



**New Zealand Guild of Food Writers  
Annual General Meeting  
Held on 14 October 2016 at 9.30am  
At the Villa Maria Estate  
Auckland.**

**Meeting Called By:** Kathy Paterson – NZGFW President

**Present:**

Helen Jackson, Angela Maynard, Sarah Phillipps, Margaret Brooker, Tracy Berno, Vanessa Baxter, Karen Hally, Lauraine Jacobs, Johann Wohlmuther, Kathy Paterson, Trudi Nelson, Kate Underwood, Felicity O'Driscoll, Greig Buckley, Mark Collins, Andrea Bidios, Niki Bezzant, Maria Middlestead, Michelle Jones, Barbara Nielsen, Ginny Grant, Catherine Bell, Pip Duncan, Alessandra Zecchini, Chrissy Denison, Alan T Brown, Lisa Loveday, Jan Bilton, Sophie Gray, Christine Hall, Jenny Yee Collinson, Dianne Kenderdine, Shona Dey, Jill Brewis, Nicola Fraher, Gail Todd, Sue Wakelin

**Apologies:**

Susan Mcleary, Vicki Ravlich-Horan, Robyn Martins, Liz Oldfield, Judith Cullen, Les Christensen-Yule, Tracy Scott, Gayle Sheriden, Jan Bennett, Prof Lynn Ferguson, Fiona Smith, Lucy Corry (proxy Andrea Bidois), Celia Hay (proxy Andrea Bidois), Sue Story (proxy Kathy Paterson), Robin Martin (proxy Kathy Paterson) Mary Taylor (proxy Jan Bilton), Catherine Smith (Proxy Greig Buckley) Sarah Ley, Sue Story, Catherine Milford, Kathie Bartley, Mary Rose Spence, Lynda Hallinan, Tracey Sunderland, Larissa Beeby,

**Minutes Taken By:** Rachel Nui

ITEM	DESCRIPTION	ACTION
1	<p><b>MEETING OPENS:</b> 9.51am</p> <p>Kathy welcomed everyone and thanked members for attending and declared the meeting open.</p> <p>Kathy noted that this is one of the Food Writers biggest events with around 120 people attending the conference after the AGM</p> <p><b>APOLOGIES</b> – Rachel Nui read out the apologies to members present as noted above.</p>	
2	<p><b>Minutes of Previous Meeting:</b></p> <p>Minutes of the 2015 AGM were circulated prior to the 2016 AGM and a printed copy was handed out to members in attendance.</p>	

<p><b>3.</b></p>	<p><b>Motion: That the minutes of the previous AGM held in Wellington on 17 October 2015 be approved as a true and correct record of that meeting</b></p> <p><b>Moved:</b> Trudi Nelson                      <b>Seconded:</b> Pip Duncan</p> <p><b>Carried by All</b></p> <p><b>Abstentions:</b> Student, Associate, Corporate members present</p>	
<p><b>4.</b></p>	<p><b>PRESIDENT'S REPORT:</b></p> <p><b>President's report circulated via email to Professional and Life members prior to AGM</b></p> <p>Kathy read out her Presidents report to those present at the AGM</p> <p><b>Motion: To Accept the President's Report for 2016.</b></p> <p><b>Moved:</b> Ginny Grant                      <b>Seconded:</b> Pip Duncan</p> <p><b>Carried by all</b></p> <p><b>Abstentions:</b> Student, Associate and Corporate members present</p>	
<p><b>5.</b></p>	<p><b>TREASURERS REPORT &amp; FINANCIAL REPORT TO 31July2016:</b></p> <p><b>The treasurer's report was circulated to Professional and Life members prior to the AGM via email.</b></p> <p>Financial reports for 2016 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>Regional Events – Lucy Corry and Nicola Fraher from Wellington and Christchurch respectively will be starting the Round Table lunches within their regions.</p> <p><b>Motion: To accept the treasurer's report and the End of Year Financial Report for 2016</b></p> <p><b>Moved:</b> Jenny Yee Collinson                      <b>Seconded:</b> Mark Collins</p> <p><b>Carried by all</b></p> <p><b>Abstentions:</b> Student, Associate, Corporate members present</p>	

