

# ANNUAL REPORT



New Zealand National  
**Fieldays**  
Society

## 2021 / 2022



# CREATING A SUSTAINABLE FUTURE



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## Forward

### Staying true to our mission

At the core of the New Zealand National Fieldays Society® is a not-for-profit organisation built on the proud heritage and legacy of many who have supported and volunteered with the organisation since its inception in 1968. Over the past 55 years, the Society has seen many challenges; however, it is near impossible to sum up the unprecedented challenges that we have continued to experience over the past 12 months, and some 2 years prior to that.

Never has our commitment to supporting the advancement of agriculture in New Zealand been more important. When we again experienced another year impacted by Covid-19 and lockdowns in early 2022, our primary industries and farmers kept the country turning and food on our tables. One of the positives of the past two years that we've seen is that farmers, producers and supply chains were given the acknowledgement of the critical work that they do every day, highlighting the importance of the sector we operate in.

For the Society, the challenges came with the continued lockdowns and the subsequent postponement of the June 2022 Fieldays®. Fieldays provides a vital contribution to the Society financial position, and the Society again needed to adapt. Through industry collaboration, innovation and continuing our mission to advance agriculture for the benefit of New Zealand, the decision was made to hold Fieldays in summer. Changes to alert levels also affected Mystery Creeks ability to deliver events and meant there was wariness by organisers to commit to bookings and hire.

Beyond the postponement of Fieldays, the Society remained focused on our mission which is demonstrated in this Annual Report through the many stories of collaboration, innovation and support from our volunteers.

We would like to thank our Partners for their continued support throughout this year.



Ministry for Primary Industries  
Manatū Ahu Matua





## Vision

- Creating leading events for our world
- Our vision includes growing new events, improving our site, investing in charity and growing our agricultural heritage

## Mission

- To advance agriculture for the benefit of New Zealand through collaborative leadership in innovation, education and globalisation
- To bring town and country together

# STRATEGIC OBJECTIVES

Our vision, mission and values support our strategic objectives. These objectives guide and inform us as we work towards a cohesive and strategic direction. The New Zealand National Fieldays Society's pillars of innovation, education and globalisation are weaved throughout everything we do.

### Connect 365 nationally and globally

Our focus strongly remains on connecting agribusinesses internationally and throughout the year. This is fostered through the Fieldays International Business Centre and our connections with leaders globally.

### Govern and manage risk and compliance

Our goal is to be a leader in overall risk management and aspire to set and drive standards resulting in risk mitigation. Our established Board continually review our performance and look to implement new procedures.

### Grow our core business

We continue to critically analyse our events and identify opportunities for new events that align with our mission to advance New Zealand's primary industries.

### Connect with our customers and stakeholders

We continue to look at the needs of our stakeholders and develop ways to improve our systems for them. The more we work with our partners and exhibitors, the easier we can do business as well as understand and offer value and relevance.

### Board, governance and structure

We implement structure and governance to ensure that the Board is fit for purpose and all relative policies are in place. This enables the Society to continually act with both transparency and integrity, whilst protecting our legacy.

### Develop our home site

It is important for an organisation the size and scale of the Society who runs the Mystery Creek venue to think ahead and plan for changes in technology and customer needs. We are unique in that we own our facilities and run our own events, as well as hire out our venue for external events.

### Invest and develop our people

We have an aim to be the employer of choice, where people dream to work and volunteer. To provide a healthy culture and opportunities for those who wish to be part of something intrinsic to New Zealand culture, and to grow themselves as well as New Zealand's economy.

## Values



We work together as ONE TEAM



We strive to EXCEED EXPECTATIONS



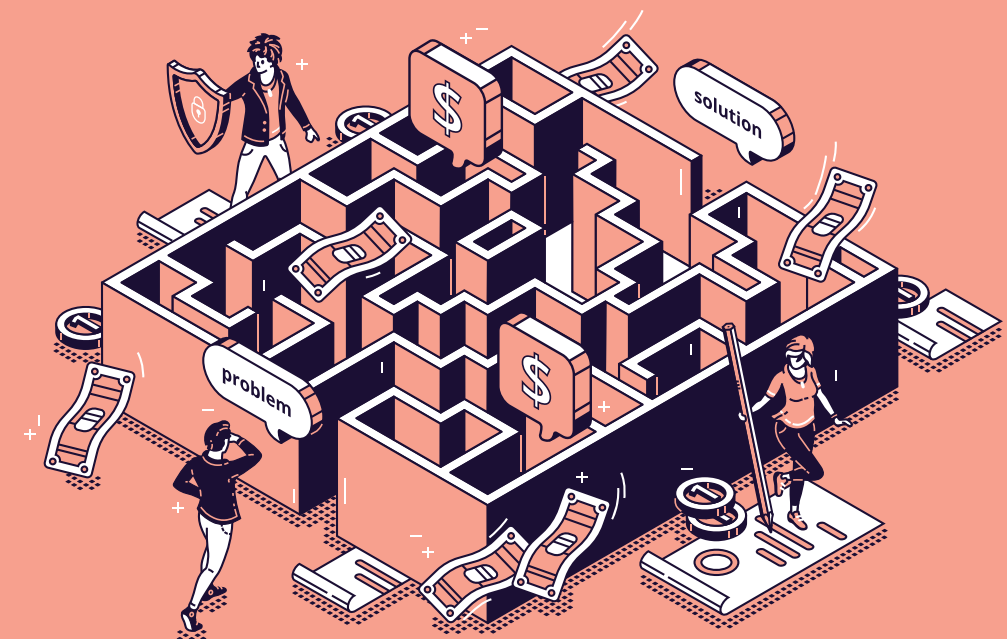
We act with INTEGRITY



We are LEADERS



We take pride in our HERITAGE





# PRESIDENT'S REPORT



## Kia ora members

Following the constitutional rules of the New Zealand National Fieldays Society, this is my third and final year as President. The three years have seen a mixture of extreme challenges, progress and enjoyment.

The three-year tenure was a completely different experience from what I had envisaged. As such, the goals I had set for the Society and myself had to be redefined as the world, New Zealand and the Society learnt to deal with Covid-19.

Fieldays 2020 had to move to an online platform, followed by a very successful event in 2021 and then a change of date for Fieldays 2022. Throughout that period, the Society dealt with rapid changes in staffing, the constant moving of events, and the challenges all businesses face with rapid inflation. Over this timeframe, the Waikato region has continued to grow, and we have seen traffic volumes in the Mystery Creek area increase significantly, bringing a fresh set of challenges.

The disruption to our main event, Fieldays, directly impacted the Society's profitability and subsequently our balance sheet. However, with the careful governance of our Society over previous decades, resulting in the establishment of a strong balance sheet, the continued viability of the Society was possible. This is a reminder that future leaders of the Society should always remember. As you will see in the financial report for the 2021/22 financial year, due to the fact we did not have a Fieldays event in this financial period, the Society suffered a significant financial loss. Hopefully, this will be offset and mostly recovered due to holding two Fieldays in the coming financial year. That said, the significant reduction in attendance for the November 2022 Fieldays meant our financial targets were well below budget.

Whilst there certainly have been some challenges, it is also important to recognise the achievements over this time. The Society has purchased the Wharepo Block, an important strategic asset for the Society for the long term. A number

of additional events have been secured by the Society, ensuring we maximise our asset utilisation. Additionally, we have Ag Drive as a tenant of the Society, which is an excellent strategic fit. We also have very strong strategic partnerships with our Fieldays sponsors.

