



New Zealand Guild of Food Writers
Annual General Meeting
Held on 17 October 2014 at 10.15am
At the Lakeside Room, Villa Maria Estate
118 Montgomerie Road, Mangere, Manukau

Meeting Called By: Trudi Nelson – NZGFW President

Present: *Trudi Nelson, Kathy Paterson, Vicki Ravlich-Horan, Nikki Crutchley, Barbara Nielsen, Gail Todd, Tracy Scott, Debby Chiplin, Dianne Kenderdine, Gayle Sheridan, Johann Wohlmuther, Jill Brewis, Greig Buckley, Kevin Blakeman, Maria Middlestead, Sophie Gray, Sarah Ley, Elle Armon-Jones, Lucy Meek, Felicity O’Driscoll, Mary Taylor, Jennifer Yee Collinson, Julie Biuso, Kate Underwood, Sue Wakelin, Fiona Smith, Ginny Grant, Andrea Bidois, Alessandra Zecchini, Sarah Hanrahan, Lauraine Jacobs, Catherine Bell, Tracey Sunderland, Polly Brodie, Pip Duncan, Catherine Smith, Fiona Nugent, Susan Gibson, Sue Story, Karen Hally, Alison Sykora*

Apologies: *Robyn Martin, Celia Hay, Rowan Bishop, Anne Scott, Robyn Cameron, Jan Bennett, Christine Hall, Jeni Pearce (proxy – Trudi Nelson), Susan McLeary, Jo Wilcox, Angela Maynard, Olivia Price & Pead PR, Margaret Brooker (proxy – Lauraine Jacobs), Virgil Evetts, Tui Flower, Niki Bezzant (proxy – Greig Buckley), Anne Scott proxy – Pip Duncan), Erica Allen*

Minutes Taken By: Rachel Nui

ITEM	DESCRIPTION	ACTION
1	<p>MEETING OPENS: 10.29am</p> <p>Trudi Nelson advised the members attending the AGM that the Executive Committee has offered Virgil Evetts a complimentary membership to the Guild for the 14/15 subscription year.</p> <p>APOLOGIES – as noted above</p>	
2	<p>Minutes of Previous Meeting:</p> <p><i>Motion: That the minutes of the previous meeting held on 02 November 2013 in Dunedin be approved as a true and correct record of that meeting.</i></p> <p><i>Moved:</i> Lauraine Jacobs <i>Seconded:</i> Sue Story</p> <p><i>Carried</i> <i>Abstentions: Nil</i></p>	
3.	<i>Matters arising from minutes : Nil</i>	

<p>4.</p>	<p>PRESIDENT’S REPORT: <i>President’s report circulated via email to members prior to AGM</i></p> <p>Trudi read out her President’s report to those present at the AGM and advised members that she will be stepping down as President for the remaining year and that Kathy Paterson, currently VP (President Elect), will now take over the roll as President of the Guild.</p> <p>Motion: To Accept the President’s Report for 2014.</p> <p>Moved: Maria Middlestead Seconded: Jenny Yee Collinson</p> <p>Carried by all</p> <p>Abstentions: Nil</p>	
<p>5.</p>	<p>FINANCIAL REPORT:</p> <p><i>The treasurer’s report was circulated to members prior to the AGM via email.</i></p> <p>Vicki Ravlich-Horan then read out the treasurer’s report to those present at AGM.</p> <p>The Treasurer’s report is valid to 31 July 2014 (3 months since end of financial year)</p> <p>Motion: To accept the treasurer’s report for 2014.</p> <p>Moved: Lauraine Jacobs Seconded: Sue Wakelin Carried by all Abstentions: Nil</p> <p>NZGFW financial statement year ending 31 July 2014 to be circulated to members.</p>	<p>Admin</p>
<p>6.</p>	<p>NZGFW Ambassadors</p> <p>Trudi Nelson discussed the reasons behind creating the ambassadors’ roles for the Guild which is to have greater reach within the regions. Eight members are required and the Guild currently has five regions covered.</p> <p>Ambassadors are: *Lauraine Jacobs – Northland/Auckland *Ian Thomas – Hawke’s Bay / BOP *Lucy Corry & Rachel Priestly – Wellington/Martinborough *Jan Bilton – Nelson / Marlborough</p>	

