



New Zealand Guild of Food Writers
Annual General Meeting
Held on 17 October 2015 at 11.00am
At the Prefab Hall, 14 Jessie Street,
Wellington City.

Meeting Called By: Kathy Paterson – NZGFW President

Present: Kathy Paterson, Fiona Smith, Trudi Nelson, Andrea Bidios, Greig Buckley, Niki Bezzant, Robyn Cameron, Lucy Corry, Nicola McConnell, Meredith Dyer, Julie Crean, Julie Treanor, Julie North, Mark Collins, Nicola Fraher, Jan Bennett, Sarah Hanrahan, Asher Regan, Margaret Brooker, Vicki Ravlich-Horan, Kate Underwood, Ginny Grant, Pip Duncan, Fiona Smith, Gayle Sheridan, Nalini Baruch, Jennifer Yee Collinson, Lauraine Jacobs, Alan T Brown, Catherine Smith, Gail Todd, Sue Story, Catherine Bell, Tracy Scott,

Apologies: Jan Bilton (proxy – Jennifer Yee Collison), Catherine Milford, Jes McGill, Deborah Chait, Annie Bastow, Mary Taylor (proxy – Jennifer Yee Collinson), Tui Flower

Minutes Taken By: Rachel Nui

ITEM	DESCRIPTION	ACTION
1	<p>MEETING OPENS: 11.12am</p> <p>Kathy opened the meeting and thanked all those present for attending</p> <p>APOLOGIES – read out Jan Bilton (proxy – Jennifer Yee Collison), Catherine Milford, Jes McGill, Deborah Chait, Annie Bastow, Mary Taylor (proxy – Jennifer Yee Collinson), Tui Flower</p>	
2	<p>Minutes of Previous Meeting:</p> <p>Minutes of the 2014 AGM were sent out prior to the 2015 AGM to allow members and a printed copy was handed out to members in attendance.</p> <p>Motion: That the minutes of the previous meeting held on 17 October 2014 in Auckland be approved as a true and correct record of that meeting.</p> <p>Moved: Kathy Paterson Seconded: Sue Story</p> <p>Carried by All</p> <p>Abstentions: Nil</p>	
3.	<p>Matters arising from minutes : Nil</p>	

4.

PRESIDENT'S REPORT:

President's report circulated via email to members prior to AGM

Kathy Read out her Presidents report to those present at the AGM

Kathy gave out the current Digest statistics which sit at 60%

Kathy also detailed the new secured area of the website which is hoped to be up and running in a couple of weeks. Member's directory, contact details of members, social activity wall, private messaging and forum discussions. The website will also have an area for members to pull through details on members in a specific area i.e.: food stylist or nutritionist. An email will go out to all members to advise full details once this has been completed.

NZGFW Handbook: The new look NZGFW Handbook was launched at the AGM – this will be approximately 150 pages. This is currently at the final proofing stage.

The handbook will be online only. Members will be able to open and download specific pages if preferred or the entire handbook.

Kathy thanked Pip Duncan for all her work on the Handbook as it all looks incredible.

Kathy thanked Catherine Smith and Niki Bezzant for their work on this year's Culinary Quill Awards and the changes implemented to ensure that every accept of food writers work could be recognized and entered. Kathy also spoke about sponsorship for the awards advising members that traditional sponsorship is a thing of the past.

Kathy also thanked the Executive Committee for their work on the Guild and also Rachel Nui for looking after the administration and day to day accounts. Andrea Bidois for taking on the role of Treasurer and Trudi Nelson for looking after all aspects of social media.

Kathy also thanked Guild members - Pip Duncan, Lauraine Jacobs, Jill Brewis, Anne Else, Jan Bilton, Lois Daish, Catherine Bell, Catherine Smith, Ginny Grant, Kathy Bartley and Vikki Lee Goode for gladly taking on anything that was asked of them.

Kathy thanked all those members that have made an effort to join in on the Guild activities this year.

Motion: To Accept the President's Report for 2015.