I want to acknowledge the unwavering efforts of the Fieldays staff, led by our dedicated CEO, Peter Nation. Peter's enthusiasm, leadership and insights have been invaluable in these challenging times. I also want to acknowledge the ongoing support of our members and volunteers, who believe in the Society and what we are trying to achieve. I would also like to thank my fellow board members for their wise counsel, considered viewpoints and dedication to the task. As we move into 2023, we will welcome some new co-opted board members to the team, ensuring the board is constantly refreshed, experienced and fit for purpose.

Looking towards the future, there are some strategic issues that the Society needs to and is in the process of addressing. These issues include:

- Addressing development and roading issues in the district, ensuring our ability to host world-class events is maintained for the long term.
- Consolidating and refining the branding of the Society, i.e. Fieldays versus Mystery Creek versus Society.
- Continuing to address the long-term challenge of car parking and increased traffic flows around the Mystery Creek site.
- As we return to profitability, ensure we do not lose sight of our charitable status and contribution to humanity.
- Continually adding additional events to our calendar to increase the financial viability of the Society.
- Continually adding to the enjoyment and experience for volunteers, who are critical to our Society.

I wish the incoming President well as they navigate the challenges and opportunities that will arise in 2023 and beyond.

Ngā mihi nui

  
James Allen





# CHIEF EXECUTIVE OFFICER'S REPORT



evident that there remains uncertainty, Covid-19 variants' resurgence and continued supply chain disruption.

While our business has shown green shoots from 2021, the start of the 2022 season was anything short of certain. New Zealand was experiencing the new Omicron variant, and we were back in lockdown and a red setting, meaning no mass gatherings.

For an event business of our size, this is the worst possible news we could face again. This said, we had been here before. Our people, the business and the systems were more prepared and resilient. The New Zealand Government also established a scheme to support event postponements and cancellations (Event Transition Support Payment scheme).

Planning for the 2022 Fielddays in June was again under review, and many of our large event bookings were again in question. There needed to be some big decisions, not least postponing Fielddays 2022 to later in the year. Consultation with our major stakeholders reinforced the decision to move this event to a summer event with the theme - Same, Same but different.

To ensure our business model meets future needs and accelerates growth, we set about redesigning our business.

Our social license to operate has never been more important and we continue to place far more focus and importance in this area, which was also built into our redesign.

This created a movement of existing skills to new roles and enabled us to recruit for 14 new positions. Given the tight labour market and the many businesses suffering from skills shortages, we are delighted to have successfully fulfilled all of the roles.

To ensure that we meet the expectations of the current labour market, it was also necessary to update our policies, introduce medical insurance and meet overall development needs along with flexibility for today's employee needs. This should also help us to attract and retain good people in the future.

The overall event business in New Zealand has taken some time to get up and running, and events at Mystery Creek Events Centre is no different. The early reluctance of mass gathering, financial impacts on our various customers and general risk adversity have resulted in a slow start to our year. That said, we have seen good enquiry for new events in 2023 and some very large events hosted in the latter part of 2022. This is pleasing as we are focused on retaining existing valued events in addition to gaining new anchor events going forward.

This year saw a renewed focus on driving more income from our assets, involving looking at non-event income. We are delighted to welcome AgDrive training to our campus on a long-term lease. This organisation is a great fit and is well-established in the education space for Agriculture.

In November, my wife Ali and I attended the Association of Agricultural Field Days of Australasia conference and AGM in Sydney. A very good event where we could reconnect with the Australian members and share the challenges we all face.

I want to fully acknowledge the many valued customers who supported a change of date for Fielddays 2022. This move was one that had to be made and would not have been the success it was without everyone's support. While the gate numbers were well down on a traditional June Fielddays, it was clear that this event was more about quality than quantity. Planning is well

underway already for a June 2023 event. I would also like to acknowledge the support of our many stakeholders, customers and partners over these past 15 months. This year we welcomed two well-known and respected brands to our partner group. Namely CaselH and the Ministry for Primary Industries (MPI). Both organisations bring a deep and rich understanding of the Agribusiness and Agritech world from New Zealand and their global reach.

It is clear that the recovery from Covid-19, labour shortages and supply chain challenges will impact many businesses for some time, and the events industry will be one of these. It is imperative that we remain focused on what we can control and look for new opportunities while also ensuring we can maintain this massive asset we have at Mystery Creek. Arguably one of the largest multi-use event centres in New Zealand, this poses some great opportunities for us, and I am sure there will be enquiries for new large-scale events.

The next five years will see the business continue to review its strategy, undertake the review of its constitution to meet the 2022 Societies Act amendments, and ensure longer-term stability.

I take this opportunity to acknowledge the support of our customers, partners, staff, board, members and volunteers for their support and encouragement over the past financial year. I have really enjoyed working alongside President James, I thank him for his support and wish him well for the future.

Ngā mihi nui

Peter Nation

## Tena koutou

Greetings and welcome to our 2022 - 15 month annual report.

Reflecting on the last three years, it has been a roller coaster ride. Like all event businesses, we have been severely impacted on many fronts. Firstly, by Covid-19 and subsequent outbreaks, supply chain shortages, staffing and skill-based shortages and, most importantly, the uncertainty we all live in. Naturally, we are not alone, and these matters have impacted our valued customers and suppliers.

Undoubtedly, people generally want to reconnect, get out, enjoy events, and come together again. This is evident by the strong attendance at major events around the world. However, it is also

# SUSTAINABILITY



## ENCOURAGING ENVIRONMENTAL SUSTAINABILITY

Our commitment to sustainability through our operations and events continued to be a key focus for the Society. We are constantly working to develop more sustainable work practices and have taken considerable steps to publicise our position that we must take urgent action together to reduce our impacts on the environment and combat climate change.

The Society continues to work with New Zealand-based company instep™, who have supported the development and implementation of the Society's sustainability programme to reduce our carbon footprint since 2012. Over the last 12 months, instep™ has created a carbon budget that will provide the Society with a roadmap of how to reach the very important goal of Net Zero by 2030. Their input on this journey has been invaluable to our business, as they ensure we move towards our aim to showcase excellent environmental stewardship and set an example for best practices.

### United Nations Sustainable Development Goals

We have started the process of integrating the Sustainable Development Goals (SDG's) and have identified five of the goals that align with our core business. We have chosen to focus on Good Health and Well-being, Quality Education, Decent Work and Economic Growth, Climate Action, and Life on Land. We are then working through the ten S.M.A.R.T goals under each SDG of which there is a metric for how to track it.

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



13 CLIMATE ACTION



15 LIFE ON LAND





# SUSTAINABLE EVENT FOCUS FOR FIELDAYS

## Fieldays 2022

Using the ISO 20121 standard employed by high-profile events such as the Olympic Games and FIFA World Cup, Fieldays works with instep™ to monitor and manage the reduction of the event's carbon footprint. For the second year, we also worked with Closed Loop, who collected and separated the various waste streams during the event.

Providing sustainability education and options is important to our environmental footprint management. Our sustainability team spent time regularly visiting exhibitors who are signed up to be Sustainable Partners and visiting some of The Pantry exhibitors.

**60% of all waste was diverted from landfill at the event.**

**8.6% of all waste sorted and sent to composting.**

**The number of sustainability partners grew by 10%.**

**The carbon footprint of the event was 35 kg CO2e down 5% against the 37 kg last year.**

**Buses took over 5000 cars off the road.**

**Electricity consumption was 6.3% lower than 2021**

**Dee Jay Grill won the Sustainability Award.**

DeeJay Grill impressed with their commitment to tackling the tricky aspects of cutting out single use food and packaging waste at such a large and busy event.