	<p>*Erica Allen - Otago</p> <p>Jan Bilton spoke briefly about her Marlborough region and mentioned the idea of promoting some of the local products. Jan has secured a new Corporate Membership for the Guild – Marlborough Garlic.</p> <p>Lauraine Jacobs spoke about the importance of the ambassadors' roles within the Guild. If any members know anyone within the Guild that would consider the role they should let the Executive Committee know.</p> <p>It was highlighted how the Dunedin group of members are a great example for getting together. Ambassador roles are all about food writers getting in touch with food writers. If members are travelling to regions it was suggested they get in touch with members in the area.</p> <p>It was also suggested that the Guild needs to cultivate its relationship with members – Lauraine noted that the Guild is extremely grateful for the support given by its corporate members, however it does all have to begin with the professional members.</p> <p>Trudi asked members if anyone would be interested in coming on board as an ambassador, as the Executive Committee would love to hear from them.</p> <p>Greig Buckley spoke about a new group 'ASCA' which will promote local artisans. They are about to start recruiting members. The group will be looking at how they can work in with the Guild.</p>	
<p>7</p> <p>7.1</p>	<p>SUB COMMITTEES:</p> <p>7.1 Pen and Palate</p> <p><i>P&P</i> is now back to printed format and posted out to members. Earlier this year the Executive Committee decided to make <i>P&P</i> available seasonally rather than bi-monthly, i.e. Spring, Summer, Autumn, Winter (in other words, four times a year).</p> <p>Extra copies of the current issue of <i>P&P</i> were available at the AGM for members that wished to take some to pass onto foodies who are not currently members of the Guild.</p> <p>From the floor - it was asked if <i>P&P</i> can be inserted into the hospitality magazines and other industry magazines. It was advised however that <i>P&P</i> only goes out to Guild members at this stage.</p> <p>It was also suggested that those who do not want the printed version should advise admin so they can then receive the PDF format via email.</p> <p>Members should continue to forward any contributions for <i>P&P</i> directly to the editor, Renee Lang. If they are not used for <i>P&P</i> contributions they are then likely to be used in the monthly <i>Digest</i> (e-newsletter).</p>	

<p>7.2</p>	<p>7.2 Membership report</p> <p>The Guild membership continues to grow as indicated by the 11% growth in the membership subscriptions. The Executive Committee noted that the key motive is to retain long serving members. The Executive have welcomed back members who previously left the Guild and have now decided to re-join including Ray McVinnie, Lesley Christensen-Yule, and Julie Le Clerc.</p> <p>From the floor - it was asked if there had been any progress regarding the mentoring programme which was discussed at the last AGM. Also what, if any progress has been made regarding bloggers joining the Guild. Trudi advised members that Cook the Books will be supplying details of bloggers to the Executive Committee which they will then follow up on regarding possible membership.</p> <p>In a discussion on membership subscription rates it was decided that no discount should be offered to bloggers and that they should join under the Associate membership criteria.</p> <p>It was also suggested that it is in the Guild's interest to get bloggers to join as they would be bound by the Guild's code of ethics.</p> <p>Alison Sykora advised that Se lord could possibly offer some form of corporate sponsorship for bloggers.</p> <p>The NZ Nutrition Foundation is planning to offer free subscription for Guild members, which will add value for the Guild and its members and also for the NZ Nutrition foundation.</p> <p>Other suggestions from the floor included:</p> <p>a) Looking at reaching out to other associations, not just food writers. A long-term view could be that the Guild becomes a vehicle or platform for 'Food Writers and Communicators'. This way the Guild could look at broadening its reach.</p> <p>b) Setting up a link on the Guild's website to artisan producers and the NZ Nutrition Foundation link.</p> <p>Vicki advised that currently any links and items of interest go out in the Guild's e-newsletter <i>Digest</i>, which goes out on the 20th of each month. <i>Digest</i> includes information regarding various organisations and may include other useful information for its members.</p>	
<p>7.3</p>	<p>7.3 NZGFW Handbook – 'Asking for Expertise'</p> <p>It was advised that the original release of the NZGFW Handbook was back in 1987 and a new edition released in 1999.</p> <p>It was decided that a new edition should be investigated. The thought was to put it online and only available to members.</p> <p>Tracey Sunderland and Lesley Christensen-Yule will be on this task force.</p> <p>A suggestion from the floor was that the Executive Committee could find a publisher or printer to offer a 'Publish to Order' service for those who would like a hard copy. This service would come at a cost to members.</p>	

