

# FINAL MINUTES

## MA 2025 AGM



<b>Name:</b>	Marketing Association of New Zealand
<b>Date:</b>	Monday, 24 March 2025
<b>Time:</b>	4:00 pm to 5:00 pm (NZDT)
<b>Location:</b>	via, Teams
<b>Board Members:</b>	Jo Boerema-Barr (Chair), Ant Rainger, John Miles, Laura Cibilich, Matthew Pickering, Nathalie Moolenschot, Shane Evans
<b>Attendees:</b>	Ben Alloway, Bruce Fowler, Sascha Brook
<b>Apologies:</b>	Simon Hofmann, Ian Olan
<b>Guests/Notes:</b>	Grant Torrie, Nanna Baungaard, PJ Morris, Glenn Dougal, Tom Probert, Daniel Hopkirk, Michelle Leadsom, Green Adrian, Asritha Venkata, Jarad O'Hara, Adnan Khan, Claire Bryant, Ben Goodale, Peter Mangin, Seth Gold, Terri van Schooten, Richard Segar, Vivian Do, Leanne Too, Jo Mitchell, Bimalka Thilakarathne, and Alan Hard.

## 1. Standing Items

### 1.1 Chairs Welcome

The Chair opened the 2025 NZ Marketing Association Annual General Meeting at 4pm, noting this is her last meeting at Chair. She explained that she is stepping down as per the constitution after three terms. The agenda was shared on screen and she noted that she would call on those attending to vote verbally on motions during this AGM.

### 1.2 Proxies

The Chair noted that she is holding 2 proxies for members who unable to attend the AGM.

### 1.3 Apologies

It was noted that apologies have been received from Simon Hoffman.

### 1.4 Approval of the Minutes of the 2024 AGM & Matters Arising

Having been provided to members prior to the meeting, the minutes of the 2024 AGM held on 18 March 2024 were received and taken as read. There were no amendments noted.



#### Approval of the 2024 AGM minutes

The minutes of the 2024 Annual General Meeting held on 18 March 2024 were approved.

*Unanimously approved.*

**Decision Date:** 24 Mar 2025

**Outcome:** Approved

## 2. Reports

### 2.1 Chair's Report

The Chair presented her report, with the following key points noted:

- With last year's theme of "a year of connection" John and the MA team have engaged deeply with marketers across Queenstown, Christchurch, Wellington, Waikato, Tauranga, and Auckland through workshops, marketing meetups, and other events.
- In 2024 the MA connected with over 10,000+ marketers through events and workshops, with 15% participating online. Workshop attendance grew by 28%, and Membership increased by 10%.
- The MA empowered marketers across all career stages, from the "Top Talent" program for students to the second year of the highly acclaimed "Advanced Marketing Leaders" program.
- A major milestone in 2024 was the Marketing Association's 50th anniversary. We celebrated our evolution from the Direct Mail Association to the NZ Marketing Association, now embracing all facets of our profession. The anniversary campaign, which showcased five decades of iconic ads, captivated both marketers and the wider public, highlighting New Zealand's outstanding creative talent.
- Our 2024 financial reports showed that we achieved over \$4 million in revenue, representing solid growth of 2.8%. This year, we incurred a small deficit, due to increased investment in engaging marketers outside Auckland, and rising event costs. However, our overall financial position remains strong, with reserves exceeding \$1.1 million.
- Looking ahead to this year, she confirmed the MA is committed to building on its successes by:
  - Driving a stronger learning and development program,
  - Hosting key events that support Social Media, B2B, and Digital marketing,
  - Delivering exceptional value to our members.
  - Providing strong support for marketing leaders.
- The Chair thanked:
  - John and the MA team for their tireless efforts in supporting the members, noting their passion and dedication are deeply appreciated.
  - Sponsors, Special Interest and Regional Groups members, and the National Board members for their invaluable support.
  - Matt Pickering who is also leaving the Board, and acknowledged his seven years of service on the National Board.
- The members were thanked for their ongoing commitment.

### 2.2 MA Performance Report & Financial Report

Chief Executive John Miles presented his report, with the following key points noted:

- He provided an overview of how the MA has helped marketers be brilliant, noting:
  - That 10,307 marketers were engaged through events and workshops.
  - Regional participation increased by 165%.
  - The MA is building a global presence.
- The CEO noted the following financial and membership highlights:
  - Individual membership is up by 30%, with revenue growth up 8.1% to \$1.9m.