Management and staff had solutions in place to avoid single use plastic that we had not seen in place before and had huge enthusiasm for sharing this knowledge with other food vendors and to eliminate even more packaging in future.

## New Sustainability Award Launched

The 2022 Fieldays Sustainability Site Award was won by food vendor Dee Jays Gourmet Griller for their consistent use of alternatives to plastic cups and utensils, along with their use of high quality, locally sourced produce. The award is dedicated to recognising exhibitors who showcased consistent sustainability methods in the leadup to the event and their site displays and structures. David is now excited to work with the Society's sustainability team for the 2023 Fieldays and striving even further.

"When I spoke to David he was shocked at the win as he thought that one of the larger businesses with more money would win however this just goes to show that it does not matter how big or small you are, it is what you do that counts." - Janine Monk Community Development and Sustainability Executive

## Worm Farm Giveaways

WormsRus donated ten kids worm farms including worms as part of a food waste minimisation initiative. Two of these were given to the local rural school for the students and the other eight were given away to children in food court 2 displaying acts of caring about the environment. The children and their parents were very excited about owning their own worm farm and it was great to be able to engage with people about sustainability during the event.



## Focus On Sort Waste

As event organisers, we still face the challenges of hosting large-scale events and meeting our sustainability goals. Careful messaging and eco-friendly initiatives help educate the audience, and our partnership with Closed Loop helps us collect and separate waste streams. When sorting rubbish at Fieldays 2022, it went through a Waste Hierarchy of rethinking, reducing, and reusing. What is left is sorted, and what the Society saves from landfill is sent to different destinations to be recycled and reused. Recycling destinations included timber pallets to Goodwood Recycling, metal and cans to a metal recycler, coffee cups, tetra paks, and soft plastics to saveBOARD, compostable food, packaging, coffee grinds, and paper towels to a commercial compost facility and plastics 1,2,5, timber, paper, cardboard and glass to Waste Management to be recycled. Event leftover food even went to food rescue, and abandoned shoes were rehomed through the Boonies Footwear site.

Staff from the Environmental Protection Authority were taken on a tour of the Fieldays site waste compound to witness the sorting process and came away impressed by the work that was being done. Preliminary figures show that 60.07% of waste/recycling was diverted from landfill (still waiting on the final report).



## Bus terminal:

A survey was conducted at the gate 1 bus terminal during Fieldays to interview patrons on their reasons why they had chosen to take the bus. The results indicated buses were used as a mode of transport to avoid being stuck in carparks. It was also reported that the buses were a cost-effective decision-making point particularly for young people.





## VOLUNTEERS

The Society has a dedicated team of passionate volunteers who help support our organisation across our events, notably Fieldays and various other projects. The Society is very grateful for the essential contribution our volunteers make to our organisation. From rural to urban, executives to students and families, which cover a wide range of ages, nationalities, backgrounds, and skills, volunteers bring a unique aspect to the Society, and we would not be where it is today.

## FIELDAYS 2022 VOLUNTEERS

Earlier in 2022, the Society rolled out a new volunteer and staff management system, Rosterfy and set an ambitious goal of managing all volunteer movements for the Fieldays event through the platform. With some initial teething problems in the lead-up to the event, we are pleased to report a massive 85% plus engagement with Rosterfy across the event from our volunteer team. We will continue to work with the Rosterfy team to develop our knowledge further to offer a robust and user-friendly system for our staff and volunteers.

The warmer temperature across the four days was a unique experience for many of our volunteers; however, it did not change the dynamics of what the event is all about, which is the opportunity to develop new skills, meet new friends, catch up with old friends and to make the most of being an integral part of the Southern Hemisphere's largest agricultural event. Many take considerable pride in knowing they are part of a world-class event.

With many of our volunteers also farmers, the timing of the 2022 event was also a busy time of the year for volunteers. A total of 139 volunteers contributed their time to the event, down from 180 volunteers in 2021. We had 20 new volunteers who experienced a different 'first' event than many seasoned volunteers who are used to the traditional June dates. In addition, fundraising groups returned to provide support across our gates, parking, and courier services.

### Fieldays 2022 Volunteer Teams

- Parking
- Information Booths
- Couriers
- Innovations Hosting
- Food Courts
- VIP Drivers
- Media Hosting
- Sustainability / Waste
- Compliance
- Site Awards Judging
- Setup and Breakdown

“Eleven thousand kilometres is the distance between Costa Rica and New Zealand; this is short in comparison to long-lasting memories. Volunteering at Fieldays supports my duties as an adopted citizen in helping the Society's goals for enhancing Mystery Creek Event Centre, providing scholarships, and developing New Zealand agriculture leaders of the future.”

Juan Arias – Volunteer





# JOHN KNEEBONE VOLUNTEER OF THE YEAR AWARD

Named after one of the Society's founding forbears, the John Kneebone Volunteer of the Year Award honours an individual who has contributed at an extraordinary level to the Society. This year the prestigious award was bestowed to Alan Sharp. In 1969, Alan's first encounter with the Society was at the first Fieldays held at the Te Rapa Racecourse through his local Young Farmers Club, which was called upon for assistance. Since the inaugural event, he has always attended Fieldays and the summer Fieldays albeit different, was his 54th event.

Alan's regular uniform when volunteering due to the role he undertakes is his blue overalls and faded green Society cap complete with name badge, which epitomises the length of time he has given to the Society. Alan has always believed that it pays to be a proactive leader if you wish to see things through to fruition.

Alan was also nominated for the Long Service Award at the 2022 Volunteering Waikato awards, which recognised the vast number of years that Alan has volunteered for the Society.



"In May, I was asked if I would consent to be shortlisted for the above award. I replied that I would be honoured to. It is an award that I never expected to be nominated for. These days I am a volunteer for Fieldays as a team leader who works over several months, more directly with Neil Quinlan, staff, and contractors. To be successful [peer voting], and presented the award by John's widow, Kay Kneebone, was indeed a great honour. John and Kay have always had my utmost respect. One for their achievements, and secondly, for always making time to take an interest in my humble endeavours as a Fieldays volunteer."

Alan Sharp - January 2023





# VOLUNTEERING WAIKATO AWARDS

Each year Volunteering Waikato hosts the annual Volunteer Excellence Awards – which is a chance to recognise and celebrate volunteers and volunteering in the Waikato community. The Awards are a wonderful opportunity for the community to come together to recognise the contribution and achievements of outstanding volunteers.

In 2022 the Society submitted nominations into two categories.  
The Team Excellence Award – Predator Free Mystery Creek  
Long Service Award – Alan Sharp (See Alan on page 18)

Without our volunteers the Society could not do what they do, and we are eternally grateful for our amazing community.



Predator Free Mystery Creek Team:

Susan Henderson, John Moody, Jemma Cooper, Janine Monk, Rodney Stedall  
Stephen Hirst, Michael Anderson, Howard Forlong, Pete Fisher, Tom Te Whare

# SOCIETY MEMBERS

Our members' values align with the Society's culture and are committed to progressing the Society's vision. Any person who assists the Society from time to time may be elected as a Volunteer Member at any meeting of the Society Board. Society members have full voting rights, attend member events throughout the year and are provided Society owned event tickets.

Volunteers who provide at least two years of service could be eligible for membership upon invitation.