Moved: Lauraine Jacobs Seconded: Catherine Bell

Carried by all

Abstentions: Nil

Lauraine Jacobs thanked Kathy Paterson for the amazing work she has done this year as President

5.	<p>TREASURERS REPORT & FINANCIAL REPORT TO 31July2015:</p> <p><i>The treasurer's report was circulated to members prior to the AGM via email.</i></p> <p>Andrea Bidios introduced herself to the members present at the AGM and then read out the Treasurers report.</p> <p>Financial reports for 2014 & 2015 were circulated to Professional and Life members of the Guild prior to the AGM. Printed copies were also circulated to members present at the AGM.</p> <p><i>Motion: To accept the treasurer's report and the End of Year Financial Report for 2015 and also the End of Year Financial Report for the year ending 31July2014.</i></p> <p><i>Moved: Andrea Bidois Seconded: Lucy Cory</i></p> <p><i>Carried by all</i></p> <p><i>Abstentions: Nil</i></p>	
6.	<p>Membership Report</p> <p>Kathy talked to members present at the AGM about the Executive's focus to attract new members to the Guild. The Executive would like to introduce more higher learning events/seminars with expert speakers in these areas.</p> <p>Kathy mentioned Greig Buckley's suggestion of having panel discussions perhaps twice a year with 3 or 4 speakers. Similar to what has been done with LATE at Auckland Museum</p> <p>The Executive Committee is wanting to plan more with corporate members to keep them informed with events and make sure they are looked after. The Executive Committee will have one committee member to look after this area and possibly call corporate members once a month to update them on an event e.g.: May Market Day.</p> <p>Question from the floor - Gail Todd: this is quite a big job and could be a full time area. A lot of changes happen within the corporations with people leaving and a lot of the time corporate members are unaware that they are Guild members. Gail Todd did suggest that this really does need to be done consistently to keep up with any changes. A telephone call makes the world of difference when keeping in touch.</p> <p>Question from the floor - Catherine Smith: Food bloggers question. What is the Executive doing to reach out to this community?</p> <p>Kathy advised Felicity O'Driscoll is looking after this area. It has been found that a lot of the bloggers don't feel they need to connect with the Guild as they already feel connected enough within their group. With the introduction of the higher learning seminars and panel</p>	

	<p>discussions the Executive are hoping to attract Bloggers to come along to these. Trudi stays in touch a lot with bloggers through social media and NZGFW FB page.</p> <p>Catherine mentioned about the bloggers club and some members of this group are making paid postings without actually saying they are paid postings and that there is a community there that seems to be moving away from what the Guild actually stands for in terms of transparency. There is an ethics that the Guild could be teaching.</p> <p>Kathy then spoke about the planned seminar in November – ‘Copyright Issues’ – Lauraine Jacobs, Julie Biuso, Ray McVinne will be on a panel for this seminar. Jenny Yee Collinson suggested having some legal advice present also to discuss this.</p> <p>Lucy Cory asked if the Committee can look at ways to reach members outside of Auckland on these types of seminars/events – i.e.: 300 word synopsis could be sent out with links for members to follow up. It is difficult for members outside of Auckland to feel connected.</p> <p>Greig Buckley spoke about the Executive Committee looking into ways to do this for next year.</p> <p>From the floor: Nicola McConnell – webinar’s could be a good option for all members with a 10min Q&A at the end. It is very simple way of reaching members nationally. Webinars are much more interactive, and the technology is simple to use. This could be a really good way to help members outside of Auckland feel connected.</p> <p>Other options mentioned – Live streaming</p> <p>From the floor Vicky Ravlich-Horan – re: Bloggers – getting the Guild out there and raise the profile. Member’s to include the Guild logo on their emails – this is a very simple way of raising the profile of the Guild and its members.</p>	
<p>7</p>	<p>Strategy Report</p> <p>Kathy Paterson spoke to members about future plans ahead. The NZGFW is a gem and has the backing of a good many influential corporate members in the food business. We do need to move forward and therefore concentrate on practical strategies that will help us do so.</p> <p>But we must not forget our core business, food writing and the reason for the Guild. We should move to fill the gaps that are opening up. Here are three to give you an example.</p> <ol style="list-style-type: none"> 1. <i>Education – improving skills and the quality of writing</i> 2. <i>Mentoring programmes</i> 3. <i>Tackling copyright issues</i> <p>The Executive would like to introduce more higher learning events/seminars with expert speakers in these areas.</p>	

8.

Scholarship Report

Kathy updated members on the Scholarship programme which Kathy and Nicola Legat started has now been passed onto Catherine Bell to look after.

