

The New Zealand Marketing Association Annual General Meeting

Monday, 27 March 2023 via Live-Streamed

Attendees: Alan Hard, Andrew Gale, Ant Rainger, Ben Goodale, Dale Koerner, Brook Cameron, Cassandra Ong, Clear Engagement, David Allen, Denelle Joyce, Fiona Cresswell, Geraldine Oldham, Javier Yebenes, John Miles (CEO), Jo Boerema-Barr (Board Chair), Keith Norris, Laura Cibilich, Matt Pickering, Merc Koosh, Nathalie Moonlenschot, Nicolas Bing, Paul Hickey, Sobia Mughal, Sophie Benson-Warner, Thomas Lorenzo, Richard Jacobson and Michael Durie.

In Attendance: Sascha Brook (Board Secretary)

1. Chair's Welcome

The meeting opened at 4.02pm. The Chair welcomed members to the 49th New Zealand Marketing Association's Annual General Meeting.

2. Proxies

The Chair confirmed that she has received ten proxies.

3. Apologies:

The Chairperson confirmed that she has received formal apologies from the following members:

- Amy Hughes.
- Debra Hall.
- Erin Dudding.
- Jen Rolfe.
- Jo Clark.
- Stuart Yorston.
- Nikki Coulmann.
- Nathalie Moolenschot.
- Michelle Caldwell.
- Lee Densen.

She asked for further apologies from the floor. There were no apologies communicated from the floor.

Resolution:

That the apologies be accepted:

Moved – Jo Boerema-Barr | Seconded – Dale Koerner | CARRIED

4. Minutes of the 2022 Annual General Meeting:

Having been provided to members prior to the meeting, the minutes of the 2022 Annual General Meeting were received and taken as read.

Resolution:

That the 2022 AGM Minutes be adopted as a true and correct record:

Moved – Jo Boerema-Barr | Seconded – Andrew Gale | CARRIED

The Chair asked if there are any matters arising from the minutes. There were no matters raised.

5. Chairperson's Report

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

- The new member-only Resource Hub for marketers has had over 6,000 visitations since being launched, with one in five returning to access more quality resources.
- Just over 6,000 individuals attended MA's events and courses which is a growth of 28%, with over a fifth attending online.
- Overall membership grew by 7%.
- There has been a revenue growth of 13%, year on year, to \$3,051,000 achieving a \$21,000 surplus.
- The CEO and MA staff were thanked for their excellent work and results.
- The Chair acknowledged the time and efforts of MA volunteers, the SIG members, and Board members, with special recognition given to the outgoing Board members Rachel Ellerm and Emma Watson.
- The Sponsors and members were thanked for their support.

6. Chief Executive Address / Financial Report:

The Chief Executive shared a video presentation on screen and spoke to his report, with the following key points noted:

- The MA received no government support during 2022.
- There was no face to face events until late May 2022, which impacted workshops and meant conferences and events had to be rescheduled.
- Significant increases in costs during 2022 have impacted net profit.
- Gross profit is up by 1.6%.
- Current assets have increased slightly and the MA has just under \$1 million in the bank.
- The balance sheet includes forward income received via "The Bar Tab" prepayments for Learning & Development events.
- There have been many achievements, including securing two new principal business partners, launching the resource and job hubs, being a finalist in the Westpac Business Awards, having a 25% increase in attendance at the Marketing Awards, raising \$20k for Melanoma NZ, and the launch of the professional certification in advanced marketing leadership.

- In 2023 there will be new initiatives that will add value such as preferential pricing for members, and member-only access to the Resource Hub.
- New half-price individual memberships will be available to MA volunteers, those living outside Auckland, or those who have been working for three years or less. It was noted that a maximum of four individuals per company can apply for this half-price rate.
- The extensive benefits for platinum club members were detailed.
- An overview of the new workshops and events being launched in 2023 was provided.
- The CEO thanked all Principal Business Partners, SIG members, and the Board members for their support with special recognition given to the outgoing Board members Rachel Ellerm and Emma Watson.
- The CEO thanked members for their support.

There were no questions from attendees.

Having been provided to members prior to the meeting, the Financial Report was received and taken as read. The CEO spoke to the financial overview shared on-screen. There were no questions or concerns raised by attendees:

Resolution:

That the Financial Report be adopted.

Moved – Keith Norris | Seconded – Ant Rainger | CARRIED

7. Appointment of Auditor for 2023 fiscal year:

Resolution:

That Crow Horwarth be reappointed as Auditors for the 2023 fiscal year.

Moved – Jo Boerema-Barr | Seconded – Ant Rainger | CARRIED

8. Notice of Motions:

Having been provided to members prior to the meeting, the Notice of Motion was received and taken as read. The Chair discussed the rationale for Motion 1.

Motion 1

Motion to amend 14.4 to read -

14.4 Notice of Meetings: The Chief Executive will send out to all Members, at least 28 days prior to the date fixed for the Annual General Meeting, a notice giving details of the date, time and place of the Annual General Meeting. The accidental omission to give notice of a meeting or the non-receipt of notice of a meeting by any Member entitled to receive notice shall not invalidate the proceedings at that meeting.

It was noted that the motion is to add the following point:

14.5 The Chief Executive will send to all members at least 14 days prior to the date fixed for the Annual General Meeting a formal notice of all business to be transacted.

The Chair thanked members for voting on the above motion prior to the AGM and confirmed that the motion has been unanimously passed.

9. Declaration of Election Results:

The Chair thanked the Board nominees for putting their names forward for the Board vacancy. She confirmed that three nominations have been received and that Nathalie Moolenschot led the votes for the role of Elected Board member for the term April 2023 to March 2026.

10. Appointment of new Committee Members:

The Chair confirmed that the Marketing Association welcomes the following new committee placements:

Central Regional Committee:

- Denelle Joyce.
- Sophie Neate.

Southern Regional Committee:

- Cameron Taylor.
- Deana Low.

Digital Special Interest Group:

- Sarah Kavanagh.
- Nathaliaie Moolenscholt.

CX Special Interest Group:

- Andrew Crowhurst.
- Mat Wylie.

Data Special Interest Group:

- Paul Hickey.
- Cara Edwin.

B2B Special Interest Group:

- Dale Koerner.
- Gavin Gilbert.

11. General Business

There was no general business raised.

With no further business to discuss, the Chair thanked the attendees and members for their ongoing support.

The meeting closed at 4:30pm.