## Life Members

Our life members have contributed enormous passion and commitment to the Society throughout their lives, and we are eternally grateful for their continued support. Several active members were even part of the original group that created the first Fieldays event. Society life membership is awarded to members by the Society's Board, recognising the member's outstanding service and contributions to the Society.

### Current Life Members:

1. Kaye Baldwin
2. Rod Bryant
3. Kerry Clarkin
4. Peter Crabb
5. John Davison
6. Lloyd Downing
7. John Gallagher
8. Allan Gough
9. Fraser Graham
10. Warwick Hay
11. Peter Carr
12. Stephen Hoffman
13. Chris Hughes
14. Barry Quayle
15. Russ Rimmington
16. Warwick Roberts
17. Alan Sharp
18. Ray Fowke
19. Valerie Millington
20. Frank Sargent (New Life Member)



## New Life Membership

Frank Sargent has been a volunteer since 1993. Frank has been instrumental in using his building skills and experience to assist with many projects and pre-event tasks throughout his 29 years with the Society. His crowning glory is constructing the fire exit stairs from our volunteer hub building – a true work of art! Frank has held roles on various Society committees over the years and has always been there when you need him, and he has only ever been a phone call away. This Life Membership recognition for Frank is very much deserved for his dedication and commitment to the Society.



## CHARITABLE ACTIVITIES

An integral part of the Society's purpose is to give back to the community. This past year in particular, we made the decision to refocus our charitable allocations to create a resilient business that would be operating for many years to come, and therefore be able to provide longer term charitable activities.

With this in mind, our ability to support the community was also refocused and we were grateful to many organisations who allowed us to continue to support them through benefit in kind this financial year.

## ERROL (DOUG) BALDWIN - A MAN OF VISION AND A MAN OF ACTION

2nd September 1938 - 3rd January 2022

Doug Baldwin was a Fieldays stalwart, a founding member and a part of the fabric of the Society. His passing in January 2022 was deeply felt by staff, volunteers and the community. Barely missing a meeting, Doug was one of those members who was always around, was active and interested in the Society affairs and had given his life to the formation of the organisation and the Fieldays event.

Fifty-four years of service for any organisation is a lifetime, and right up to his passing, Doug was still active and supporting the team. It was a great honour to farewell Doug from Mystery Creek on 10 January 2022. Attended by family and a large turnout of friends, community, Society staff, members, and volunteers, we celebrated Doug's life, which included a vast array of interests and time giving back. We are indebted to Doug's legacy and thank his family and friends for sharing him with us over many years. Our organisation is what it is today because of people like Doug. RIP our friend and outstanding team member.





# 20 YEARS OF SERVICE

November 2022 marked 20 years of service with the New Zealand National Fieldays Society for Operations Manager Richard Ferdinands. Richard has been an integral part of the team overseeing the 114 hectares of land at Mystery Creek Event Centre and ensuring it is ready for Fieldays and the many events held at our venue year-round.

Richard joined the Society with a proven track record for running major events, having worked for a large event company called Fountainhead MKTG Promotions & Events back in Bombay, India.

“The Society is like family to me. Some of my first friends in New Zealand have been Society members I’ve met through work who went out of their way to instruct me on the Kiwi way of life. For this, I will always be grateful!”

Congratulations Richard and thank you for your immense contribution!



# CONNECTING WITH OUR COMMUNITY

## Neighbours Day Aotearoa Waikato Connector

From December 2021 to April 2022, the Community Development and Sustainability Executive Janine Monk took on the extra role of Neighbours Day Aotearoa as the Waikato Connector. The role was to reach out to as many networks as possible and help them to reach out to all their personal and business communities to promote neighbour and community connectedness through activations like:

1. Sharing some kai with a neighbour
2. Organising a street BBQ
3. Getting the local library to promote community connectedness.
4. Getting local schools to do something

This was largely interrupted by another Covid-19 lockdown.



## School virtual conservation lessons

In May 2022, the Society ran a pilot programme with Kaipaki School year 7 & 8 students of eight fortnightly half-hour virtual conservation lessons. Topics included the endangered and local Long-tailed bats (pekapeka), Australasian bittern, long-finned eels, native frogs, earthworms, native reptiles, raptors, rock wren, and spiders. The lessons also incorporated wider learning opportunities, such as researching and effective note-taking skills.

Following the pilot, the Society sent out a survey to gather feedback on the prospect of continuing the education programme with Kaipaki School and rolling it out to other local rural schools. The results found that the children’s new learnings were shared with their family and friends, and they were undertaking 30-60 minutes of research before each lesson. Many of the children commented that the lessons were lots of fun and they now wanted to come and meet the Society team, learn more about our conservation efforts and feed our long-finned eels on site.



## Predator Free Mystery Creek

It is the second year of the Society's Predator Free Mystery Creek Community Hub. With the help of the experienced Coordinator Karen Barlow, the programme has seen more neighbours wanting to participate in backyard trapping. Not only individual neighbours but there has also been participation by business neighbours Hamilton Airport, T eke Golf Estate, and Claas. Karen has worked closely with the airport and Tieke to train their staff and volunteers to install the traps and undertake the ongoing work. There is a solid plan to continue targeting priority areas with rivers and gullies running through properties. The Society's goal is to see more individual and business neighbours join the programme, which is good for the environment and creates a stronger community.

Andrew Styche from the Department of Conservation has again supported the Society's own predator-free volunteers who check traps on the 114-hectare site every Friday. In addition, this year, he taught volunteers how to undertake a native and endemic bird count, of which we now have base figures to see the progress each year. The Waikato Regional Council's Biosecurity team have also been very supportive with advice and some training in monitoring.



## Community Gully Restoration

A funding application has been submitted to the Waipa District Council's Heritage Fund to pay for a Biodiversity Management Plan to restore the gully system that runs through the immediate area. This would be a community project, which is a 5-10-year project and involves many of the larger businesses and farms in the area, including Society and council land.

## Restoration on site

Another 980 native trees were planted in our restoration areas by the Waikato Ecological Restoration Trust, which resides on our site opposite the airport.



## Mighty Waikato Sustainability Programme

In August 2022, Hamilton, Waikato Tourism held their first 'Mighty Waikato Sustainability Day' with many tourism and event operators attending. The format included topical speakers, and the Society's Community Development and Sustainability Executive, Janine Monk, was invited to talk about the Society's sustainability journey.

Held as part of Hamilton, Waikato Tourism's Mighty Waikato Sustainability Programme, the programme is designed to enrich, protect, and enhance the lives of Waikato locals and provide visitors with a more sustainable, regenerative, and resilient destination. The Waikato's tourism sector desires to support, enhance and give back to our place, people, and planet. While tourism success has been measured in economic terms to date, the wish is to move into a new era of thinking around how to create value more broadly for the benefit of our people, our place and collective prosperity. The Society will work towards aligning our own activities with this reporting and measuring.

# WELLNESSES





# WELLNESS

One of the overarching strategic decisions to continue to hold Fieldays in 2022 was the Society's commitment to rural communities and their health and wellness. Fieldays is more than an expo; it is an opportunity for farmers and people in often rural and isolated communities to take time away from their daily work to come together for an annual day out. Many Fieldays visitors make the annual pilgrimage to Mystery Creek to catch up with friends and family. The summer event was an opportunity to continue providing the rural community with its tradition.

“Weighing heavily on our minds was the effect of another cancelled event year on the sector’s mental health that is already stretched with other environmental and socio-economic impacts”.

