



## Food Writers New Zealand Conference 2019



The conference programme, put together by our Events Committee with the support of local Waikato members, is a mix of speakers, discussions, presentations and professional development with the opportunity to listen, learn and network with other members.

### Here's all you need to know:

**When:** Friday 18 October to Sunday 20 October

**Where:** Zealong Estate, 495 Gordonton Road, Gordonton, Waikato

**Bookings:** Bookings are to be made via [Eventbrite](#). Early Bird Registration closes **31 August**.

**Early Bird Registration Friday only:** \$125.00 (plus Eventbrite fees)

**Early Bird Registration Saturday only:** \$105.00 (plus Eventbrite fees)

From 1 September, Friday only is \$150 (plus Eventbrite fees) and Saturday is \$125 (plus Eventbrite fees). Non Member pricing can be found on [Eventbrite](#).

Friday dinner is at members' own expense, but please choose which restaurant you wish to dine at so we can make a group booking. There is no charge for Sunday.

We look forward to welcoming you to Food Writers NZ Conference 2019. See programme for full details.

## PROGRAMME – Friday 18 October

- 9.00am Zealong Tour** (optional tour for early arrivals)
- 9.30am Morning Tea**  
*Sponsored by Woodland Free Range Eggs*
- 10.00am Welcome**  
Michelle Jones, Food Writers New Zealand President and Jason Dawson, Hamilton and Waikato Tourism
- 10.20am At the End of the World**  
Can New Zealand and Australia’s food and culinary industries have any impact at the exciting yet crowded global table? A conversation with Pat Nourse and Sarah Meikle.  
*Facilitator: Lauraine Jacobs*
- 11.20am Realness in the Farming Sector**  
The inside story on farming today and the impact of the changes demanded by the environment and the consumer. Daniel Eb and Mike and Sarah Barton. *Facilitator: Lynda Hallinan*
- 12.00pm Food Writers New Zealand AGM**
- 12.30pm Lunch**  
*Sponsored by Deer Industry New Zealand*
- 1.30pm The Food Media Landscape - How to do your pitch**  
Three perspectives: join Claire Murdoch, Head of Publishing, Penguin Random House New Zealand, Alice Neville, Journalist at The Spinoff and Sarah Tuck, Editor of Dish Magazine.  
*Facilitator: Vicki Ravlich-Horan*
- 2.30pm Where Do Consumers get their Information From?**  
We hear from Glen Neal, General Manager, Risk Management and Intelligence at Food Standards Australia and New Zealand.
- 3.00pm Zealong presentation and tea tasting**
- 3.30pm Professional Development: Personal Branding**  
Learn how to leverage yourself on paper, online and in person. Hear from Peta Mobberley and Tamsin Kingston, Auckland University Business School
- 4.00pm Talk and Taste Waikato**  
Waikato food producers share an overview of their business and their secret to success.  
*Facilitator: Lucy Corry*
- Bellefield Butter
  - Bidfresh
  - Donovans
  - Jersey Girl
  - Meyer Cheese
  - Over the Moon Cheese
  - Vilagrad Brothers – Cider
  - Volare Bread
- 5.30pm Conference closes** and return to your accommodation

**7.30pm** Join us for dinner at three different locations, hosted by Michelle Jones, Lucy Corry and Vicki Ravlich-Horan (members to pay for dinner at restaurant)

**Hayes Common - Mr Pickles - Palate**

Please nominate where you wish to dine online at Eventbrite when booking your conference tickets.

## **PROGRAMME – Saturday 19 October**

### **Tour and Taste Raglan**

*Facilitator - Vicki Ravlich-Horan*



**8.50am** Board the coach at Ibis Hotel, 18 Alma Street, Hamilton Central for a morning visiting handpicked growers and producers in the Raglan area.

**12.15pm** **Lunch and Market**

**1.30pm** Continue visits to growers and producers

**5.00pm** **Dinner at “The Shack”**

**7.00pm** Return to Hamilton

## **PROGRAMME – Sunday 19 October**

**8.30am** **Visit Hamilton Gardens**

Make your own way to Hungerford Crescent, Hamilton.

Not to be missed, these gardens are a treasure. Some of the stunning gardens spaces include Sustainable Backyard, Kitchen Garden, Herb Garden and Mansfield Garden. Grab a coffee or tea and pastries provided by Volare before you wander off to explore the gardens.

## SPEAKERS



Pat Nourse

Pat Nourse is the creative director of Melbourne Food and Wine Festival. A travel writer and restaurant critic with some 20 years' experience, he was an editor at Gourmet Traveller for 14 years, and his work has been published internationally in the likes of Saveur, Travel + Leisure, Fool, Afar, Lucky Peach and Condé Nast's Gourmet.

Pat has chaired voting for Australia/Oceania for the World's Best 50 Best Restaurants since 2006, is a curator of the forthcoming 2019 Phaidon release Signature Dishes That Matter, was guest judge in the 2019 Metro Restaurant of the Year Awards, and shares his eating and travel adventures on instagram as [@patnourse](#)

*Photo credit/Andrew Finlayson*



Sarah Meikle

Sarah is the CEO of the Wellington Culinary Events Trust and Festival Director of New Zealand's largest and tastiest culinary festival, Visa Wellington On a Plate (Visa WOAP). Sarah is also Event Director of Beervana, the Road to Beervana and Highball.

Helping tell NZ's food story is hugely important to Sarah and she has been fortunate enough to have been invited to speak to a number of conferences around the world sharing her thoughts and experiences on the role that food tourism plays in a country's branding and positioning. Sarah is an Executive Member of Eat New Zealand.

*Photo Credit/Victoria Birkinshaw*



Daniel Eb

Daniel is a communications specialist with a love for the land. In an age of shifting social sentiment, disruptive technology and a redefined social license, the story of rural New Zealand sits at a crossroads. It's a story about good farmers and small towns, strong values and the core of the Kiwi identity.

The way we tell that story needs to change. Daniel helps organisations understand their place in a changing world and how digital transformation, particularly in communications, can deliver results.

His background reaches across tech communications in Europe, start-up success stories at home, service in the NZ Army and running Angus cattle on the family farm.



Mike and Sharon Barton  
Glen Emmreth Farm

Mike and Sharon Barton live on the north western side of Lake Taupo where they own a 142ha beef finishing property overlooking the lake. More than 20% of the farm is in conservation and riverbank plantings.

Their farm has been the site of a seven-year trial by Ag Research Ltd looking into methods of mitigating nitrogen leaching from beef farming systems.

In addition, Landcare Research have established a permanent deep drainage laboratory / lysimeter facility on the farm to continue researching ways of lessening the environmental footprint from food production

## SPEAKERS



Claire Murdoch  
Head of Publishing, Penguin  
Random House New Zealand



Alice Neville - The Spinoff  
*Photo credit: Stephen Wells*



Sarah Tuck  
Editor, Dish Magazine



Glen Neal, General Manager,  
Risk Management and Intelligence  
Food Standards Australia and New Zealand



Peta Mobberley  
Career Development Manager  
University of Auckland, Business School



Tamsin Kingston  
Career Development Advisor  
University of Auckland, Business School

## SPONSORS

Our Food Writers NZ Conference 2019 would not be possible without the generous support of our sponsors.

*Thanks to our Sponsors*

