



**NZSCA AGM 21 May 2019
Distinction Hotel, Hamilton
100 Garnett Ave, Hamilton**

Welcome from Chairman, Neil Willman

Attendees:

Phillip Greenslade – Progressive,	Kathie Bartley – Marvellous Marketing
Bob Rosevear – Mahoe Cheese	Kelsey Klassen
Albert Alferink – Mercer Cheese	Daniel Shields –
Sue Arthur – Over the Moon	Casey Thomas
Di Hawkins – Karikaas	Cathy Lang
Neil Willman – NZ Cheese School	Jill & Adrian Walcroft
Sarah Aspinwall – Canterbury	Miel Meyer – Myer Cheese
Cheesemongers	Paul Broughton C'est Cheese
Margaret O'Sullivan – Fonterra Brands	Carmel Clark - NZSCA
Nicola McConnell -Marvellous Marketing	

Apologies :

Ross McCallum	
Mike Carey	Rod Clarke
Guy de Lambert	Catherine Oakley
Dianne Kenderdine	Carol – Waimata Cheese
Chis & Jill Whalley	Lyn Haycock

Acceptance of the previous minutes. moved Sue Arthur, carried Di Hawkins.

Chairman's report – attached, moved Neil, seconded Miel Meyer - carried

2018 Annual Accounts Moved Neil, seconded Paul - carried

Carmel Clark presented the 2019 Financial Report – prepared by Beany, the Associations accounting firm, and the auditors report by Victor Sears. The Association has returned a net profit of \$32028 for the year and this is up on \$21965 for the previous year. Profits consisted of Total Revenue of \$190, 359, up \$19,496 on the prior year, and Total Expenses were \$158,331 down \$2464 on 2018. Three main expenses are CC Awards Event \$45,742, CC PR costs retainer \$16,300 and Social Media management fee \$13,150. The result was a small taxable profit on which tax is to be paid.

Over two years we have seen a turnaround from a deficit of \$18,00 to a surplus of \$32,000. Robust budgeting has given good direction in all areas of expenditure.

Appointment of Auditor – Victor Sears is appointed for the 2019 financial year, moved Sarah seconded Sue, carried.



Marvellous Marketing, Kathie Bartley & Nicola McConnell, Pleasure to work with NZSCA and its members, passionate people with great products. – presented their report to the members present. Neil thanked Kathie and Nic for all their work.

Election of Officers

There were two vacancies created on the NZSCA Board and two nominations were received – Paul Broughton and Casey Thomas. Therefore no vote was required. Neil moved that Margaret O’Sullivan be co-opted to the Board for her expertise in sales and marketing.

Neil moved that we accept the two nominees Paul Broughton & Casey Thomas, and Margaret O’Sullivan as a co-opted Board member. – seconded Diana Hawkins – carried.

Remits – none received.

Chairman’s Report.

Chair Report 2019, Neil Willman,

Welcome to the 2019 AGM, and it’s my pleasure to report on the activities of the past year. In February last year I nominated for one of the vacant board positions because I felt the board needed a representative with judging and competitions experience. In March last year I was elected to the board and the following day was elected as Chair. It took some time to come up to speed with respect to the board’s activities and operation and as such I have to acknowledge and thank Carmel and the other board members for their backing and support throughout the year. The previous board had spent the previous year in getting the associations financial structures in place and getting the association out of a difficult financial situation. I was fortunate to come into the position with the hard work being done and I acknowledge the previous board for their hard work.

Regarding board membership: *Immediately after our first meeting we lost Franco Cessa who resigned from the board. Anton Marchenko filled this vacancy with the support of the membership. We also sought a voice from Fonterra and in June welcomed Casey Thomas as a co-opted member, and with Casey’s strong marketing and business background, he has made valuable contributions to our activities. Unfortunately, Anton moved out of the cheese industry entirely late in 2018 and as such has not renewed his membership or board position for 2019 and also his board position. I would like to acknowledge and thank our retiring board members Miel Meyer and Sarah Aspinwall for their hard work and dedication over several years. I don’t believe many members understand the time and effort put in by board members, which is significant and ongoing throughout the year and that board members take time out of their busy schedules for the benefit of members, often sacrificing their business and family time. Our focus for the last year has been about improving benefits for members and doing so at low cost while continuing to strengthen our financial position.*



Our activities and achievements this year are:

With respect to adding value to members:

- *Delivered 2 webinars*
 - *market trends in specialty cheese (Countdown) and*
 - *Cheesemakers template (MPI).*
- *Organised and conducted a discussion day in August 2018 in the Waikato (18 attendees)*
- *Introduced the technical seminar tomorrow after tonights awards function*
 - *This adds knowledge for members*
 - *Makes the trip to the awards better value for members as no additional accommodation or travelling costs are needed.*
 - *A special thanks to Tetra Pak for supporting the costs involved with this seminar.*
- *Set up a Facebook forum for members to share information and knowledge. This has 46 members at present. If you are not a current group member, please register by letting either Carmel or myself know. We need the email address linked to your Facebook account and an invitation will be sent to that address.*

Cheese competition judging overhaul

- *Consulted members on the cheese awards presentation and the judging. This resulted in a major revamp the competition to strengthen it in line with members feedback. Key features included*
 - *Increasing the technical focus and reducing the aesthetic emphasis of the judging*
 - *Selecting judges to judge categories based on their technical strengths*
 - *Increasing to 3 judges per panel for more robust discussion*
 - *Revising categories criteria*
 - *Introduced a standardisation session prior to judging to get familiar with the judging system*
 - *Introduced a maximum of 3-point difference between judges*
 - *Introduction of Fresh Italian Cheese Category, an outstanding success with 28 entries*
 - *All Sheep cheeses were required to be first entered into the Ewes milk category; this increased the entries from 3 in 2018 to 18 this year*
 - *Likewise, with the Goats cheese category, entries increased from 11 to 21 entries.*
 - *Post judging judges were surveyed to get their feedback on the new process*
 - *100% of the responses stated the new system was an improvement and made the process more robust.*
 - *100% of the respondents agreed to have their names identified with the categories they judged.*
 - *Judges suggested some improvements for 2020 but these were minor rather than major changes.*



- *The changes to the competition outlined above resulted in a better recognition of products with a significant increase in the proportions of medals awarded. From a low of 53% of cheeses being rewarded with a medal in 2018, this year's changes to the judging resulted in 78% of products with medals. The initial level was higher than this ~90% but on advice from the Master Judge the requirements for a bronze and silver medal were revised upwards. Bronze medals were awarded for scores 91-92.9 and silver 93-95.9, previously 88-91.9 and 92-95.9 respectively.*
- *Moved the awards celebration away from Auckland to Hamilton in an effort to reduce costs and increase access for cheesemakers over a quieter time of the year, while still providing an excellent function. With approximately 300 attendees to the awards dinner this has exceeded expectations.*
- *With the AUT judging venue being unavailable at the time of our judging next year, we have secured an alternative for 2020, Ignite Colleges in Manukau. They will provide the venue and support (contra value) and will be a listed sponsor in 2020. In 2019 the cost of the venue at AUT was ~\$4,000, so much of this will be saved this next year.*

PR and Marketing

Marvellous Marketing after delivering a very successful awards at Fale Pacifica in 2018 have been very supportive of the move of the event to Hamilton. Working with Vicki Ravlich-Horan, MM have worked hard to ensure the success of this year's event here in Hamilton.

Through valuable support from Fonterra, Marvellous Marketing on a tight budget of \$5,000, helped deliver a very successful CheeseMonth in October, at pretty short notice. Not all our cheesemakers participated but for those that did they were rewarded with additional sales. The amount of reward cheesemakers got out of CheeseMonth depended on how much effort they put into it.

Marvellous Marketing also achieved our sponsorship budget target for the awards. They also delivered the Cheesemakers Dinner Series during 2018, however this did not deliver significant benefits to the broad membership and as such they recommended, we do not continue with these in the future.

Marvellous Marketing surveyed all our sponsors on their 2018 experience to ensure we got their feedback on their awards sponsorship.

The MM contract term ends at the end of July and we are currently renegotiating an extension.

Planning for the future:

Reviewed membership structure

- *A review of the membership structure for the future which resulted in:*
 - *Significant discounts for memberships that are paid on time.*



- *Creation of new levels of membership,*
 - **Small scale producers** with reduction in membership fees for the smallest producers, previously paying \$275 +GST now \$240+ GST or \$180+GST with on time payment.
 - An increase in fees for the larger producers
 - An option for new micro cheesemakers to apply for their first year's membership free
 - Supplier member (new)
 - Retail member (new)
- *Developed a sponsorship proposal for potential sponsors to support operational activities of the Association during the year. We have some work to do this year to attract new sponsors here.*

The board met in August 2018 for a one-day future strategy planning meeting to map out the future directions and priorities. Key outcomes:

- *Amendments to the constitution re the membership structure and fees*
- *Drafted KPI's (this will direct what we focus on in the future)*
- *Identified key projects*
 - *Revamping to the judging process to improve robustness of judging (completed with ongoing improvements)*
 - *Awards celebration event review (completed)*
 - *Developing a webinar series for the year (3 targeted over this winter)*
 - *Reviewing the MM contract (current)*
 - *Working with Countdown and Foodstuffs to encourage consumption of NZ cheese*
 - *Attracting sponsorship funds to help with non-awards admin*
 - *Reviewing the cheese trail map in electronic form*
 - *Upgrading our website to be more professional.*
- *We are working with the NZ Chefs Association and agreed to support the NZ section of the Toque D'or chefs competition, specifically the front of house component where one of the contestant team members prepared a Cheese board with NZ made cheeses. The NZSCA component includes providing details of NZ cheesemakers, training materials and judging of the cheeseboard.*
- *Discussions with IGNITE Colleges regarding development of NZQA accredited training materials for chefs around NZ cheese.*

Other activities



- *Worked with Foodstuffs to deliver seminars promoting New Zealand cheeses at their 2-day Annual Trade Show*
- *Confirmed our annual budget forecast*
- *We have been engaging with MPI regarding development of the new FCP Template and advising members of updates.*
- *We have acknowledged and defrayed some of the additional costs for those travelling from the South Island to attend tonight's Awards. Their accommodation, 1 room per company has been provided by support from Systems Project Limited of Hamilton and the New Zealand Cheese School.*

As you can now see from the activities detailed in my report, the board have worked hard on your behalf. A special thanks to all board members, Di, Casey, Sarah, Lyn, Miel, Sue and Anton as well as Carmel and Nicola and Kathie for their support throughout the year. Its been a challenging year but very rewarding. I wish all the cheesemakers here the best of luck at tonight's awards.

Sue Arthur – The Board met during the year for a strategic planning session and we came up with a strategy to help to Board to focus on the aims as described in our Constitution. What does Success looks like? Sue shared a form for completion by members to share their ideas and comments.

Meeting closed at 3.30pm.