Catherine Bell spoke to members about the NZGFW

The Guild is wanting to introduce a way of supporting and attracting young food writers. Current name will be – Emerging Food Writer Scholarship. This will be aimed largely at young food writers under the age of 25 years.

Catherine read out the criteria for the scholarship to members present at the AGM.

The NZ Guild of Food Writers (NZGFW) would like to encourage emerging writers to think about food as an important and legitimate genre - equal to sport, fashion or the daily news.

This scholarship will enable one emerging writer to:

-Write a feature story (as described in your entry) that will be published in a leading NZ food publication – Bite in the NZ Herald.

-Receive mentoring from a leading food writer and

-Enjoy the benefits of a three year membership to the NZGFW

-Have the opportunity to attend and contribute to the annual conferences of the NZGFW.

-Make at least one contribution in each of the three years to our Digest newsletter.

-Receive \$2000 to help their research or studies during this time.

Applicants must:

-Not be regular paid contributor to any media outlets. Your own blog is acceptable.

-Be enrolled at one of the following tertiary institutions – school of journalism or marketing and communications

OR

-Be a graduate in journalism or communications

-Be able to meet the deadline of July 15 2016 for submission of your finished story.

Three assessors for the Scholarship:

- Tracey Burnow AUT
- Steve Braunias – author & columnist
- Jo Elwin – editor of BITE

	<p>Any questions please send to the Executive Committee</p> <p>Lucy Cory – sounds fantastic. Is 25 too young for the cut off age? Muted from rest of AGM that they thought this was too young.</p> <p>JYCollinson – thinks the criteria could be too limiting, this person may be in other areas of food for example nutrition or food design.</p> <p>Mark Collins – perhaps need to align it more with the Guilds forward thinking and not just about recipes.</p> <p>Catherine Bell – if it is opened up to anyone and everyone it becomes diluted. We are trying to encourage young people and young membership.</p> <p>Comments/Questions from the floor included:</p> <ul style="list-style-type: none"> • With this current criteria a lot of members present would not have been eligible for this. • Perhaps we could have a few finalists and offer them courtesy membership with the Guild to encourage them to continue membership. • Has sponsorship been sourced for this? <p>Lauraine Jacobs – it will cost the guild very little to set this up and will do a big PR job for the Guild. Perhaps any suggestions can be fed back to Catherine and the Committee. We need to start thinking pro-actively about serious food writing. And also how can the Guild get more food writing out there.</p> <p>Kathy Paterson – really wants all members to be involved in this and help the Executive with decisions and suggestions. Please email admin with any ideas.</p> <p>Andrea Bidios – it is our responsibility (individual members) to take a young person under our wing and bring them along to an Event. Take someone along with you to an A-list event. Inspire them, don't just leave it with one scholarship programme.</p>	
<p>9.</p>	<p>Remits - New Remit, Section 4 of Membership clause (c)</p> <p>Greig spoke to the AGM regarding corporate memberships and the new group of smaller corporates wanting to network and connect with food writers. There seems to be a bit of an imbalance in the structure of our membership and fees with the likes of larger corporates. The Guilds point of view is that it is great to hear from the smaller up and coming corporate and artisans. The Executive thinks that casting the net a bit wider and getting a few more diverse corporates on board which will make the Guild a more vibrant and interesting environment for them and food writers.</p> <p>JYCollinson – Hopes this will be valuable</p> <p>Greig read out to the AGM the current clause and the suggested amendment. Query from the floor about the fee structure for this amendment. Greig advised that this had not yet be finalised but it</p>	

could be along the lines that smaller corporates (under 10 employees) pay the same rate as a Professional member.

The following remit is put forward for an amendment to Section 4 clause c – Membership, of the NZGFW constitution:

MEMBERSHIP

3. The Members of the Guild shall consist of:

- (a) Ordinary Professional Members
- (b) Associated Members
- (c) Corporate Members
- (d) Honorary and Life Members

Section 4 of membership clause c states the following:

4: (c) Corporate Membership shall be open to companies and corporate bodies who have an interest in and/or carry on business involving food and have an interest in furthering food writing in all its forms. Admission to Corporate Membership shall be by way of resolution of not less than one half of the members for the time being of the Executive Committee voting on such resolution.

Suggested Changes to Membership in Constitution

The Executive Committee are proposing to amend the Corporate Membership to recognise the growing number of small companies wanting to join the Guild but are discouraged by the subscription fee which is considered to be more appropriate for larger companies.

