> <p><i>OBJECTS</i></p> <p>2. <i>The objects of the Guild are:</i></p> <p>(e) <i>To encourage press, radio and the television media and other forms of media in its use of food journalism, to promote the other objects of the Guild and to support such journalism in the media.</i></p> <p>We are now seeing a far broader face of media and look at amending this to acknowledge all media rather than just food writing or magazines and papers.</p>	

BRANCHES

7. The Guild may establish branches in such places as are deemed appropriate in order to provide membership facilities for Guild members living in such areas. Such branches shall be self-governing but shall act at all times within the Rules and Constitution and abide within such Rules and the wishes of the Guild.

There has been a notable drop off in regional members. Look at doing this under the 'Terms of Events'. Look at returning a certain percentage of money into a separate account for the Wellington or Waikato region for example. Have a set amount of money to hold regional events to be organised by the local members of the regions.

Sue mentioned that many years ago there was around \$500 accessible. Andrea confirmed that events must break even or make a profit to grow the pool from the main bank account. Andrea advised that Exec would not want to see a loss for these events as funds are not a gift.

Felicity spoke regarding the Secretary/Patron mentioned in the constitution. Currently these have not been filled. Felicity has put her name forward to fill the role of secretary. There are currently no responsibilities outlined in the constitution for the role of Patron.

Niki asked members if anyone has any suggestions for the role of Patron, please contact the Exec Committee.

REMIT Clause: Any changes made to the constitution states that any remits are to be passed in 12months after at the next AGM. Felicity advised that we will now look at making changes and putting forward at a Special General Meeting – this can be done and put into effect within 28 days instead of waiting 12 months for the next AGM. Fee structure amendments will also be looked at a SGM.

Voting: Quorum -

40. At any meeting of the Executive Committee five members shall constitute a quorum.

This does not state in the constitution that this is only Professional members as we have co-opted corporate members to the Executive. It was suggested to drop the quorum for the Executive Committee. Suggested to update the constitution to allow for members to phone in for voting if unable to attend meetings.

Put to the Executive to amend the constitution to state that a quorum for the Executive Committee be 50%

Felicity purposed a motion –

Motion: To write a remit to amend the constitution to reflect Catherine's suggestion that the quorum for Executive Committee meetings be amended to 50%

Motion: Felicity Seconded: Jenny YC

	<p>publishing through different forms of media. Food Writers does not accurately relate to these groups of people.</p> <p>V.RH asked if they are photographers they can still join but not as Professional members. If we change the name will this mean that a photographer can then join as a professional member even though they are not a food writer?</p> <p>Felicity read out the Professional membership criteria from the constitution.</p> <p>Suggested from the floor that any name change will be costly. Keep this in mind with our current fund situation.</p> <p>Members suggested to leave name and have a tag line instead. Position ourselves better in the market.</p> <p>Jenny YC – NZGFW was originally set up for Food Journalism within NZ.</p> <p>LJ – Use the word communicator in a tag line but leave name as it is. Long history with Food Writers name. Redefining what Food Writers means but leave the name and include communicator.</p> <p>AWARDS:</p> <p>Niki spoke to the AGM briefly regarding the Culinary Quill awards which was costing approximately \$20K to run.</p> <p>Niki would like to work on developing a new and face paced award scheme relevant to social media to replace the previous Culinary Quill Awards. Similar to APRA and Silver Screen Awards.</p> <p>Niki would like to start a Sub Committee to look into the Awards area that will be less expensive to run than the former Culinary Quill.</p> <p>This is planned to be up and running early next year. Andrea B suggested that members join this group and that it not include members from the Executive Committee. Niki would like to hear from anyone that is keen to work on this with her.</p> <p>C.Hay – online payment and registration for Conferences and Events. Can this be an option for Food Writer Events - Look at using Event Finder?</p> <p>Felicity advised members will soon have the option to pay by Credit Card via SCRIBE from XERO. There will be a link on the invoice which will take you to the payment area for this.</p>	
<p>9.</p>	<p>Close of meeting: 10.37am</p>	

	<p><i>Motion: To close the Annual General Meeting for 2017 for the NZ Guild of Food Writers at</i></p> <p>Moved: Niki</p> <p>Carried: All</p>	
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President's Report, 4 November 2017

Crown Hotel, Napier

Presented by Niki Bezzant on behalf of NZ Guild of Food Writers

It has been a year of change for Foodwriters NZ, just as it has for the rest of the world!

As our business and media environment continues to rapidly evolve, the role of food writer also continues to change. For most professional members, writing now comprises only one aspect of what we do; we are more accurately described as content creators since we create content both written and visual across multiple media.

This change has been reflected in a change in our membership this year. I'm very pleased to see new, young members joining us; they're increasingly coming from new media rather than traditional media backgrounds. We have had a few retirements from older members, and our corporate membership has declined. This reflects, perhaps, corporates' increasing use of wider platforms in which to engage customers and lesser interest in sponsorship.

We have sadly lost a notable member this year with the passing of our first President, the great Tui Flower.

It has been a busy and successful year for events. Our May Day market was as buzzy and fun as ever; our mid-winter dinner at Harbourside was a sellout and our Round Table breakfasts have been a fun way to get together casually. We've been included in several events with like-minded organisations such as Travcom and Vanessa Baxter's Foodie Networking nights; I think collaboration with other groups is an important aspect of expanding what we can offer members in the future. We have more such collaboration planned for the next year including working with the Restaurant Association.

This year saw the start of what I hope will continue to be a very powerful way for us to collaborate and engage with each other: our members-only closed Facebook group. If you have not joined, I encourage you to do so. It has already proved a hugely valuable forum for discussion and debate, and it's something we can use every day for support, wherever we are.

Another valuable resource for members is the Digest e-newsletter. Under the editorship of Sarah Wall this has gone from strength to strength. If you're in the habit of scrolling past it in your inbox, I encourage you to have a read.

I would like to acknowledge the commitment and support of the Executive, who all offer their time and energy voluntarily for Foodwriters NZ. I'd particularly like to acknowledge Kathy Paterson and her Events committee, who have been instrumental in making Conference such an exciting programme this year.

In the year ahead we have more challenges and excitement. The Executive has been actively engaged in encouraging new membership and we will continue to do this. We will be looking at a wide programme of relevant events next year. We will be re-developing an Awards scheme that's more relevant to the entire membership, and we want to develop resources for members such as pricing guides for jobs. We will continue to encourage members outside of Auckland to use the templates and funding we've made available to hold their own events.

Lastly I'd like to thank you, our membership, for your support. We are only as strong as our members and we have a core group of hugely engaged and generous people in our ranks. To those of you who haven't engaged with us recently, I encourage you to get involved. As with all groups like this, you get out as much as you put in.

Niki Bezzant

President

Food Writers New Zealand (NZGFW)



Treasurer's Report, 4 November 2017

Crown Hotel, Napier

Presented by Andrea Bidois on behalf of NZ Guild of Food Writers

This year the Executive Committee's financial objectives are to break even on all events and live within our means. Our revenue from membership at just over \$20,000 and other revenue generated through sponsorship and income from Guild events is around \$30,000. Our operating expenses total just over \$58,000 providing us with a financial deficit of \$8,000. This deficit is offset by \$11,343 of Current Liabilities of income in advance (from 2017/2018 conference fees, and sponsorship). Our Total Current Assets are \$48,766 which is a \$5,373 increase from 2016 year end.

Events are a key part of the Guild's on-going activities. The annual Market Day and the Mid-winter Debate was financially successful providing a surplus of \$3,200. Overall the functions budget provided a surplus of \$2,600.

The Executive Committee would like to acknowledge Rachel. The NZ Guild of Food Writers would not be able to operate at the level it does without financial investment in administration and accounts support. Chasing bad debts (unpaid fees) is an ongoing challenge and a time waster for Rachel and the Executive Committee. We have written off \$1600 of bad debt this year.

Financial planning and budgeting remain a key area of focus for the Guild as we endeavor to make our activities more relevant to all our members.

Andrea Bidois

Treasurer

Food Writers New Zealand (NZGFW)