Peter Nation

Fieldays continues to provide a platform for health and wellness to be a topic that is brought to the surface for discussion with the Fieldays Hauora Taiwhenua Health & Wellbeing Hub. The importance of still holding a physical event is to endeavour to use the Fieldays platform to raise awareness and start important conversations around wellness.

# WELLNESS

## Fieldays Hauora Taiwhenua Health and Wellbeing Hub

A hive of interactivity and collaboration coordinated again by Mobile Health, the Fieldays Hauora Taiwhenua Health and Wellbeing Hub returned for a fifth year, tripling in size at Fieldays 2022. The hub is a one-stop hub for everything related to physical and mental health and wellbeing, where visitors can receive free health advice and a range of check-ups, including blood pressure checks, blood sugar level testing, hepatitis C testing, skin cancer spot checks and more.

With 44 exhibitors providing check-ups and advice to visitors who may struggle to see healthcare providers throughout the year, many potentially life-changing conversations were had. Feedback from exhibitors and visitors alike has been overwhelmingly positive once again. The most important asset on your farm is YOU.

**22,000+** visitors attending the Health and Wellbeing hub

**45** Exhibitors - A record number of organisations and businesses represented

**450** Staff and volunteers

**1000** Coffee & Hot Chocolates

**Stroke Foundation: 1,115** free blood pressure checks taken this year - up 400 on last year

**Diabetes: 1800** visitors to the site. A high number screened for type 2 diabetes, and many discovered that they are in the high-risk category.

**Breast Cancer:** Engaged with an excess of **600** people raising breast health awareness and the importance of having mammograms

## Rural Support Trust

The traditional crowd favourite tractor pull competition could not be pulled together due to the timing of a summer Fieldays impacting contractors. However, it provided an opportunity for staff to be creative and rethink the competition.

Alongside an Ag Drive instructor, visitors had the chance to participate in a tractor race, trying to beat the clock. With their entry fee, the amateur tractor racers were also doing some good with all proceeds going to the Rural Support Trust. The Rural Support Trust is a not-for-profit network of regional trusts that provide free and confidential assistance to rural people facing challenges in everyday rural life.

The trust is made up of farmers and those with a good understanding of rural life, acknowledging that there are often ups and downs, and the farming community face many stressors around health and wellbeing, financial pressures, animal welfare, employment matters and adverse events. The Society was delighted to have raised \$4500 towards the trust's critical work.



# ZERO HARM HEALTH & SAFETY CULTURE



We strive for continuous improvement in creating a health and safety-conscious work culture. We are aware of our duty of care to keep our staff and visitors safe, and our goal is for zero harm, with everybody going home to their families at the end of the day.

## Society Training

Our staff and volunteers continued to complete training during the year to ensure everybody was compliant and up to date in machinery operation, height safety and first aid.

Ongoing training is essential to ensure staff and volunteers are up to date with the latest changes to health and safety, refreshed in operating techniques and ensuring they don't become complacent. Relevant equipment and machines also passed their regular certification to ensure they were compliant and safe.

|                                       |    |
|---------------------------------------|----|
| First Aid                             | 5  |
| Forklift Health and Safety Refresher  | 2  |
| LPG Handling Training Induction       | 10 |
| Mobile Elevated Work Platform Refresh | 3  |
| Height Safety Refresh                 | 1  |
| Fire Extinguisher Training            | 26 |

## Society Incident Reporting

Ten incidents were reported for the period Oct 2021 - Dec 2022. All were minor incidents resulting in no injury or some first aid required.

## Health & Safety Covid-19

During lockdowns we continued to provide covid safe options for staff to work from home. For those involved in critical site maintenance and, we continued robust Covid-19 processes to ensure the health and safety those engaged in essential onsite work.

# ZERO HARM HEALTH & SAFETY CULTURE

## Monitoring Of Unsafe Practice During Events

As part of our health and safety protocols, we monitor work practices around the site during event pack-in and pack-out. Over the last 12 months, we have found a high compliance rate amongst our contractors and exhibitors working on-site. However, we did witness some unsafe practices. We spoke to the persons at the time to rectify, i.e., using the incorrect ladder resulting in standing on the top rung of ladders, not using correct harness techniques while working at heights, and sitting on a trailer while moving, all minor with no injury but had the potential to escalate if not corrected.

## Fieldays Health & Safety Practices

Fieldays is the primary event contributing to the Society's health and safety reporting, with a total of 9003 health and safety inductions completed

by contractors and exhibitors coming on-site during the ten weeks of pack-in and pack-out. The Induction outlines the health and safety dos and don'ts on site to ensure all visitors stay safe and healthy during their time here.

Of these health and safety inductions, 7111 or 79% were completed online via our Induction App, while 1892 were conducted in person by the helpful staff at gate one.

It is the third year the health and safety app has been used, and with 79% of all visitors using it, it shows visitors are comfortable with this method. The feedback on the App has been positive, with ease of use, ability to complete before arriving and speed through check-in at gate one, all being top of the list.

The many other events at Mystery Creek Events Centre are held under our health and safety guidelines, ensuring the highest safety standards are maintained for event operators and their staff.





# ECONOMIC





Over the past year we have activated our pillars through various initiatives such as:



### Innovation:

Showcasing sixty-five finalists in the prestigious Fieldays Innovation Awards and providing them with a platform to launch their innovation globally.



### Education:

Development of three new hubs at Fielddays to inform and educate visitors on essential aspects of the agricultural sector. Fielddays Future Focus Series and Fielddays this working life series content was shared across our online platform FielddaysTV.



### Globalisation:

The return of international business visitors to Fielddays 2022 saw the International Business Centre offer unique networking opportunities as well as support for businesses to grow within Aotearoa New Zealand and internationally.

# MYSTERY CREEK EVENTS CENTRE

Another unprecedented year began with a jam-packed calendar of events, exhibitions and venue hire opportunities for Mystery Creek and ended with rescheduling and, subsequently, events cancelled. The later part of 2021 and early 2022 again proved challenging for Mystery Creek Events Centre and many clients who had planned events.

A total of 25 events and meetings were cancelled from 1 October to 31 December 2022. Sadly, the Girl Guides Jamboree was also impacted, and their 2023 event was cancelled. As New Zealand moved into the traffic light systems, a further 10 events scheduled for the early part of 2023 had to be cancelled or rescheduled. It was only in the second half of 2022 that we started to see events and meetings coming back, and it has been a bit of a slow burn as everyone was cautious with their planning and commitments.

We have also seen a demand for smaller meeting spaces, and the Boardroom and the Hosting Room in the Headquarters Building have been contracted for hire for several meetings. Mystery Creek Events Centre is promoting these spaces along with all the other venues.

## New Events

### Sika Show

Previously held annually in Taupo, the Sika Show has found a new home at Mystery Creek Events Centre. The event was scheduled to take place in 2021, but because of COVID, it was subject to numerous postponements and rescheduling. The outdoor hunting expo attracted outdoor enthusiasts and commercial exhibitors and focused on game animal management, conservation, wild food flavours, artworks and hunting competitions.

The organisers were finally able to deliver the event in November 2022 and were delighted with the outcome and how well the venue worked for them. They will be here for the next two years, which may become another legacy event for Mystery Creek.

### SoundSplash

An event we did manage to secure for January 2022, and which was able to go ahead within Covid-19 guidelines, was Sound Splash. Organisers were not able to stage the event at their usual Raglan location. The Mystery Creek site provided them all the opportunities to comply with Covid-19 guidelines, so it went ahead with 10,000 attendees. It was a successful event, and everyone learnt a lot about staging an event within Covid-19 guidelines.

