NEW ZEALAND GROUNDSPREAD FERTILISERS ASSOCIATION

Newsletter

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What's in a name?

A clear mandate for change was given to the council at the AGM on June 29, 2021. Hamish Woolsey (Canterbury) cited the difficulty of marketing NZGFA and sharing who the association is and its work. The council discussed the points that members spoke of at this time:

» Stephen Whitehead: the link to the Spreadmark logo

» Peter Callander: the history of the name

» Dean Brooks: the necessity of the name to align with the Strategic Plan

» Howard Pedersen: Central Districts changing their branch name

At this meeting, the council agreed that adding in a 'trading as' name to the Incorporated Societies register allowed the association to act quickly in moving forward with a new name while at the same time honouring the history of the name by not changing it officially. Stephen Whitehead said that changing a 'trading as' name makes it simple for future councils to change this again as times change. Howard Pedersen believed that it gave the association a more solid identity and had much greater marketing potential. Ant Boyles agreed with a name change and said he had always struggled with the NZGFA name and how to explain who we were and thought a name change would help the association become much more easily identifiable. Nick Hyslop said that the Canterbury branch had already met since the AGM and discussed the possible name change. At this meeting, a motion was passed to suggest Groundspread NZ as a possibility, and the council were all in favour of this suggestion. Councillors will be asking for membership support to add the proposed update of the 'trading as' name at your next branch meetings. Unless the council receive any valid and strong objections regarding this name update, then marketing of the new name will begin on December 1, 2021.

Strategic Plan

A revised strategic plan was circulated at the council meeting on September 29 in Wellington. This new document pulled together the large amount of work undertaken by the council and members in attendance over two days of professional development with the strategic planning company 'Inspiring Performance' in March 2019. The council decided that it was still very relevant and fit-for-purpose. The time since had been focused on keeping the groundspread industry going in covid times, but the time was right to look to the association's future now. The new Strategic Plan provides clear direction in quality, engagement, and sustainability – *Lead*, *Promote*, *Enhance*. The council adopted the document to be at the forefront of council decisions moving forward. Each item on the Strategic Plan will be dedicated council time in the annual plan to ensure the association achieves these desired objectives.

Meeting Calendar

The next council meeting will be held in Tauranga on Friday 26th (pm) and Saturday 27th (am), of November, and the council invites all members in the area to join them. The meeting will include Jonny Reay presenting the Ballance survey results, Allister Holmes presenting the AgriTech research proposal, a Waikato branch meeting, and the national council meeting. All members are warmly invited to attend any/all of these proceedings.

Please register your interest with me at: **eo@nzgfa.co.nz**

or with the hosting Waikato branch through: **Keith McGuire (keith.mcguire@trackit.co.nz)**

The council looks forward to seeing many of you there.

Groundspread magazine update

The resignation of Lisa as the magazine editor created an opportunity for looking at how the Groundspread magazine could look moving forward. Hayden Woolston from NZ Truck and Driver magazine, who attended the annual conference in Aoraki Mount Cook, had subsequently approached the association about contributing to the magazine's future. It was decided at the council meeting that NZ Truck & Driver would take over Lisa's role as editors of the magazine. They would secure advertisers, editorial, design, layout, print, and distribution. We will supply them with all the things that make the magazine ours - branch reports, Groundspread NZ updates, 'from the president' etc. but that other spreader, trucking, health and safety, and new tech stories would be sourced between us. The council agreed that this offered the best long-term sustainability and growth for the groundspread industry, allowing the magazine to consistently be of an exceptional standard with an ability to take our industry magazine mainstream in the future. Gordon Dobbs said that it was great recognition of our industry to have the magazine produced at this level, especially that association branch reports, president reports, industry updates, stakeholder reports etc. would be included as usual. Nick Hyslop said that it was essential to have a contract and importance placed on the relationship between the EO and the magazine's new editor to ensure relevant content. Stephen Whitehead agreed that it was important to ensure that the magazine was consistent and never absorbed into other publications. The magazine will have a new look and feel next edition, but the council is confident that this is a massive opportunity for our magazine to grow. The magazine will still be free of charge to members and will now include a bonus edition of NZ Truck & Driver, and their equipment guide, with each delivery as a bonus of being a member of the association. The magazine will also now be available for businesses to purchase extra subscriptions if they would like additional copies for the smoko room or for their drivers to receive (just in time for staff Christmas presents).

Website upgrade

On my first day on the job, I received a query from a member about being unable to access the 'members toolkit' on the website. I was pleased to know that it was not only me unable to access this area, but also frustrated to know that so many were having problems. The current budget has money approved for a rebuild of this, so work has begun. A proposal for the creation of a new website and marketing campaign from ***Hayes Design*** was presented at the council meeting in Wellington.

The proposal focused on three key visitors to a new and much-improved website:

» **Members:** the new site needs to offer members a new reason for visiting each time; it needs to have tools/ resources for them to use, relevant news content, and an ability to be able to sign up, and pay for, member events online.

» **Non-members:** the new site needs to articulate the advantages of being a member. There needs to be an ability to sign up easily and quickly online.

» **Farmers:** this seems to be the biggest market missing from the current website. Like a 'Master Builder', or a 'Master Plumber', farmers should be coming to the website to find a 'Master Spreader' in their area. The association created Spreadmark in 1994, and the farming community does not understand it well enough to see the actual value, which is a huge, missed opportunity.

The council then discussed Spreadmark and their passion for driving this programme forward. There is an increased awareness and use of the programme, but also many misconceptions circulating, and it was agreed that there is a need for a solid campaign on the programme. A new website would certainly help this, as would an increase in participation from association members.

Ant Boyles suggested building relationships with others in this website build, with links to fertiliser company websites (for example). In return, they could link their pages to ours along the lines of 'find a master spreader near you'. He also assessed the quote from ***Hayes Design*** and believed it reasonable for the work that is proposed.

If you are having trouble accessing the members' toolkit in the meantime, please do not hesitate to get in touch with me via **email at eo@nzgfa.co.nz or via phone on 027 214 1790,** and I can forward you the information that you are trying to access on the website.

Rose Hyslop EO.