6.	<p><b>Survey Report – Circulated to members at AGM</b></p> <p>Niki thanked members who took the time to complete the survey report. Niki also thanked Greig for all his work on the survey. There were 75 members completed the survey and this was good to get an understanding of member engagement and satisfaction. Good useful feedback received and has highlighted areas where Executive can improve.</p> <p>Most of the members that participated in the survey are based in Auckland and the Waikato (61%) and then 60% are self-employed.</p> <p>Positive feedback was received about the work done by the Executive Committee and the also Kathy’s excellent job as President. The following points from the survey were read out to members:</p> <ul style="list-style-type: none"> <li>• Over 30% of the current membership have joined Food Writers in the last three years.</li> <li>• Events are valued by members, they are seen as well organised, informative and a great opportunity for networking and learning.</li> <li>• There were some concerns as some members question the value of their membership; in particular the regional members with most of the Guild activity happening in the Auckland area. Niki noted as Andrea had mentioned in the Treasurer’s report this is a focus and currently we are working on ways of addressing this and being able to offer more events around some of the regions so that members feel engaged and part of the Food Writers.</li> <li>• There was feedback around a desire or need for more networking and sharing of information between members and corporate members.</li> <li>• Feedback also received that we could be more inclusive and friendly; welcoming new and younger members</li> <li>• Our social media platforms are well used and there is some potential for our Facebook page to be more active and the website is an area that can perhaps be made more practical and useful for members. Although participants are well versed in digital media they do not tend to follow the Food Writers Facebook page.</li> <li>• Feedback on Digest was very good with over 90% of participants reading the Digest newsletter with over 40%</li> </ul>	

reading it thoroughly. Participants were positive about the new format and content.

- Events feedback was very positive. High satisfaction levels with those who attend events
- Participants indicated a positive intention to attend future events with an equal split between career development, entertainment and networking
- The decision to attend an event is influenced primarily by topic, speakers and theme rather than cost or duration
- Feedback indicated that events are a valued part of membership, but there was an Auckland focus to events. The May Day Market was singled out as an excellent event, improving every year.
- Very positive feedback on the 2015 conference - Majority of participants indicated that they would 'definitely' or 'quite likely' attend the next conference
- Interesting feedback received on the Culinary Quills. Approximately 40% of the participants from the survey had entered the Culinary Quills with only 33% 'likely' or 'very likely' to enter in the future.
- Over 50% of participants felt that The Culinary Quills were a good use of funds and resources. This was a surprise as it was mentioned that this comes at a very large cost (over \$20K) to the Guild along with many, many hours of volunteer time. There is a need for the Culinary Quills to be reviewed, and maybe there are other ways we can recognize excellence?

Also on the survey members were asked about any Burning Issues which are top of mind for members. Topics that came back covered two themes:

- Big food issues: loss of food knowledge/skill; the NZ food story; sustainability/food waste; health-related food trends; pseudo-science and demonization of foods
- Keeping up with the changing world: how the role of food writer is changing; how do we keep on top of developments in digital media; is quality suffering; what are the new opportunities for food writers?

Niki thanked everyone for the contribution with the survey which is a very useful resource. Information gathered will be used to develop strategies for the future so that we can remain relevant which can then give value back to our members.

<p><b>7</b></p>	<p><b>Strategy Report</b></p> <p>Kathy read out an email received from Nicola McConnell from Dunedin with a few suggestions for the Executive.</p> <ul style="list-style-type: none"> <li>• Consider reducing the cost of membership outside of the Auckland region.</li> <li>• Set up 6 online webinars per year free of charge to members and at a cost to non-members. Webinars can be organized ahead each year and include topics such as GMO, food security, how to judge restaurants, how to manage negative online reviews (e.g.: TripAdvisor) Webinars are cost effective and if organized ahead can be promoted to a broad audience in every sector of the food community across the country taking communication to beyond the Food Writers members.</li> </ul> <p>Kathy thanked Nicola for her fantastic ideas which the Executive Committee can look into.</p>	
<p><b>8.</b></p>	<p><b>Remits - New Remit, Section 4 of Membership clause (c)</b></p> <p>Greig spoke to the members present regarding the remit that was tabled at the AGM in 2015. Greig advised it was really about the principal to look at some equity for the corporate membership levels. We have a lot of large corporates and an increasing number of smaller corporates</p> <p>Greig advised that the Executive is to still review the membership fee structure for the corporates and will also look at the regional fees early in the new year.</p> <p>There is a lot of opportunity in the market to gain input and involvement from the smaller food producers.</p> <p>Gail Todd spoke in response advising that there could be a lot of smaller firms that would love to be involved with Food Writers NZ and with this amendment it could open it up for a lot of smaller firms and make it easier for them to be able to join.</p> <p>Pip Duncan asked if the size of the current corporate members has been looked at and will there be a loss of income. Greig advised these have been looked at and currently sits at around 60% large corporates and 40% smaller corporates with only around 10-12 corporates falling in the less than 10 employees category. It has been estimated that there could be a 10% growth in corporate membership.</p> <p>Andrea advised that there will need to be a robust investigation into the numbers to ensure that there are some substantial strategies behind it and that the Guild does not go backwards in its finances.</p> <p>Fee structure will need to be relooked at across the membership</p>	