## Event Highlights

Event highlights for the period include:

- CaselH Training
- NZ Crane Association Awards Dinner
- Farm Source Staff Hui
- Normans Transport 50th Anniversary Dinner
- Giltrap Agrizone Training and Dinner
- The annual Hospice Volunteers Function
- The Blueberries Conference
- The annual New Zealand Motorhome, Caravan and Leisure Show
- CrossFit

## Mystery Creek Staff

Society personnel representing Mystery Creek attended the Business Events Industry Aotearoa (BEIA) annual MEETINGS in Christchurch in June. MEETINGS is the only national tradeshow in New Zealand for the business events industry. Once a year, the conference, meetings and events, exhibition and travel incentive sector come together to discuss and promote new business opportunities across the country. This provides a platform for Mystery Creek to market to a large number of attendees.





# MYSTERY CREEK EVENTS CENTRE

## Auction Of Ag Heritage Equipment

Following a strategic decision made by the Board to reduce the amount of heritage equipment onsite in the Agricultural Museum at Mystery Creek Events Centre, the Society began working to return donated items to trusts, individuals and estates. We were pleased to be able to return many items, including a 1928 Chevrolet truck and a brake buggy, to their respective families.

On the 2nd of July, an auction took place at Mystery Creek Events Centre with renowned auctioneer Alastair Beer to further reduce the collection. This was a rare opportunity for collectors of agricultural equipment and machinery to purchase a piece of historical farming equipment. A total of 158 items were sold, with proceeds going towards the maintenance of the Heritage Village buildings. Unfortunately, the Society has been unable to maintain the items for some years, which has seen them substantially degrade.

## Ag Drive finds new home at Mystery Creek

AG Technology Group signed a long-term agreement to operate their agricultural training school (Ag Drive Training) from Mystery Creek Events Centre. The new tenants joined us in February 2022, and the site is already proving to be a successful location for their rapidly growing business. Ag Drive have established a secure compound with a classroom, staff room, toilets and washdown bay. In addition to the new compound, Ag Drive also use the existing Scout Hut and the rear of the Society HQ building for office space.

The Mystery Creek Events Centre site provides Ag Drive with the ideal platform. Their clients can off-road drive in Polaris LUVs (Light Utility Vehicles) and participate in LUV soccer, tyre-pull and digger challenges, experiencing a range of terrains and conditions in an iconic agricultural setting.





# FIELDAYS

## Fieldays 2022

In many ways, planning for a Fieldays event starts years in advance, from setting the June dates to working through key strategic decisions on the site, international representation and development of hubs and visitor experiences. Therefore, like the rest of New Zealand, our plans dramatically changed when the country again went into lockdown in early 2022.

The decision was made in March whilst still in lockdown restrictions, and although we moved through the covid restrictions, returning to some sense of ordinary life, the impacts were already profoundly felt within our industry. Exhibitors were facing huge resourcing issues, with employee absenteeism due to isolation periods and a tight labour market impacting all stakeholders involved. Plus, the ongoing impact of a delayed global supply chain is impacting exhibitors, who are struggling to achieve requisite stock levels for their existing sales, let alone display stock or any new innovations.

“While we could assume or hope an orange traffic light system might have arrived by June, many don’t realise that the build of Fieldays commences in April.”  
Peter Nation

## Date was set for the first ever summer Fieldays

One thing the pandemic couldn’t dampen was our passion for delivering an event. Scheduled to run from June 15 to June 18, the event was moved for the second time in history from its traditional June dates to November 30 to December 3, 2022. The first time was when Queen Elizabeth II, Prince Phillip, Prince Charles and Princess Anne attended the second Fieldays in 1970, with the event rescheduled to March to accommodate the Royal Tour.

With support from our sponsors and exhibitors, we pressed on to deliver a ‘Same, Same but Different’ Fieldays for 2022. The approximately 75,000 crowd across the four days was a considerable decrease in attendance but not unexpected due to the timing, lower confidence levels in the economy and supply chain issues still evident for many. Lower staffing levels amplify these impacts, and the ever-present COVID, unfortunately, despite the postponement decision to ease this concern, hasn’t gone away.

It was pleasing to hear that many exhibitors have still seen genuine sales and positive discussions and enjoyed the very focused interactions with the visitors, which may not have transpired with the traditional larger-scale event.





## Fieldays Hubs

Fieldays 2022 once again saw a series of Hubs showcasing the Society's three pillars – Innovation, Education and Globalisation to our visitors and providing a unique visitor experience unparalleled to any other event in New Zealand. Returning favourite, the Innovations Hub provided a platform for creative problem-solvers to showcase their innovations. Sixty-five finalists contended for the annual awards dished out at the gala awards function. With 52 finalists in the Hub and 13 on the Innovation Trail on the Fieldays App, the calibre was exceptional, and judging was difficult. Full detail about the award winners can be found on our website. Innovation sponsor AWS also hosted a breakfast and Panel Discussion on Friday morning with Peter Nation and others crystal-ball gazing up to 50 years into the future to contemplate the future of Agritech in NZ.

The New Zealand International Business Centre was again coordinated by NZTE for Fieldays, with representatives from Callaghan Innovation, MPI, MFAT, MBIE, New Zealand Export Credit, and the New Zealand Story Group offering unique connection opportunities and expert support for businesses looking to grow within Aotearoa New Zealand and internationally. A fantastic International Networker event was held on Wednesday night for delegates, ambassadors and international exhibitors, and Callaghan ran a series of tours and seminars throughout Fieldays to showcase Agri Innovation across the country. The Fieldays Hauora Taiwhenua Health & Wellbeing Hub also returned tripling in size, and more information on this Hub can be found on page 30.

## New Hubs

The summer event also saw the launch of three new Hubs.

### Fieldays Opportunity Grows Here Careers Hub

The Fieldays Opportunity Grows Here Careers Hub launched with a dual focus on school leavers and career changes. Eleven exhibitors participated in the Hub, from universities and agribusiness schools to Go Dairy, LIC and Beef & Lamb NZ. The Careers Trail on the Fieldays App also showcased the breadth of jobs available throughout the Food and Fibre sector. A stimulating series of panel discussions and talks gave invaluable advice to those seeking work in the industry. With labour shortages being such a hot topic, it was clear the opportunities are much broader than some expect, and there is more work to do to promote the sector as an attractive, viable career path for a wide range of skill sets.

### Fieldays Forestry Hub

The Fieldays Forestry Hub brought 35 forest sector companies together on one site to educate visitors and showcase how farms and forestry work together. The Hub was a collaboration between Fieldays and a sector advisory group, which brought a wide range of forestry companies together to display under the banner of "Wood – Our low-carbon future". From the opening of the Hub and launch of the Forestry Industry Transformation Plan on Wednesday to the end of Saturday, the Forestry Hub was a hive of passionate discussion and committed participants showing off the latest innovations in forestry and how they will be a key player in the environmental initiatives needed moving forward.

### Fieldays Digital Futures

Located in the Pavilion, the Fieldays Digital Futures Hub was a partnership between Fieldays and AgriTechNZ, along with MPI, MBIE, TANZ and Digital Boost. The Hub was designed to engage with visitors and listen to their thoughts on data interoperability, rural connectivity, and digital adoption. The site was the first step of a planned Hub in the coming years to showcase the fantastic tech already showcased each year at Fieldays and bring sector-wide collaboration and solutions to the forefront.

# FIELDAYS NO.8 WIRE NATIONAL ART AWARD CELEBRATES 25 YEARS

Marking 25 years, the annual Fieldays No.8 Wire National Art Award again challenged artists from across New Zealand to transform the iconic agricultural product, No.8 wire into inspiring art.

Hosted by Waikato Museum Te Whare Taonga o Waikato and supported by the Society, the event has seen incredible talent manipulate the infamously difficult product into stunning works. This year pieces were judged by carver, sculptor, and multi-disciplinary artist Eugene Kara.

The awards were launched back in 1997 to give artists a platform to celebrate the iconic material through art and help forge a stronger connection between urban and rural communities.

Auckland artist Gina Ferguson and West Coast artist Dale Cotton took home first place with their collaborative work *It never rains but it pours*, inspired by the poem *Rain* by Hone Tuwhare. Gina Ferguson also won second prize with her solo piece *Cluster Buster Bath Bomb* and third place went to Auckland-based artist, Alexandra Ryan, for her work *Giggle*. Morrinsville-based Heather Olesen took home the NZNFS President's Choice Award. The winners received a cash prize of \$7000. Prizes of \$1000 and \$500 are presented for the second and third place winners respectively. The President's Choice winner receives a \$100 ArtsPost voucher.





## Fieldays TV

This year Fieldays TV took on a slightly different format, with content debuting daily from 5.30pm Wednesday, Thursday and Friday of the event. All content was then available on demand afterwards. With content pre-filmed in a studio, Te Radar again returned as MC and guest speakers included economist Cameron Bagrie, KPMG's Ian Proudfoot, Hon Damien O'Connor, Minister of Agriculture, Hon Dr David Clark, the Minister for the Digital Economy and Communications, Former Horticulture NZ CEO, Mike Chapman, Colin Bond, CEO of New Zealand Kiwifruit Growers Inc, Elizabeth Fastiggi, Head of Worldwide Business Development, Agriculture AWS and more.

Viewers were also treated to the culinary delights of renowned celebrity chefs from the Fieldays Kitchen who shared delicious recipes made from New Zealand produce. The line-up included Michael Van De Elzen, chef de cuisine at Kingi in The Hotel Britomart, Uelese (Wallace) Mua, multi award-winning chef, cookbook author, and hunter, Dariush Lolaiy from Cazador, star sisters Karena & Kasey, man about town Simon Gault and queen of all things delicious, Nici Wickes.



# GOVERNANCE





# OUR BOARD

## **James Allen | President**

James is the CEO of AgFirst, the largest provider of primary sector consultancy services in New Zealand. He is the past President of the New Zealand Institute of Primary Industry Management and New Zealand Young Farmers. He has been on the Board since 2016 and is in his final year as President of the Society.

## **Jenni Vernon | Vice-President**

Jenni farms a dry stock unit in partnership with her husband Gordon at Te Akatea, in the Waikato. She has over 28 years' experience in resource management and policy development for local and central government and is a Nuffield and Kellogg Leadership scholar. Jenni is a board member for the board member of the NZ Geographic Board, a Justice of the Peace and has been on the Society Board for nine years.

## **Lynette Pearks | Chair: Finance, Audit and Rise Committee**

Lynette graduated from the University of Waikato in 1987 with a BA in Management Studies and is a member of Chartered Accountants Australia and New Zealand with 35 years' experience in general accounting and taxation. Lynette's governance experience includes policy and risk reviews, strategic planning, and annual operating planning. She is a member of the Institute of Directors through which she completed a Certificate of Company Direction. Lynette was elected to the Society Board in 2019.

## **Clive Collingwood | Chair: Events Committee**

CJ has been an active volunteer of the Society since 2008 and is well known among his peers for his dedication to the Society and the Fieldays event. CJ joined the Events Committee as deputy chair in 2018 moving into the position of Chair in 2021. CJ brings 'on the ground' knowledge and experience to the team and is excited to have the opportunity to grow and develop in the governance space.

## **Lance Enevoldsen | Chair: Structure Committee**

Lance has been a volunteer with the Society since the mid nineties and has served on the Board for eight years. Lance is primarily involved with his Hamilton based business- Imageland. On occasion he might be found milking cows or swinging a chainsaw as he remains active in other business interests.

## **Tim Hale | Chair: Assets and Facilities Committee**

Tim is employed by AgResearch managing the research farming operations at Ruakura. Positive about the future for agriculture, Tim believes you need to be involved to make a difference and to positively influence outcomes. Tim completed the Kellogg Rural Leadership course in 2008 and following this a post graduate qualification in agribusiness management. Tim was elected to the Society Board in 2019 after two years as a volunteer.

## **Clint Gulliver | Board Member**

Clint is an Agribusiness Consultant with AgFirst Waikato. He started the role in June 2018 following seven years in the dairy industry and three years as a rural bank manager. Clint became involved with the Society as a recipient of the inaugural Fieldays Future Leaders programme scholarship in 2015. Clint was elected to the role of Chair of the Event Committee in 2018 and after finishing his three-year term was elected to the Board in 2021.

## **Graeme Austin | Board Member**

Graeme graduated Massey University with a degree in Agricultural Science. He has since cultivated 35 years of commercial experience and involvement in NZ agriculture, including agricultural consultancy, rural finance and sales and marketing in the seed industry. He currently works with PGG Wrightson Seeds as National Sales Manager for one of their seed brands. Graeme sits on a number of different boards and is also a member of the Institute of Directors and NZIPIM (NZ Institute of Primary Industry Management).

**Clive Collingwood | Lance Enevoldsen | Jenni Vernon | Tim Hale | Peter Nation | James Allen |  
Clint Gulliver | Lynette Pearks | Graeme Austin |**





# CORPORATE GOVERNANCE

## Boardwide - IOD Corporate Membership

The Society is a Boardwide member with the Institute of Directors (IOD) demonstrating their commitment to raising governance in New Zealand.

### Members:

- James Allen
- Jenni Vernon
- Clint Gulliver
- Lance Enevoldsen
- Tim Hale
- Lynette Pearks
- Graeme Austin
- Clive Collingwood
- Peter Nation (CEO)
- Bryan Corfield (CFO)
- Dee Holmes (Board Secretary)

## BoardPro

The Society have used BoardPro since early 2018, a cloud-based governance reporting software, which provides an efficient and concise recording platform of all board and board committee meetings delivering a consistent format and process for effective governance of the Society. BoardPro enables governance documents to be accessible to all board members and management from anywhere for ongoing reference. Using BoardPro eliminates the need to produce printed material, which meets the Society's ongoing focus to reduce waste.

## The Incorporated Societies Act 2022

On 5 April 2022 the Incorporated Societies Act 2022 was passed into law with an 18-month window provided for existing Incorporated Societies to comply with new legislative requirements. The Society Board is fully aware of their obligations under this Act and have been working through options to present to members within this timeframe.

## Relationship between Management and the Board

In March 2022 the Board implemented a Board Charter which sets out the governance requirements for the Society and provides terms of reference for the Board including responsibilities and authority. The Charter is to be read in conjunction with the Constitution and Board policies.

The Board and the Society work in partnership to govern and operate in accordance with the fundamental principles and agreed mission, objectives and values; recognise and respect the views, efforts and contributions of members; and act in accordance with the current strategic plan, operational plan, and other policies of the Society.

The CEO is appointed and is accountable to the Board, through the President for the successful operation of the Society. The CEO reports directly to the President of the Society who acts on behalf of the Board in the capacity as Society Employer.