- The MA is in a strong financial position and has exceeded \$4m of revenue for the first time.
- Significant strategic investment was made in regional outreach.
- Large investments were made in the MA's AV and digital systems.
- The 2023 and 2024 Profit & Loss figures were shared and he noted that:
  - There was a small deficit due investment in engaging more widely with members. In addition, depreciation increased due to investment in new technology: AV and CommercePro.
- The 2023 and 2024 Balance Sheet figures was shared, and he noted that:
  - The Mark Ritson event significantly lifted 2023.
  - He will be endeavoring to clear the large prepaid bar tabs off the books this year, to reduce liabilities.
- Regarding Learning and Development, he highlighted that:
  - There have been two cohorts of the Advanced Marketing Leadership course over the past two years, with 100% satisfaction from those attendees.
  - Participants gave a 93% total satisfaction rating, with 98% saying they would recommend the MA.
  - Revenue increased by 4.2%.
  - Participation from outside of Auckland has increased by 132%.
- The new Top Talent initiative was discussed, and an overview of the global speakers engaged in 2025/2026 was provided.
- The CEO thanked:
  - The Board for their time and efforts.
  - The outgoing Chair Jo, highlighting her dedication and outstanding work during her three terms.
  - Matt Pickering for his seven years of support to the Board and Finance, Risk & Audit Committee.
  - The SIG Group and Regional Committee members highlighting their excellent work.
  - Rainger & Rolfe agency for preparing the 2024 Annual Report.
  - The MA team for their amazing work.



### **Adoption of the Financial Report**

The Chair moved that the 2024 Financial Report be adopted.

*Unanimously approved.*

**Decision Date:** 24 Mar 2025

**Outcome:** Approved

## **3. Motions**

### **3.1 Appointment of Auditor for 2025 Fiscal Year**

The Chair advised that as the MA has been with auditors Crowe Howarth for over 14 years, the Board have decided to change our auditors to BDO, Tauranga, noting:

- It is a sound commercial practice to change auditors from time to time.
- This will continue to ensure independence and an ongoing objective view.

- We are confident that BDO will deliver a strong audit, as they are backed by one of the largest dedicated audit teams in New Zealand.
- There were no issues with the audit undertaken by Crowe Howarth. She thanked Crowe Howarth for their support and professional audit services over the past 14 years.

The Chair asked members if they had any questions? None were raised.



### **Appointment of Auditors BDO Tauranga**

The Chair moved that BDO Tauranga be appointed as Auditors for the 2025 fiscal year.

*Unanimously approved.*

**Decision Date:** 24 Mar 2025

**Outcome:** Approved

## **3.2 To approve the four Constitutional Notice of Motions**

The Chair noted that members were invited to vote on all four items online, prior to the AGM. She confirmed that all motions were approved.



### **Appointment of the new Board Chair**

The appointment of the new Board Chair, Emma Watson was approved.

**Decision Date:** 24 Mar 2025

**Outcome:** Approved



### **Appointment of Shane Evans as an Appointed Board Member**

The appointment of Shane Evans as an Appointed Board Member was approved.

**Decision Date:** 24 Mar 2025

**Outcome:** Approved



### **Re-appointment of Ant Rainger as an Appointed Board Member**

The re-appointment of Ant Rainger as an Appointed Board Member was approved.

**Decision Date:** 24 Mar 2025

**Outcome:** Approved



### **Updating of clauses 8, 13, and 14 of the Constitution**

The updating of clauses 8, 13, and 14 of the Constitution, dealing with Regions and Special Interest Committees, was approved.

**Decision Date:** 24 Mar 2025

**Outcome:** Approved

## **4. Declaration of Election Results**

### **4.1 Declaration of Election Results**

The Chair thanked the seven candidates who put themselves forward for this year's National Board elected member vacancy. The Chair confirmed that Jo Mitchell was the successful candidate and welcomed Jo to the National Board for a term of three years.

## 5. Life Member Nomination

### 5.1 Life Member Nomination

The Chair confirmed that last month, the Board supported nominating Michael Durie for Life membership. She highlighted that:

- Michael Durie has been the face of the NZ Marketing Association in Christchurch for over 30 years.
- He has tirelessly championed the MA's benefits, events, workshops, conferences, and initiatives, while also leading the regional committee since 2017.
- His dedication extends beyond the MA, including initiatives to support charities and small businesses, such as his nationally adopted COVID-era marketing support program.



#### **Appointment of Michael Durie as a Life member**

The appointment of Michael Durie as a Life member of the Marketing Association was approved.

*Unanimously approved.*

**Decision Date:** 24 Mar 2025

**Outcome:** Approved

## 6. General Business

### 6.1 General Business

The Chair asked if there were any items of general business. There were none raised. The Outgoing Chair discussed her tenure with the MA Board, and noted that:

- She joined the MA Board ten years ago in 2015 and was nominated as Chair in 2017.
- With the support of the CEO John Miles and his team, the wider marketing community, and both current and past National Board members, she leaves her role with the Marketing Association in a very strong position. She highlighted the MA:
  - Has the highest membership ever and has engaged with over 10,000 marketers annually through events and workshops.
  - Has achieved over \$4m in revenue, with cash reserves having quadrupled during her tenure to \$1.1m.
  - Is now widely regarded as a key industry leader.

The outgoing Chair wished incoming Chair Emma Watson, CEO John Miles, and the wider marketing community all the best.

The meeting was closed at 4.40pm.

