

# The New Zealand Marketing Association Annual General Meeting

Tuesday, 22 March 2022 conducted by Google Meet

Attendees: Jo Boerema-Barr (Chair), John Miles (CEO), Marilena Rosu, Amanda Moyle, Anne (Surname unknown), Bernadette Cunneen, Debbie Curtz, Corinna Homer, Darren Kirkland, Jemma Titheridge, Lani Dodds, Roxy Lee, Emma Chu, Michael McGlynn, Murie Cook, Parker Martin, Simon Wedde, Sobia Mughal, Tania Rowland, Tim Antric, Keith Norris, Vivienne Withell, Lone Tapp, Kirsty Jamieson, Jonathan Wrait, Cassandra Powell, Brent Martin, Boyd Wason, Alan Hard, Jono Park, Adnan Khan, Pamela White, Ant Rainger, Rachel Ellerm and Sascha Brook (Board Secretary).

## 1. Chair's Welcome

The meeting opened at 4.05pm. The Chair welcomed members to the 48<sup>th</sup> New Zealand Marketing Association's Annual General Meeting and third virtual meeting.

## 2. Proxies

The Chair confirmed that she has received eight proxies to date.

## 3. Apologies:

The Chairperson has received eight formal apologies from Fiona Creswell, Matt Tohill, Vanisa Dhiru, Natalie Back, Jen Rolfe, Nikki Roberts, Wade Hargreaves and Sylvia Devlin. Further apologies were asked for from the floor. There were no further apologies communicated from the floor.

*Resolution:*

That the apologies be accepted:

*Moved – Jo Boerema-Barr | Seconded – Keith Norris | CARRIED*

## 4. 2021 Annual General Meeting Minutes:

Having been provided to members prior to the meeting, the minutes of the 2021 Annual General Meeting were received and taken as read.

*Resolution:*

That the 2021 AGM Minutes be adopted as a true and correct record:

*Moved – Jo Boerema-Barr | Seconded – Keith Norris | CARRIED*

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

#### 5. Chairperson's Report

The Chair's report was received and taken as read. The MA Strategy – Marketers 2030 presentation was shared on screen. The Chair spoke to her report and the strategy presentation. She thanked the staff for their excellent work. The Special Interest Group members, Board members and the MA members were thanked for their support. There were no questions from the floor regarding the Chairperson's report.

#### 6. Chief Executive Address / Financial Report:

The Chief Executive spoke to his report and shared a video presentation on screen. There were no questions from attendees.

The Financial Reports were made available on the website to members prior to the meeting, these were received and taken as read. A financial overview was shared on-screen and the CEO spoke to the report. The following questions were raised by attendees:

- I. What is the cash position of MA at present? The CEO advised that there is over \$900k in the bank at present, compared to \$710k at the same time, the previous year.
- II. Other than the Resource Hub, what other significant developments are MA undertaking this year? The CEO confirmed there is further work to be done on the Website and that MA has recently invested in the following:
  - a. The establishment of a MA café and hot desk facility for members,
  - b. State of the art video conferencing equipment.
  - c. New office equipment to replace items not covered by insurance from the flood.
  - d. The Growth Programme, though this is budgeted to be break-even.

The Chair advised that the Board are mindful of being responsible with members' funds, and opportunities to invest the cash reserves have been discussed by the Board. Now with the new strategic framework in place, the organisation is in a good position to discuss this further during Board sessions later on in the year.

*Resolution:*

That the Financial Report be adopted.

*Moved – Tania Rowland | Seconded – Boyd Wason | CARRIED*

#### 7. Appointment of Auditors:

*Resolution:*

That Crow Horwarth be reappointed as Auditors for the 2022 fiscal year.

*Moved – Jo Boerema-Barr | Seconded – Boyd Wason | CARRIED*

## 8. Notice of Motions:

The Chair discussed the reason for each of the following motions:

### Motion 1

It is proposed that the following amendment is made to the current MA Constitution for AGM Voting allocation:

#### 8.6 Membership Categories

8.6(a) Corporate Member: Companies or organisations involved in marketing in their business activities. Each corporate member shall be entitled to one or more votes, according to its Membership Tier, as specified in the schedule of Membership Fees published from time to time. Each corporate member shall appoint one person from its organisation as its principal contact with the Marketing Association and nominate who in its organisation will exercise each of the organisation's votes

#### Rationale:

Drive member engagement by allowing a Membership organisation who hold more than one vote (currently up to four) to allocate these across their organisation.

### Motion 2

It is proposed that the following amendment is made to the current MA Constitution for virtual AGM voting and attendance

#### a) Virtual voting Amend to

16.1 Voting: Only Members who have paid all fees, subscriptions and levies payable will be entitled to

vote in person or virtually (electronic via the internet) at any meeting. Members will have the number of votes attached to the class of membership (as detailed at Rule 8.6(a)) to be exercised either personally, or in the case of a corporate member, by its Representatives.

#### b) Virtual attendance

Proposed amended clause, amendments shown as underlined:

16.6 Quorum: The quorum for an Annual General Meeting or Special General Meeting shall be twenty

(20) Members entitled to vote. These members must be present in person, virtually (electronically via the internet), or by proxy or Representative, or have cast their vote in an approved manner prior to the meeting. No business shall be transacted at any meeting of the Marketing Association unless a quorum is present. If within half an hour of the time appointed for the meeting a quorum is not present, the meeting shall stand adjourned until the same day and time in the following week, at which time those Members present will constitute a quorum.

#### Rationale:

Allow virtual meetings and voting, responding to the challenges of running in-person AGM's due to CD19 restrictions.

### Motion 3

The Board is recommending that Jo Boerema-Barr be reappointed to the National Board as the Board Chair

### Motion 4

The Board is recommending that Ant Rainger be reappointed to the National Board as an Appointed Member

The Chair thanked members for voting on the above four motions prior to the AGM and confirmed that all four motions have been passed.

#### *Resolution:*

That motions 1, 2, 3 and 4 are adopted.

*Approved via online voting*

#### 9. Declaration of Election Results:

The Chair thanked the Board nominees for putting their names forward for the Board vacancy. She also noted that it was great that there were representatives across the various roles in the Marketing profession.

She confirmed that Shane Evans received the leading the number of votes by members as their Elected Board member for the term April 2022 to March 2025. The CEO congratulated Shane and noted that he is changing jobs and will be based in the South Island moving forward.

#### 10. Appointment of new Committee Members:

The Chair confirmed that the Marketing Association welcome all applicants on the respective committees, as all contributions are valued. She confirmed the following new placements:

##### Central Regional Committee:

- Tim Antric, Managing Director – GSL Promotus
- Jemma Tithe ridge, Marketing Team Lead, Te Hiringa Hauora, Health Promotion Agency

##### Waikato Regional Committee:

- Jonathan Swan, Marketing Communications Expert- Tauranga City Council

##### For Purpose Special Interest Group:

- Alan Hard, CEO & Auckland General Manager- Marketing Impact Limited

##### CX Special Interest Group:

- Amanda Moyle, Head of Customer Experience - Krunch.co
- David Brem, Head of Customer Experience & Personalisation – Foodstuffs NZ
- Jodie Beckett, Group Marketing Manager, n3 Hub Limited
- Greg Whitham, CX Consulting Director - Data com

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.

Meeting Closed at 4:40pm.