It is therefore suggested that we consider a two-tier approach to Corporate Membership. Both will enjoy the same benefits but will pay differing subscription fees to reflect their size and structure.

Suggested amendment under section 4 clause (c) to include the two-tier Corporate Membership as follows:

- (i) Large Corporates – companies with 10 or more full time employees.**
- (ii) Small Corporates – companies with fewer than 10 full time employees.**

Motion: To accept the suggested amendment to Section 4 - Membership of the NZGFW Constitution to now include a two tier Corporate membership under section 4 clause (c) as outlined:

- (i) Large Corporates – companies with 10 or more full time employees.**
- (ii) Small Corporates – companies with fewer than 10 full time employees.**

	<p>Moved: Lauraine Jacobs Seconded: Jenny Y Collinson</p> <p>Carried by all</p> <p>Abstentions: Nil</p> <p>Remit to be ratified at 2016 AGM</p>	
10	<p>Election of Officers:</p> <p>For the next term the position of Executive Committee member is vacant.</p> <p>Kate introduced herself to the AGM. Kate is a Training & Educational manager for the Chip Group and also has a food blog called 'Relish the memory'. Kate is passionate about sharing the good stories about food</p> <p><i>Nominations have been received as follows:</i> Kate Underwood</p> <p><i>The Chair will accept additional nominations from the floor.</i></p> <p><i>Motion: To accept the nomination received from Kate Underwood for the position of Executive Committee Member</i></p> <p>Moved: Kathy Paterson Seconded: Ginny Grant</p> <p><i>Submissions from the Floor for Executive Member:</i></p> <p><i>Mark Collins</i></p> <p><i>Nominated by: Pip Duncan Seconded by: Alan T Brown</i></p> <p><i>Abstentions: Nil</i></p> <p><i>Carried: ALL</i></p>	
11.	<p>General Business:</p> <p>Nicola Fraher (Christchurch member) – is there a proportion of funds that could go to other regions to enable events outside of Auckland.</p> <p>Andrea response – yes this could be possible, we really want to grow the regions. Perhaps also look at tapping into the other groups within the Christchurch area and join in for events and organising.</p> <p>Greig mentioned that an Event planning template has been set up that can be shared with members to organise locally. Seed funding could be arranged to help pay for startup costs of events. Details and reason for the event need to be advised to the Executive to consider.</p> <p>Sue Story advised that the Guild previously had funds available to other regions for events.</p> <p>Julie – asked the question regarding amendment to corporate fees. What will happen with existing members that are currently paying full corporate membership fees as some will be under the 10 as</p>	

	<p>mentioned, how will this affect the Guild if these members change to the new rate? Greig advised that there are not many corporate members that currently fit into this category. There is no significant financial impact for the Guild.</p> <p>Nalini Baruch – new corporate member. Spoke to the floor that if she had not met a member a few years ago I would not have known about the Guild. The previous website was found to be not very informative and is very pleased to hear that the website had been revamped. Why does the NZGFW need corporate membership? Perhaps more information needs to be on the website as to why the need for corporates and benefits. Lot 8 will fall into the under 10 employees and the current membership structure is a significant amount for them. List of events on the website 6 months in advance so advance planning could be arranged to possibly attend these. Nalini complimented the Executive on the conference. Thinks perhaps the Guild needs some more PR work to get out there.</p> <p>Kathy advised AGM that the conference has taken 2 months to try and attract members to come along as it is outside of Auckland. Kathy asked members to email in ideas and suggestions and they would love to hear from them.</p> <p>Kathy spoke about the NZGFW and the word Guild being very old fashioned in this day. Suggestion was made to start trading as 'Food Writers NZ'. Member's present agreed this would be a good. Trudi advised members that this name is also currently used on Social Media and there is 2500 people following Food Writers NZ.</p> <p>Kathy thanked the members that have come along and attended the conference and AGM.</p> <p>Greig thanked Kathy and the team on a wonderful and memorable conference.</p> <p><i>Motion: To close the Annual General Meeting of the NZGFW</i></p> <p>Moved: Lauraine Jacobs Second: Nicola McConnell</p> <p>Carried: All</p> <p>Abstentions: Nil</p>	
	<p>MEETING CLOSED AT: 12.18pm</p>	