	<p>Lesley offered some of the chapters from her book for the Guild to use within the handbook.</p> <p>It was thought that the best idea would be to split the handbook into different chapters – which would need to be simplified and updated. Members present at the AGM were asked to give any input into the content of the Handbook.</p>	
<p>8.</p>	<p>ELECTION OF OFFICERS:</p> <p><i>Officers to be appointed:</i></p> <p><u><i>Nominations:</i></u> Kathy Paterson – vice president (president elect) to move to president as per the president’s report.</p> <p><i>Elected by Trudi Nelson</i></p> <p><i>Motion: To accept that Kathy Paterson now moves from vice president (president elect) to president of the Guild.</i></p> <p><i>Moved: Trudi Nelson Seconded: Catherine Bell</i></p> <p><u>Executive Committee Resignations:</u> <i>Resignations received after notification of AGM letter sent to members</i> Erica Allen – resigned from the executive committee Rachel Priestley – resigned from the executive committee</p> <p><u>Executive Committee Members – Elected Officers:</u></p> <p><i>Nominations from the floor:</i></p> <p>Gail Todd nominates Niki Bezzant Seconded: Jan Bilton</p> <p>Trudi nominates Felicity O’Driscoll (Felicity to change from Corporate to Professional member) Seconded: Gail Todd</p> <p><i>Nominations carried by all No Abstentions</i></p>	
<p>9.</p>	<p>REMIT from 2013 AGM– to change the make up of the Executive Committee</p> <p><i>President Elect to be discontinued and replaced with a Vice President. Vice President to be elected at the same time that the president is elected.</i></p>	

	<p>Suggestion is the office of the Guild now consists of: President Vice president Treasurer Immediate past president Secretary</p> <p>The same number of Executive members remains in the committee as per the constitution.</p> <p><i>Motion: To accept the remit from 2013 AGM - President Elect to be discontinued and replaced with a Vice President. Vice President to be elected at the same time that the President gets elected</i></p> <p>Moved: Lauraine Jacobs Seconded: Catherine Bell Carried by all Abstentions: Nil</p> <p>Remit ratified at 2014 AGM</p> <p>No nominations from the floor for Vice President - Executive Committee to look at this at next meeting as it has the power to co-opt members.</p>	<i>Executive Committee</i>
<p>10.</p>	<p>ROLL OF THE GUILD:</p> <p>Greig offered his thoughts on the Guild perhaps taking a stand on its viewpoints regarding promoting good food habits, processes and standards regarding food and ethical food production, without compromising the professionalism of the Guild.</p> <p>Comments from the floor – queries as to how this could work without compromising the Guilds current relationships with its corporate members.</p> <p>Perhaps there are specific things the Guild could look at, i.e.: the Feed the Kids Bill – does the NZGFW include itself on this and back it? Steps could be taken to support things like this.</p> <p>Trudi mentioned that there were a few differing opinions from members regarding the interview on food labelling/use by dates she had given as NZGFW President.</p> <p>Ongoing discussion from the floor included the following:</p> <ul style="list-style-type: none"> * Food writing is what holds us in common, not necessarily personal beliefs or values and opinions. * Members thought that it may not a good idea for the Guild to become a lobby group. * Guild would like TVNZ, the NZ Herald and similar groups to see the Guild as a leading influence on food issues and use its members for specific information on related topics. 	

	Any members who would like to be a spokesperson for the Guild in a specific field are to contact Rachel at admin@foodwriters.org.nz and Vicki for <i>Digest</i> .	
11.	<p>GENERAL BUSINESS:</p> <p>Lauraine Jacobs thanked Trudi Nelson for all her hard work, especially the energy, enthusiasm and love that she has brought to the Guild this year. The Guild is pleased to hear that Trudi will remain on the Executive Committee.</p>	
	<p>MEETING CLOSED AT: 11.21am</p> <p>NEXT AGM MEETING: Saturday 17 October 2015 – Wellington</p>	