

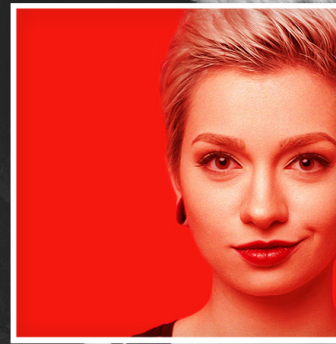
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Marketing Association

ANNUAL REPORT

2023

Helping NZ Marketers Be Brilliant



HELPING MARKETERS BE

BRILLIANT

The Marketing Association exists to help NZ marketers become exceptional marketers, drive growth for their companies and ultimately build NZ's economy.

We do this by providing the best nous and know-how from local and international experts via events and workshops.

We are all about building a community of connected marketers who learn and help each other.

Brilliant Connections Throughout NZ

Every year the MA hosts a multitude of events across New Zealand, fostering connections among marketers nationwide. From casual gatherings in Christchurch to networking sessions in Hamilton and Wellington, to conferences spanning all three major cities, we provide diverse opportunities for marketers to engage.

In 2023, we've expanded our reach to Queenstown and initiated a partnership with Marketing Professionals Bay of Plenty.

Facilitating these connections remains integral to our mission, as we believe that learning from fellow marketers is one of the most effective ways to empower brilliance within our community.



Brilliant Internationally

NZ Marketers are amongst the best in the world. This was illustrated by two of our best marketers in 2023. Ally Young from Skinny beat out the likes of CMO's from Apple and Mars Corporation to win the worldwide CMO Pencil. Meanwhile Astrud Burgess had the honour of becoming the CMO of ANZ Australasia (AU, NZ).



SKINNY NZ'S ALLY YOUNG WINS THE ONE SHOW 2023 CMO PENCIL FOR "PHONE IT IN"

A jury of 10 leading global brand-side marketers selected Ally Young, Head of Brand Marketing at mobile company Skinny NZ, as winner of The One Show 2023 CMO Pencil, honoring the marketer behind the world's single most impactful idea on a brand's business.

Young received the prestigious award for "Phone It In", created for Skinny by Colenso BBDO Auckland, PHD Media Auckland, Platform29 Auckland, and Drum Agency Auckland. The work also received a Gold Pencil for Direct Marketing and two Bronze Pencils, one each in Out-of-Home and Radio & Audio, in this year's 50th anniversary One Show.

"I'm incredibly honored to be awarded this prestigious Pencil. It represents the healthy tension between risk and invaluable creativity which inevitably equates to brand strength if you get it right," said Young.

ASTRUD BURGESS NAMED EFFECTIVE MARKETER OF THE YEAR' AND CMO OF ANZ AUSTRALASIA

A huge achievement for ANZ's Astrud Burgess who was appointed in July 2023 as Group Chief Marketing Officer for both New Zealand and Australia.

Commenting on Astrud's appointment Maile Carnegie, Group Executive Australia retail said: "Astrud is a highly regarded executive with an impressive depth of knowledge in marketing and data. Under Astrud's leadership, our New Zealand business has achieved substantial growth and reinforced market leadership," Ms Carnegie said.

To add to this achievement Astrud was also named the 2023 'Effective Marketer of the Year' at the NZ Effie Awards

Brilliant Partners

MA has strong industry partnerships with leading global and New Zealand brands. Principal Partners are Google, Westpac, MediaWorks, Spark and TRA.

Events are also sponsored by a mix of international and local companies including Adobe, Cupra, Harvey Cameron, Brand IQ, Truestock, Shotover Creative, Hanmer Springs, Yellow, Producto, Shotover Media, SkyCity and more.

The logo for MediaWorks, featuring the word "mediaworks." in a lowercase, sans-serif font with a period at the end.The multi-colored Google logo in its standard sans-serif font.The Sparknz logo, consisting of a purple starburst icon followed by the text "Sparknz" in a purple sans-serif font.The TRA logo, featuring the letters "TRA" in a bold, black, sans-serif font.The Westpac logo, featuring a stylized red "W" shape.

