

## **Notices of Motion AGM 2025**

### **Motion 1 – To approve the appointment of new Board chair, Emma Watson**

*Emma is an experienced business leader bringing commercial, strategy and governance experience to the Board. She is passionate about marketing as a driver of organisational success, and enabling organisations and their people to maximise opportunities, achieve their potential and thrive.*

*As a Consultant and Interim Executive, Emma enjoys helping organisations build capability bringing people, technology and process together to scale up or optimise commercial performance. She has previously held MD, COO, CFO and Strategy roles in global, local, corporate and private companies spanning technology, professional services, publishing and infrastructure.*

*Emma has held board roles in both commercial and NFP sectors, including previous terms on the MA Board. She is currently also Independent Director and Chair of the Finance, Audit and Risk committee and member of Technology committee for HRNZ, and Trustee for HELP Auckland.*

*She is a Chartered Member of the Institute of Directors in New Zealand and a UK qualified Chartered Accountant.*

### **Motion 2 New Board member appointment**

#### **To Appoint Shane Evans as an Appointed Member.**

Shane Evans was elected to the Board in 2022 and the Board now recommends approval as an Appointed Member of the Board for the period March 2025 – March 2028.

*Bio:*

*Shane is a senior executive with over 20 years of global experience leading brand, marketing, customer experience, and digital transformation strategies. He drives great business results, which has been recognized with 150+ NZ and global awards including winning NZ's Marketer of the Year in 2021. With a career in large brands across London, Australia, and New Zealand - Shane has a lot of knowledge and experience that he brings to the MA's Board.*

### **Motion 3 Board member re-appointment**

#### **To Re-appoint Ant Rainger as an Appointed Member.**

Ant Rainger is an existing member of the Board, and it is recommended that he be re-appointed for a further 3 year term for the period March 2025 – March 2028.

*Bio:*

*Ant Rainger is a long-standing member of the Marketing Association Board and has consistently been rated as one of the highest performing Board members in the MA's annual peer review. He provides valuable insights and context to the direction of the Board, as the MA addresses opportunities ahead. With 4 Grand Prix's and numerous Gold awards for marketing effectiveness, Ant also provides a strong voice for the New Zealand marketing community.*

#### **Motion 4 - Constitutional amendments - Regions**

##### **Motion to update clauses 8, 13 and 14 of the Constitution dealing with Regions and Regional committees**

##### **Purpose of proposed changes**

These proposals are to make small constitutional changes to remove the regional structure and the requirement for formal annual elections for members of regional committees.

##### **Rationale**

The Association was formerly structured with 3 regions based on postal codes. These are no longer relevant and clause 8 is therefore changed to reflect this.

Currently members of regional committees are elected at the Annual General meeting of the Association. By removing the need for elections, we are able to enhance the flexibility and structure of these groups. This will encourage dynamic membership and enable the inclusion of individuals with relevant expertise as needed, ensuring the committee remains well-equipped to address current trends and challenges. Clauses 13 and 14 are amended accordingly.

##### **Proposed rewording of Clause 8**

**8.1 Structure:** The Marketing Association is a national, member-based association. Membership is open to any organisation or person interested in marketing, and who supports the objects of the Marketing Association and adheres to the Codes of Practice as laid down from time to time.

**8.2 Establishment of Regional and Special Interest Groups:** The Board shall have the power to set up regional and special interest groups to cater for the specialist needs of the differing business types and segments within the Marketing Association.

##### **Proposed rewording of clauses 13 and 14**

### **13. REGIONAL AND SPECIAL INTEREST GROUP (SIG) COMMITTEES AND OFFICERS**

1. **Regional and SIG Committees:** Each Region and SIG will be administered by a committee. Regional and SIG committee members will be appointed as required.
2. **Eligibility for Appointment:** Each candidate for appointment to a Regional or SIG committee must be an Individual member or employed by a member organisation.
  - a. No more than one representative of a member company may serve on any one of the Regional and SIG Committees.

**13.3 Proceedings of the Regional and SIG Committees:** Proceedings of the Regional and SIG committees will be governed by the same requirements outlined in these Rules as governing meetings of the Board.

### **14. MEETINGS OF THE MARKETING ASSOCIATION**

1. **Annual General Meeting of the Marketing Association:** The Annual General Meeting will be held every 12 months, no later than three (3) months after the end of the financial year, on a date and at a time and place to be designated by the Board, and for the following purposes:
  - a. To receive from the Board a report and audited financial statements for the preceding financial year of the Marketing Association.
  - b. To elect and / or approve the appointment of a chairperson and members of the Board as specified in Clause 10;
  - c. To consider and conduct such other business as may properly be brought forward.

**NB: Previous wording of the above clauses can be found in Proposed Constitution document which can be found on the AGM website page here:**

<https://marketing.org.nz/annual-general-meeting-2025?id=23221913909>