



NZ Guild of Food Writers T/A Food Writers New Zealand

Treasurers Report 2025

Despite successfully expanding its reach and increasing member engagement, the Guild faces an urgent challenge regarding financial sustainability. Operationally, the year ended 31 July 2025 was a success, marked by a significant increase in high-contact, in-person events (up from 2 to 8) and successful regional expansion into Wellington and Nelson. However, this strategic success was overshadowed by a **51.42% decline in total revenue**, primarily driven by a substantial reduction in membership fees due to the challenging economic environment and the loss of some corporate accounts. While expenses were well-managed, this good cost control was insufficient to offset the drop in income, resulting in a deeper operating deficit.

Key Financial Observations:

- **Revenue Decline:** The significant reduction in revenue was primarily driven by a decrease in **Membership fees and subscriptions** from \$31,766 in 2024 to **\$14,234** in 2025. This reflects the challenging economic environment and the loss of some corporate memberships noted in the introduction.
- **Cost Management:** Expenses were well managed, decreasing by 34.36% year-on-year, primarily through a reduction in service delivery expenses, which partially mitigated the drop in revenue.
- **Accounts Receivable:** Trade and other receivables (subscriptions outstanding) decreased from \$3,759 to **\$721**, indicating good recovery of outstanding funds towards the end of the period.
- **Financial Position:** Our current assets of **\$30,899** comfortably exceed our current liabilities of **\$9,448**, ensuring liquidity.

A crucial measure of our financial stability is the operating reserve—the amount of funds we hold to cover future operating expenses without relying on new income.

We use the previous year's **Total Expenses (\$25,710)** as a proxy for our annual operating budget for the coming year. Based on the 2025 cost structure, our current Equity position can cover approximately **1 year (or 12 months)** of operation.

The immediate financial position, while currently liquid, highlights the severity of the revenue problem. Total Equity (Net Assets) declined by over 30% to \$21,451. A crucial measure of long-term stability—the Operating Reserve Coverage—has fallen to just 0.83 years, meaning current equity can cover only about 10 months of future operations at the current cost structure. This buffer is shrinking due to successive operating deficits, requiring decisive action. The Guild is running a high administration model (Incorporated Society) at a substantial and increasing net loss, which is not sustainable beyond the short term.

To secure the Guild's future, the membership must consider three core strategies. First, the membership could consider reducing activity and related costs further, which would mean scaling back on the valuable in-person events or regional coverage that proved so successful this year. The membership may need to vote on shifting strategy entirely, potentially by charging for the higher-cost in-person events or seeking alternative funding sources to subsidize the service delivery model. Or consider further alternatives like restructuring the administration model at some expense but reducing ongoing cost.

If the strategy or service model does not change, the goal for the coming year must be to significantly increase revenue (particularly membership retention and acquisition) to not only return to an operating surplus but also to build the operating reserve back above the 1.0-year mark to secure the Guild's long-term future.

Tash McGill

Immediate Past President, on behalf of Vicky Tasker – Treasurer

28 October 2025