Board Chair Report



BOARD MEMBERS

Jo Boerema-Barr (Chair)
Matthew Pickering (ANZ)
Shane Evans (SBS)
Ant Rainger (Rainger & Rolfe)
Fiona Cresswell (F&P Healthcare)
Ian Olan (Consultant)
Nathalie Moolenschot (Animates)

RETIRED IN 2023

Emma Watson (Consultant)
Rachel Ellerm (Lion Breweries)

BOARD INTERN

Charlie Davison
(Coventry Group Ltd)

BOARD SECRETARY

Sascha Brook

WELCOME 50 YEARS

As we move past the Covid lockdown challenges of the past few years and look back on the journey of the Marketing Association under John Miles' leadership, it's truly remarkable to see how far we've come. Despite the turbulent times, John's optimism, energy, and innovative spirit have propelled us forward.

In 2023, the Marketing Association's engagement with marketers and members soared. This was reflected in our revenue which grew by over 27%, with our events and learning and development programs experiencing a staggering 45% growth compared to the previous year. Membership also reached an all-time high, growing by 9% for the year. It's been an incredibly busy year, and the MA team certainly deserved a well-earned break over the summer break.

Throughout the year, we remained committed to our vision of "empowering marketers to create value for New Zealand organisations". From offering courses on marketing basics to embracing new trends like AI and TikTok, we've continued to expand our offerings. The introduction of the Advanced Marketing Leadership program is just one example of our dedication to providing world leading learnings to our members.

Last year I had the privilege of serving as a judge for the Marketing Awards "Team of the Year", and it was inspiring to witness the incredible success stories of these talented marketing leaders. Their impact on their organisations was undeniable, with their attending CEOs praising "their marketing teams as brilliant."

Looking ahead, John and his team are committed to building on our successes,

- 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

Again, a huge thanks to John and the entire MA team for their tireless efforts in supporting our members throughout 2023. Their passion and energy have been huge, and it is very much appreciated.

Also a big thank you to our wonderful Sponsors, Special Interest and Regional Groups, as well as the National Board, for their invaluable support.

And finally, a big thank you to our members for your ongoing support. We look forward to continuing this journey together in the coming year.

JO BOEREMA-BARR

CEO Report

2023 saw me complete four years as CEO at the MA and it was the first year since starting that wasn't disrupted by Covid. It's amazing how quickly we take for granted having a year without disruption and on reflection it allowed us to plan and implement with confidence – and what a difference that makes!

What was really noticeable in 2023 was the level of engagement we had with members and the enthusiasm NZ marketers had to learn and network. In 2024 we will be implementing the next stage of development for our digital platform and we believe this will transform the digital and web experience for members.

We are also upgrading our training facilities at the MA head office and I believe we will arguably have one of the most advanced training rooms in NZ including the ability to live stream around NZ.



Looking at our industry I think there are two major developments which will impact out profession in 2024:

- AI has changed how we operate in 2023. There was much ‘wailing and gnashing of teeth’ at the beginning of 2023 of how Ai was going to replace marketing roles. I agree with what Forbes said in 2023 “ *Yes, AI will inevitably replace certain aspects of traditional marketing, but by and large, it will probably be the tedious, mundane tasks, like analytics, that most of us aren’t particularly enthusiastic about anyway. The truth is that although AI can potentially automate certain tasks and improve efficiency, it is unlikely to completely replace marketing teams for the foreseeable future.*”

AI has helped us be more efficient and forced us to use our critical thinking skills better to assess the tasks we can use for the benefit of our organisations. Its rate of development is for me the most scary but also the most exciting part of what’s to come. Optimised data will be one of the keys to maximise the breadth of what AI has to offer.

- The ‘Brain Drain’ of great marketers to overseas. The reality is, right now the cost of living crisis is making it hard for many people to make ends meet let alone get ahead. Whilst we had record immigration to New Zealand we had over 118,000 people leave the country as at September 2023 – up 33%, which is not ideal.

We are hoping that 2024 will not see the disruption of the past 4 years and with the fabulous team at the MA and the immense support we receive from the MA board and our members, we are confident of another a great year in 2024.

JOHN MILES

Highlights of 2023



Highlights for 2023 included:

- Record number of entries at the NZ Marketing Awards (284) plus a record attendance at the Awards night (over 1000).
- The introduction of the free Monthly Marketing Meet Ups in Auckland with most events being oversubscribed.
- Hosting the incomparable Professor Mark Ritson for a public event and two private events. We sold out the Sky City theatre with 720 people attending the YouTube 'A whole F@#\$ing Lunchtime with Mark Ritson'
- MA was nominated for the finals of the Australasian Association of the Year in Sydney.
- The Keith Norris Charity Golf Cup in February 2023 raised \$50,000 for Melanoma NZ
- Offered the Marketing Futures Collective for Pasifika and Māori students. Students were sponsored by 16 companies.
- Launched the Professional Certification of Advanced Marketing Leadership which was sold out and 100% of attendees said they would recommend the program to their peers.



Simply Brilliant Events in 2023



EXCEPTIONAL MARKETING
SEPTEMBER 6 | SPARK ARENA

TVNZ NZ MARKETING AWARDS 2023



BRAINY BREAKFAST

“ Case study: How Spark NZ Is Using AI to Transform Marketing ”

TRAVENA ADDENBROOKE
Domain Chapter Lead for Performance Marketing
Spark NZ

21 November 2023
Hilton Hotel, AKL

Sponsored by **ma.** | **TRA**

ANUBHA SAHASRABUDDHE
International Keynote

MATTHIAS BLUME
International Keynote

ANDY LARK
International Keynote



A WHOLE LOAD OF F#@%ING

Sessions with Mark Ritson

New Zealand had a treat in November when the world's most famous professor of marketing hit Auckland to impart his wisdom and knowledge. At an amazing lunchtime session at Sky City a sell-out crowd of 720 listened to the world of marketing from Mark's viewpoint. 160 marketers also attended private sessions with Mark at Google HQ where each company submitted a business problem and Mark outlined how he would approach solving the dilemma. A huge thank you to YouTube who made it possible for MA to bring the best nous and know how to NZ.



Advanced Marketing Leadership Program 2023

In 2023 we introduced our first ever Professional Certification of Advanced Marketing Leadership. Wow - what an epic program to organise!

We had 29 CMO's as mentors, 5 international speakers, 5 expert facilitators on areas from critical thinking to influencing C-Suite to working better with boards, over 40 CEO's, CMO's, CFO's, agency and media experts. Plus the groups delivered world-class projects at the end of the 6 days that NZTE want to use to help the NZ industry.

If you had said to me "John can you design and deliver this?" then in the immortal words of The Castle I would have said 'you're dreaming". But when you get feedback like in the next section - you know those 100's of hours of work were worth it.

JOHN MILES, CEO.

"Count myself lucky to be on the inaugural intake and hope there will be many future graduates to follow." – Dianne Clark, Marketing Manager Four Square, Finalist for NZ Marketer of the Year.

"I absolutely loved it! The whole thing was a very positive vibe with marketers supporting other marketers. Great speakers, great facilitators." – Felicity Christie.

"Thank you so much John Miles and Parker Martin for an exceptional AML. I've walked away invigorated and inspired. Fantastic content, valuable discussions, amazing connections and a wonderful mentor to boot. Very grateful to be part of the inaugural cohort." – Jessica James.

"Thanks to everyone involved, including all my fellow graduates! I will highly recommend the course to anyone considering applying. Its been an inspiring, motivating, challenging and fun experience". – Melissa Soich.

POWERED BY:



Our Reach

We want to get to all marketers throughout the country. To achieve this we launched a number of initiatives to spread our reach across New Zealand.

THIS YEAR WE:

- Introduced a half price membership for people outside of Auckland, Wellington and Christchurch. This attracted 69 new members outside of the main centres.
- We worked with the Queenstown Chamber of Commerce to run workshops in partnership with them. We upskilled 68 people at these workshops.
- The Kiwibank Better for Business series ran sessions for marketers helping small businesses in Auckland, Wellington, Christchurch, Tauranga and Hamilton.
- We supported the Waikato Marketers group where 94 people attended 3 sessions.
- We streamed 4 Marketing Disrupted sessions, a privacy webinar, NZ Marketing Awards Webinar and Marketing Law online which were available around New Zealand. 2275 attended these events which was a lift of 76% from 2022.
- Continued the Live at Lunchtime online series where 363 people engaged in this method of delivery – this allows MA to reach all on NZ and now Australia!

Queenstown is booming

MA is a national organisation and is always looking for new ways to help marketers nationwide to increase their skills.

In collaboration with the Queenstown Chamber of Commerce, MA organised a series of four in-person workshops in Queenstown. Originally planning for three workshops, the overwhelming demand led to the addition of another session to meet the needs of eager participants.

A total of 68 places were sold, reflecting the strong interest and engagement from marketers in Queenstown. These workshops aimed to equip marketers with new skills, enabling them to add significant value to their organisations.



Brand Summit

New for 2023

Consumers crave authentic brands. At the Marketing Association's Brand Summit, sponsored by MediaWorks, industry leaders discussed world-class campaigns and the importance of authenticity.

Anubha Sahasrabuddhe from Lion emphasised understanding consumer needs, while Matthias Blume from Coca-Cola highlighted innovation.

Georgia Mahaffie from One New Zealand stressed simplicity in branding, and Paige Wilkinson from Fonterra underscored the importance of internal brand advocacy.

“A good reputation is hard-earned! If you ** up your brand, you're not going to have a business.”**

With her keynote aptly named 'Revival of an Icon', Anubha Sahasrabuddhe detailed the extraordinary amount of effort it required to turn the one of their brands around after it had been neglected for 10 years.

Credibility and reputation are paramount, as noted by Anna Shipley from The Warehouse Group. Emotional branding was explored, with Andy Lark discussing the significant role emotions play in consumer experience.

Maintaining brand momentum is vital for long-term success, as emphasised by Andy. Marketers must educate decision-makers on the value of branding and align objectives with business goals to build lasting consumer connections.

An amazing day with over 300 people attending – with this being probably the most important aspect of marketers roles, this conference is going to grow year on year!

Premier Sponsor
mediaworks.



Giving Back

This is about supporting Charities, NFP's, SMEs and the wider community.

Each year, the Marketing Association brings together marketers to support a range of great causes.

As always, Marketers value the opportunity to give back and lend their marketing expertise to make a difference to our communities and businesses.



In 2023, MA's initiatives included:

THE KEITH NORRIS CHARITY GOLF CUP

Over the last three years, the Keith Norris Charity Golf Cup has raised more than \$130K for local charity, Melanoma NZ, to champion the prevention and early detection of melanoma. It's a fabulous day on the golf course socialising with fellow marketers, with a great mix of comradery and competitiveness, while supporting a great cause.

MARKETING FOR GOOD EVENTS – SUPPORTING LOCAL CHARITIES

The purpose of the Marketing for Good events is to contribute to a cause through our skillset, make a difference and connect to the community of marketers. This Christchurch initiative sees each charity working with small groups of local marketers over a 2-hour period, each group bringing a different perspective and experiences to address the charity's specific challenge.

KIWIBANK BUSINESS FOR BETTER EVENT SERIES

The MA has partnered with Kiwibank to launch 'Lending your Marketing Expertise to NZ Small Business', an exceptional opportunity for our marketing community to make a difference by

INDUSTRY ADVOCACY

The MA's Compliance Consultant, Keith Norris, proactively monitor government proposals and new regulation that could impact marketers' ability to do their job.

- Researched and answered in excess of 260 requests for advice on marketing legislation and regulation.
- Presented 8 compliance workshops
- Organised and ran Marketing Law conference
- Made submissions on Privacy Act amendments, Fair Trading Act, Use of biometrics, Lobbying Code.
- Negotiated AISA agreement with DIA for official deaths information.
- Written 20+ articles on marketing regulation.

MARKETING FUTURES COLLECTIVE PROGRAMME – ENCOURAGING DIVERSITY

Marketing Futures Collective is a collaboration between ICE and The Marketing Association. In the creation of this programme, MA had identified a lack of diversity in the New Zealand marketing profession. This collaboration intends to bridge this gap by encouraging young Māori & Pasifika to consider marketing roles.

helping local small businesses solve their marketing challenges. Together with industry peers, marketers were given the opportunity to lend their expertise to small businesses during a brainstorm session.

REGIONAL COMMITTEES AND SIGS

Special Interest Groups

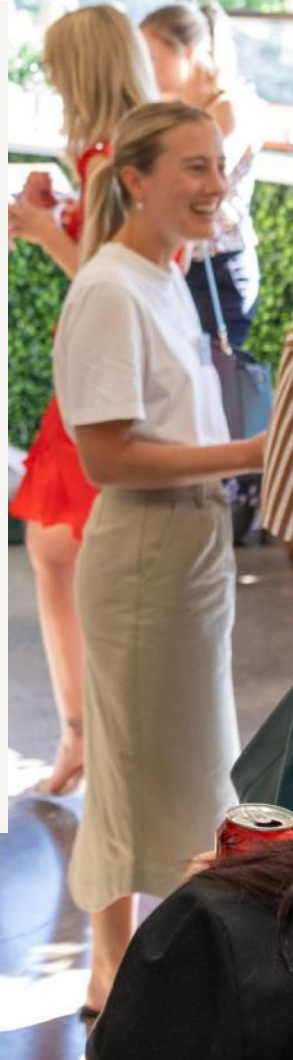
MA'S SECRET INGREDIENT!

Regional and Special Interest Groups (SIGs – an acronym that equally means ‘Secret Ingredient Groups’) are a crucial part of the MA community. Across eight groups, more than 60 marketers volunteer their time to represent the interests of marketing professionals within different areas and regions.

The groups meet monthly to discuss the latest developments within their area of interest and provide feedback to the MA team from their networks within the wider marketing community. This helps ensure that what the MA delivers match the needs of the industry.

They act as advocates for the MA and help us engage with marketers in their region or specialist area. Each group organises networking events as part of the MA's ‘Monthly Marketing Meetups’ and provide input into events, workshops and content.

MA currently has 3 Regional Committees (Central – based in Wellington, Southern – based in Christchurch and Waikato – based in Hamilton) and 5 Special Interest Groups (B2B, Data, Brand and Customer, Digital, and For Purpose).



Globally Brilliant Agencies

Our member agencies are fantastic at what they do and absolutely at the forefront of global advertising.

Here are some of the international successes of our brilliant members in 2023.

SPECIAL

“Global Creative Agency of the Year”
– Campaign UK
“Most Effective Agency of the Year”
– APAC Effies
“Independent Agency of the Year / Strategy”
– Cannes Lions
Cannes Grand Prix – Cannes Lion

FCB

Cannes Bronze x 2
One Show merit x 2
Spikes Asia Bronze
Award Awards – 1 gold, 4 silver, 4 bronze

COLENZO BBDO

Cannes Lions Pacific Agency of the Year 2023
(10x Lions awarded, including 1x Grand Prix)
Contagious Pioneer 2023
Campaign Asia New Zealand Agency of the Year 2023
One Show New Zealand Agency of the Year 2023

DDB GROUP AOTEAROA

Creative Agency of the Year – Campaign Brief
Effective Agency of the Year – APAC EFFIES
Digital & Social Agency of the Year – Campaign ASIA
Design Agency of the Year – Best Awards
NZ’s Second Ever Black Pencil – D&AD Awards

STITCH

2023 Global Advertising Effectiveness Finalist

SOCIALITES

Campaign Asia Influencer Agency of the year
(Australia and NZ)
Melanie Spencer – Awarded Campaign Asia
Woman to Watch (Australia and NZ)

TBWA

Spikes – Creative Effectiveness Silver, ANZ
WARC – 3 Finalists
PR Asia – Gold
Fast Company – TBWA Network Most Innovative
Companies

TRA

GOLD: Campaign APAC Agency of the Year – Australia/
New Zealand Market Research Agency SILVER:
Campaign APAC Agency of the Year – Australia/New
Zealand Independent Agency AFR BOSS Best Places
to Work – Runners Up, Professional Services category
Dynata RISE Awards, Winner, Market Research, APAC

ANTHEM

PR Awards Asia-Pacific 2023
– Winner of the ESG Consultancy of the Year
Gerety Awards 2023 – Bronze
PR Awards Asia-Pacific 2023 – Automotive and
Transportation – Gold award

DENTSU

Spikes Asia 2 x Silver
Award 1 x Gold



At the Cannes Lions International Festival of Creativity, Special New Zealand won the Independent Agency of the Year – Strategy award

WORKSHOPS HELPING MARKETERS

Be Brilliant in 2023

The MA's "modus operandi" is to innovate, innovate and innovate again.

We are able to do this due to the fabulous team at the MA and being able to tap into an incredible network of industry professionals who are experts in their field. These experts facilitate over 30 different MA workshops both in-person and online via Live at Lunchtime.

New Workshops Introduced in 2023

- AI Meets Marketing
- Influencer + Paid Advertising Masterclass
- Leadership in Marketing
- Marketing and Brand Insights
- Marketing Automation 2.

Spotlight on: Helen Steemson Facilitator of The Secret Sauce of Copywriting



Helen is the award-winning lead copywriter and creative director at Words for Breakfast, a copywriting agency in Auckland. She has a background in creative advertising, with expertise in digital copywriting. During her copywriting training sessions, Helen shows professionals how to clearly and persuasively express themselves in writing.

"I've been in marketing for over 9 years, and I can honestly say this is a workshop well worth attending! Helen was not only informative but also extremely engaging and made the workshop fun. I took a lot from the workshop and was able to apply it to my copywriting immediately."

– Danielle, past attendee

Live at Lunchtime heading to Australia

MA signed an agreement with the Australian Marketing Institute in 2023 to offer Live at Lunchtime to Australian Marketers. Dozens of enrolments occurred and the agreement has been extended into 2024

Key Data

MEMBERSHIP

- Total members on our database – over 9000.
- Total Revenue up from \$1,010,737 in 2022 to \$1,102,104 – a 9% increase
- Corporate Members – 478 in 2022 to 484 in 2023
- Individual members including students – 349 in 2022 to 527 in 2023.

LEARNING AND DEVELOPMENT

- Total Revenue up from \$670,845 in 2022 to \$805,898 – a 20% increase

NUMBER OF MEMBERS ATTENDING

	2022	2023
Face to face workshops	754	922
Live at Lunchtime workshops	475	363
Total Engagement*	1229	1285

EVENTS

- We more than doubled the number of people attending our events from 2022 to 2023.
- Total Revenue up from \$993,692 in 2022 to \$1,615,426 – a 63% increase. Part of this was from the very successful Mark Ritson series in Auckland.

NUMBER OF MEMBERS ATTENDING

	2022	2023
Online events	1193	2275
Free Events	1177	2239
Paid Events	2121	4559
Total Engagement*	4491	9039

Financials

Statement of Financial Performance

New Zealand Marketing Association Incorporated
For the year ended 31 December 2023

	NOTES	2023	2022
Operating Income			
Advisory Income		153,847	148,165
Awards Income		121,715	40,495
Membership Income		1,102,104	1,010,735
Registration Income	4	1,866,515	1,279,865
Sponsorship	5	547,516	520,057
Sundry Income		89,035	52,120
Total Operating Income		3,880,733	3,051,437
Operating costs			
Event Expenditure		929,919	475,179
Experts Expenditure		279,872	214,262
Marketing Expenditure	6	95,878	91,450
Total Operating costs		1,305,669	780,891
Gross Profit		2,575,064	2,270,546
Other Income			
Interest Received		28,152	5,282
Total Other Income		28,152	5,282
Expenses			
Amortisation		111,366	97,187
Audit Fees		14,340	9,400
Bad & Doubtful Debts		(36,211)	8,860
Bank & Professional Fees		225,298	111,365
Committee Costs		18,355	13,617
Depreciation		31,759	38,379
Employee and Contractor Expenditure	7	1,446,638	1,341,951
Motor Vehicle Expenses		22,326	21,058
Office Expenditure		202,561	191,318
Other Expenditure		578	3,300
Rent		323,283	298,845
Service and Database Management Fees		101,481	100,425
Travel Expenditure		30,512	18,736
Total Expenses		2,492,284	2,254,442
Net Profit (Loss) for the Year		110,931	21,386

The accompanying notes form part of, and should be read in conjunction with, these financial statements.

Financials

Balance Sheet

New Zealand Marketing Association Incorporated
As at 31 December 2023

	NOTES	31 DEC 2023	31 DEC 2022
Assets			
Current Assets			
Cash and Bank	8	501,047	639,348
Credit Cards		-	5,460
Trade and Other Receivables	9	270,189	164,761
Prepayments & Accrued Income		52,950	76,420
Term Deposits		650,000	300,000
Total Current Assets		1,474,186	1,185,989
Non-Current Assets			
Property, Plant and Equipment	10	95,701	76,209
Intangibles	11	106,481	157,846
Right To Use Motor Vehicle		1,500	1,500
Total Non-Current Assets		203,682	235,555
Total Assets		1,677,868	1,421,545
Liabilities			
Current Liabilities			
Accrued Expenses		41,671	23,644
Credit Cards Payable		6,075	933
Employee Entitlements		93,336	76,894
GST Payable		75,724	37,454
Prepaid Income		741,940	681,234
Trade and Other Payables		88,689	85,565
Lease Liability		2,841	6,360
Total Current Liabilities		1,050,276	912,083
Non-Current Liabilities			
Make Good Provision		34,800	27,600
Total Non-Current Liabilities		34,800	27,600
Total Liabilities		1,085,076	939,683
Net Assets		592,792	481,861
Equity			
Retained Earnings		592,792	481,861
Total Equity		592,792	481,861

The accompanying notes form part of, and should be read in conjunction with, these financial statements.

**And Our
Brilliant Team
from 2023!**



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Marketing Association