

The New Zealand Marketing Association Annual General Meeting

Monday, 18 March 2024 via Live-Streamed

Attendees: Adnan Khan, Andrew Gale, Annabel Lush, Ant Rainger, Andrey Arestov, Ben Goodale, Dale Koerner, Brent Martin, Briana Millar, Bruce Fowler, Carolyn Schofield, Danielle Chrystall, Danelle Joyce, Fiona Cresswell, Grace Wood, Greg Whitham, John Miles, Jarvier Yebenes, Jayne Richardson, Keith Norris, Konnect Fastening System, Matt Pickering, Michael Durie, Monique Forbes, Nathalie Moolenschot, Nicki Shirley, Peter Mangin, PJ Morris, Sarah & Alastair, Simon Wedde, Yan Gong, Tania Bui, Shane Evans, Jo Boerema-Barr (Board Chair), and Sascha Brook (Board Secretary).

1. Chair's Welcome

The meeting opened at 4.02pm with the Chair welcoming members to the 50th New Zealand Marketing Association's Annual General Meeting. Jo Boerema-Barr discussed the history of the MA and noted that American Express is the only founding member that is still a member today. The Chair acknowledged Keith Norris as the previous CEO of the MA, torch bearer and marketing champion, noting that he still plays a role in the MA today.

2. Proxies

The Chair confirmed that she has received 01 proxy.

3. Apologies:

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

- Jo Clark.
- Ian Olan.

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 – Peter Mangin | CARRIED

4. Minutes of the 2023 Annual General Meeting:

Having been provided to members prior to the meeting, the minutes of the 2023 Annual General Meeting were received and taken as read. There were no amendments noted.

Resolution:

That the 2023 AGM Minutes be adopted as a true and correct record:

Moved – Jo Boerema-Barr | Seconded – Peter Mangin | 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 Chair acknowledged the CEO's leadership, optimism, energy and innovative spirit.
- That in the last year:
 - Revenue has grown over 27%.
 - Learning and development programs experienced a 45% growth.
 - Membership has grown by 9%.
- The MA remains committed to empowering marketers to "create value for New Zealand organisations". This has been achieved through offering courses on marketing basics, new topics such as AI and TikTok and new courses including the new Advanced Marketing Leaders program.
- The Marketing Association is committed to building on our successes through:
 - Reaching more marketers across NZ,
 - Hosting exciting events and providing valuable learning opportunities,
 - Delivering exceptional value to our Marketing Association members, and
 - Offering strong support to our Marketing leaders.
- The CEO and the MA Team were thanked for their tireless efforts and passion.
- The Members, Sponsors, Special Interest Groups, Regional Groups, and the National Board were thanked for their invaluable support.

6. Chief Executive Address / Financial Report:

The Chief Executive acknowledged the 50 year anniversary of the MA and shared a video presentation on screen which highlighted the achievements of the MA during 2023. He spoke to his report, with the following key points noted:

- That the MA has achieved 20,482 LinkedIn followers, 2,133 Instagram followers and 10,982 Facebook followers.
- That over 6,000 marketers have attended MA events and over 12,000 marketers have learnt new skills at MA training courses in 2023.
- He highlighted the major events and discussed the numerous workshops held across the country, including in Tauranga, Hamilton, Wellington, Christchurch, and Queenstown as well as those held online.
- How the MA has hosted more highly acclaimed international speakers in 2023 than in any previous year.

- That the 2023 NZ Marketing Awards had record entries and attendance.
- That the MA was a finalist in the Australasian Association of the Year Awards.
- That \$50,000 was raised through the Keith Norris Charity Golf Day for Melanoma NZ.
- The CEO discussed the Marketing Futures Collective programme which was sponsored by 16 companies.
- That the Advanced Marketing Leadership programme was sold out and 100% of the attendees confirmed they would recommend this course to their peers.
- He discussed the membership and learning and development growth, noting that 1285 people nationwide were upskilled by the MA in 2023.
- That membership engagement through event engagement has nearly doubled.
- That a surplus of \$110,931 was achieved, which exceeded the budget by 92%.

Having been available to members on the website prior to the meeting, the Financial Report was received and taken as read. The CEO spoke to the financial overview shared on-screen and noted that:

- Gross profit for 2023 was \$2,575,064 compared to \$2,270,546 in 2022.
- Total assets for 2023 was \$1,677,868 compared to \$1,421,545 in 2022.
- Total liability for 2023 was \$1,085,076 compared to \$939,683 in 2022.
- With total equity for 2023 being \$592,792 compared to \$481,861 in 2022.

There were no questions or concerns raised by attendees regarding the Financial Report.

The CEO noted that 2024 will include:

- A 50th Birthday Party at Sky City in October. He noted that members will be invited to vote on the best campaign for each decade, with winners being announced at the Birthday Party.
- New state of the art equipment in the training rooms. He discussed how this will improve online events and invited members interested in sponsoring the training room to contact him.
- A focus on the following four main initiatives:
 - Creating member value outside Auckland.
 - The CEO discussed the various initiatives being introduced.
 - Year of Connection – amplify benefits.
 - The CEO discussed the various initiatives and the new special interest groups.
 - Innovating with L&D.
 - He discussed the new:
 - Offerings.
 - Digital platform being introduced.
 - Certifications being rolled out.

- He confirmed that the MA will be bringing Dr Peter Wilton, a global thought leader to NZ to speak.
 - Provide further value to the senior marketers of NZ.
 - He discussed the initiatives that are being offered by the MA.
- The CEO asked members to access the MA's annual report by clicking on the QR Code on the screen. He thanked Rainger & Rolf for putting together the fantastic Annual Report.
- He thanked his team for their awesome work and the fabulous members for their support.

There were no questions from attendees.

Resolution:

That the Financial Report be adopted.

Moved – Peter Mangin | Seconded – Adnan Khan | CARRIED

7. Appointment of Auditor for 2024 fiscal year:

Resolution:

That Crowe Horwarth be reappointed as Auditors for the 2024 fiscal year.

Moved – Jo Boerema-Barr | Seconded – Brent Martin | CARRIED

8. Online Election

It was noted that this year the online election was run for the first time by ONZL's independent election service. ONZL were thanked for their services.

9. Constitutional Notice of Motions:

Having been provided to members prior to the meeting, the following Constitutional Notice of Motions were received and taken as read:

Motion 1

Appointment of Ian Olan as an Appointed Member.

Motion 2

Re-appointment of Matthew Pickering as an Appointed Member.

Motion 3

The proposed Constitutional amendments for Special Interest Groups (SIGs).

Motion 4

The proposed Constitutional amendments for the Chair remuneration.

Motion 5

That the MA Chair may receive a remuneration of \$12,000 p.a. for the period 1 April 2025 to 31 March 2027.

Motion 6

Adoption of the updated MA Constitution to be compliant with the 2022 Incorporated Societies Act.

The Chair confirmed that the voting for these items was completed last week online , and all items were approved and carried. She thanked members for voting.

10. Declaration of Election Results:

The Chair confirmed that four nominations were received for the National Board vacancy and thanked these nominees for putting their names forward for the Board vacancy.

She noted that this year there was a tie from the votes for the role of Elected Board member, and as the MA has an additional elected member vacancy, the National Board have decided to welcome both Laura Cibilich and Simon Hofmann to the Board for the term April 2024 to March 2027.

11. Appointment of new Committee Members:

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

Digital Committee:

- Andrew Hughes.
- Zania Guy.
- Andrey Arestov.
- Rachel Crockett.

The Chair thanked these Committee members for offering their time and energy to support the ongoing development of members' skills and expertise.

12. 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 4:31pm.