**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><b>Motion: To ratify the remit from the 2015 AGM and to accept the amendments suggested to Section 4 clause c – Membership, of the NZGFW constitution</b></p> <p><b>Moved:</b> Sue Wakelin                      <b>Seconded:</b> Jenny Yee Collinson</p> <p>Carried by all</p> <p><b>Abstentions:</b> <i>Student, Associate, Corporate members present</i></p>	
<p><b>9.</b></p>	<p><b>Election of Officers:</b></p> <p>For the next term the position of Executive Committee member is vacant.</p> <p>Election of Officers</p> <p style="text-align: center;"><b><i>Nominations have been received as follows:</i></b></p> <ul style="list-style-type: none"> <li>• <i>Niki Bezzant for President</i></li> </ul> <p><b>Motion: To accept the nomination received from Niki Bezzant for the position of President and Executive Committee Member</b></p> <p><b>Moved:</b> Jenny Yee Collinson                      <b>Seconded:</b> Catherine Bell</p> <p>Carried by all</p> <p><b>Abstentions:</b> <i>Student, Associate, Corporate members present</i></p> <p><i>The Executive have also co-opted two members onto the Committee under Section 15 of the constitution:</i></p> <p><i>Shona Dey as Executive Member</i></p> <p><i>Vanessa Baxter as Executive Member</i></p>	
<p><b>10.</b></p>	<p><b>Honorary Life Membership</b></p> <p>Kathy advised members that the Executive Committee have nominated Jan Bilton for Honorary Life Membership.</p> <p><i>Honorary Life Membership may be conferred on existing members of the Guild, the Executive Committee may recommend to the Annual General Meeting the granting of such Honorary Life Membership which shall be conferred on the vote of a two thirds majority of members present and voting at such Annual General Meeting. In making recommendations to the Annual General Meeting of the Guild the Executive Committee shall have regard to the length of the recipient's</i></p>	

	<p><i>membership of the Guild, his or her services to food communication and his or her services to the Guild generally.</i></p> <p><b><i>Motion: To accept the Nomination put forward by the Executive Committee of Honorary Life Membership for Jan Bilton</i></b></p> <p><b><i>Moved: Kathy Paterson      Seconded: Mark Collins</i></b></p> <p><b><i>Carried – All</i></b></p> <p><b><i>Abstentions: Student, Associate, Corporate members present</i></b></p> <p><i>Jan spoke to the members to say that belonging to the Guild has been fantastic not only educationally but the networking part of the Guild has been very important. Another important part of the Guild are the Corporate Sponsors who Jan thanked.</i></p>	
<p><b>11.</b></p>	<p><b>General Business:</b></p> <p>Kathy spoke about the proposed new logo which has been designed by Daniel Crayford.</p> <p>It was mentioned that legal name remains as New Zealand Guild of Food Writers but will be trading as Food Writers New Zealand.</p> <p>Kathy thanked the sponsors who have been very generous this year. Felicity spoke to the AGM regarding the Goodie bags that are to be handed out at the end of the day. Felicity expressed humbling it has been working with the PR firms and directly with some of the corporate members who sourced all the product for the members.</p> <p>Felicity asked members to tag the companies who kindly donated product on their social media pages.</p> <p>Almond Breeze  Dots Cooking Spray  Blue Frog  Barkers of Geraldine  Hubbard's  Harroways  Sunrice  Sealord  Dilmah Tea  .....Sauces  MG Marketing  Meadow Mushrooms  T&amp; Hunter Gatherer Gourmet  Best Foods G Global  Mayonnaise</p>	

	<p>Countdown, Progressive Enterprises.</p> <p>Felicity thanked Mark Collins and Sarah Phillips for their help in putting together and transporting all of the Goodie bags, and the Executive Committee for adding all the extra items into the bags on the day.</p> <p>Kathy expressed her thanks for her time as President and how it has been an enjoyable time and looks forward to handing the role over to Niki who will get all the support needed from Executive Committee.</p> <p>Kathy then closed the meeting.</p> <p><b><i>Motion: To close the Annual General Meeting for 2016 for the NZ Guild of Food Writers at 10.23am.</i></b></p> <p><b>Moved: Kathy    Second: Alan Brown</b></p> <p><b>Carried: All</b></p> <p><b>Abstentions:</b> <i>Student, Associate, Corporate members present</i></p>	
	<p><b>MEETING CLOSED AT: 10.23am</b></p>	