The Board delegates to the Chief Executive Officer the authority to manage the business and affairs of the Society and the ability to sub-delegate to other levels of management including but not limited to the Senior Leadership Team. The Board sets annual performance targets for the CEO, based on the strategic plan.

Members of the Board have been elected and co-opted to provide leadership, determine strategic and financial goals for the Society and ensure their implementation. The functions of the Board are to complement that of management.

## Composition of the Board and Succession

The Board may have a maximum of ten members including four elected members, plus President, Vice President and not more than three co-opted members. The Board should be mindful of succession planning to ensure that institutional knowledge of the Board is retained; recognising the composition of the Board may change at each election. The Board should from time to time, determine any skill gaps to ensure through co-option, where necessary that the Board remains robust, with a complete set of skills and competencies. The Board should also plan to ensure that the composition should be diverse, where the individual and collective board members offer a wide and varied skill set.

## Committees

The Board has the power to appoint Board Committees who report back to the full Board. Currently, the Board has four permanent Committees each with individual terms of reference. These include the Finance, Audit and Risk Committee; the Assets and Facilities Committee; the Structure Committee and the Events Committee.

A full review of all board policies is driven by the Finance, Audit and Risk Committee before being ratified by the Board. All policies are reviewed annually.

In addition, the Board may, from time to time, establish other Committees. Unless explicitly empowered by the Board, Board Committees cannot make binding Board decisions, or speak for the Board. For the most part the function of Board Committees is to make non-binding recommendations to the Board.

## Conflicts of Interest

The Board expects members both Individually and collectively, to act ethically and in a manner consistent with the values of the Society. Each Board member will minimise the possibility of any conflict of interest with the Society by restricting involvement in other business that would likely lead to a conflict of interest. Where conflicts of interest do arise, Board members will excuse themselves from relevant discussions and will not exercise their right to vote in respect of such matters.



# FINANCIAL OVERVIEW

Following on from the last financial year, The Society continued with a strategy focusing on cost-containment and close monitoring of non-essential expenditure.

## 2022 Finance Report

The Society's 2022 financial results have been impacted by the postponement of the Fieldays event to November 2022 and ongoing disruption from COVID-19 earlier in 2022. This is reflected in the loss of \$4 million for the year.

Management has prepared a budget forecast for the next 12 months covering the 2023 financial year, which includes running two Fielddays during this period.

After taking account of reasonable possible downsides, the forecast indicates that the Society can expect to continue to operate within available cash levels and debt facilities, while returning to a forecasted profitability.

Key to the forecast is relevant assumptions that include the approval to renew existing ASB loans that were due to expire in July 2023.

The Board remain focused on the Society's liquidity and expect to manage business operations while maintaining adequate cash flow through the execution of:

- Reduced costs
- Deferral of all non-critical or discretionary operating and capital expenditure
- The ability, if required, to divest significant assets of the Society to ensure we can meet debt liability

Total income for the year was \$1.5 million, a decrease of 85% and \$8.2 million on the prior year. This is a direct result of not being able to run Fielddays and operate the MCEC events business at times due to COVID-19 restrictions.

The Society's revenue includes sponsorship income, event income from both Fielddays and Mystery Creek Events Centre in conjunction with property income (from assets under lease arrangements).

Total expenditure for the year was \$5.4 million, a decrease of \$2.7 million which is 33% down on the prior year. The reduction in expenses was due to not running a Fielddays event during the financial year. Salaries and wages increased with recruitment of additional staff. Property expenses increased to \$0.6 million with expenditure to cover prior years deferred maintenance.

As a response to COVID-19, all non-essential operating cost were removed from the business. For the 2022 financial year, the Board and Management agreed to increase expenditure prudently, recruit additional staff and maintain the property to optimise the organisation for a post COVID-19 recovery.

Based on the forecast the Board and Management believe that it remains appropriate to prepare the financial statements on a going concern basis. There is a reasonable expectation that the Society will comply with the requirements of the debt facilities for the next twelve months and based on the for forecasted assumptions the Society should return to profitability.



Income from the Society's land assets, memberships, investments and grants

**\$446K**



Income from the Society's owned event Fieldays

**\$702K**



Income from the Society's owned venue Mystery Creek Events Centre

**\$305k**

The information below was extracted from the full financial statements as audited by KPMG.

## Statement of Comprehensive Revenue and Expenses

For the year ended 30 September 2022  
(\$ rounded in hundreds)

|  | Notes | 2022               | 2021      |
|--|-------|--------------------|-----------|
| Major Event - Fieldays                                 |       | <b>702,100</b>     | 8,825,700 |
| Mystery Creek Events                                   |       | <b>446,200</b>     | 420,100   |
| Interest   |       | -                  | -         |
| Property   |       | <b>150,600</b>     | 106,300   |
| Other Revenue  | 3     | <b>155,300</b>     | 323,800   |
| <b>Total Operating Revenue</b>                         |       | <b>1,454,200</b>   | 9,675,900 |
| <b>Operating expenditure</b>                           |       |                    |           |
| Major Event - Fieldays                                 |       | <b>247,200</b>     | 3,334,400 |
| Mystery Creek Events                                   |       | <b>196,000</b>     | 150,700   |
| <b>Overheads</b>                                       |       |                    |           |
| Audit fees   | 2     | <b>30,300</b>      | 27,300    |
| Interest   |       | <b>113,100</b>     | 114,600   |
| Salaries and wages                                     |       | <b>2,329,800</b>   | 2,058,300 |
| Other overheads  |       | <b>782,400</b>     | 753,100   |
| Property expenses                                      |       | <b>639,300</b>     | 407,400   |
| Depreciation   |       | <b>1,079,400</b>   | 1,255,300 |
| Loss on disposal                                       |       | <b>1,500</b>       | 14,200    |
| Total operating expenses                               |       | <b>5,419,000</b>   | 8,115,300 |
| (Loss)/Surplus for period                              |       | <b>(3,964,800)</b> | 1,560,600 |
| Gain on revaluation                                    |       | -                  | -         |
| Total comprehensive revenue and expense for the period |       | <b>(3,964,800)</b> | 1,560,600 |





# CONNECT WITH US



## Visit

Come and see the action for yourself by visiting us during one of the many events held at Mystery Creek Events Centre. Fielddays is back on site from 14-17 June 2023, not to mention the many other Society hosted events happening here throughout the year.

## Hold an event

Our purpose-built venue offers clients a wide range of event spaces to choose from for exhibitions, conventions, tradeshows, large conferences, festivals, corporate meetings, gala dinners, memorials and more.

**Check out our websites [www.fielddays.co.nz](http://www.fielddays.co.nz) and [www.mysterycreek.co.nz](http://www.mysterycreek.co.nz) for more information.**

**Email us at [info@mysterycreek.co.nz](mailto:info@mysterycreek.co.nz)**



## Exhibit at Fielddays

If your organisation closely aligns with our values, we'd love for you to join us as an exhibitor at Fielddays. Exhibitors play an extremely important role in why visitors come back to our events, showcasing the latest products and services in the market.

**Email us at [info@fielddays.co.nz](mailto:info@fielddays.co.nz) to apply to exhibit.**

## Volunteer

We have over 200 dedicated volunteers in the team who help us keep the Society wheels moving year-round, including helping at our events. If you're passionate about events and if your values align with our Society values, we'd love to have you join the team.

**Email us at [volunteer@nz nfs.co.nz](mailto:volunteer@nz nfs.co.nz)**



# ACKNOWLEDGEMENTS

## Partners and Premier Sponsors



## Sponsors



## