



NZGFA, its structure & achievements over 60 years

- About:** NZGFA comprises of seven Branches overseen by a National Council. The work of the national body is to represent our industry to central government and to national organisations. Much of the work of National Council is not visible to members unless there is an active communication from councilors relaying information back to Branch meetings or member email reports following national council meetings. The work of Branches is to raise the profile of groundspreading to regional and district councils, local industry and organisations that affect our groundspreaders.
- Members:** Like many rural organisations, few members regularly attend Branch meetings unless there is something that they can see of immediate value. Our members will attend regular meetings, to become involved with a major issue, or some activity that they can identify with. However, there is great value in having groundspreaders engaging with government and industry at all levels and we must work to maintain a good communication flow between National Councilors and Branch members and regulators and industry at Branch level.
- Strategic Plan:** NZGFA has reviewed its Strategic Plan and has set goals for performance of the Association at all levels.
- Magazine:** For industry promotion, the Groundspread Magazine is published quarterly. This well-regarded trade journal carries Association news, trade information, technical articles and advertising, at no direct charge to members. The President's Newsletter is emailed to all members between the quarterly Groundspread Magazines, carrying the President's comments on a wide range of issues to members. National Media Releases under the President's name are sent out when any issue relevant to fertiliser use or application arises.
- Website:** The NZGFA website carries Association information, the Spreadmark certification status of Spreadmark companies, general spreading industry information and technical information. The NZGFA website has links to the Fertiliser Quality Council, industry and technical websites.
- Industry Liaison:** Industry liaison is a particularly important, lobbying people who represent other sectors to ensure the voice of NZGFA is always heard. Meetings are held with representatives of the major fertiliser manufacturers, MBIE, Workplace NZ, MOT, NZTA, Massey University, FQC and Federated Farmers.
- Manuals:** NZGFA Driver Safety manuals, NZGFA company Health and Safety manuals and Spreadmark Driver Training manuals are accepted as industry best practice

within New Zealand. Our challenge is to keep these documents up to date in relation to regulatory change.

Fertiliser Quality Council: The Fertiliser Quality Council, representing fertiliser manufacturers, farmers, ground and aerial spreaders is charged with running the Fertmark and Spreadmark schemes. NZGFA has a seat on the of the Executive Committee of the Fertiliser Quality Council.

Industry advocacy: Industry advocacy is a critically important part of the work of the Association. Submissions to NZTA [New Zealand Transport Agency], MPI [Ministry for Primary Industries], Federated Farmers of New Zealand, MIBE (Ministry for Innovation Business and Employment) on matters of importance to the groundspreading industry are made when required.

Conference Every industry organisation must strive to give members some direct benefit for being members. NZGFA holds an Annual Conference providing a forum for groundspreaders and supporting industries to meet and discuss industry issues and gain information to the benefit of members` groundspreading businesses. The NZGFA Health and Safety Manual is freely available to members online, or individually printed for member companies at nominal cost. NZGFA has taken a membership of N3, a national discounting organisation, where members may obtain a range of discounts on personal and business purchases ranging from 10 to 35%. NZGFA has extended the copyright protection of the Spreadmark trademark to cover all known and potential aspects of the Spreadmark scheme.

AFSA: NZGFA maintains a reciprocal arrangement with AFSA (Australian Council of Fertiliser Associations) to attend each organisations` annual conferences and share information of benefit to groundspreaders in both countries. Over the 63 years of its existence NZGFA has fulfilled the early concept of its founders of a representative organisation providing advocacy for the interests of groundspreaders.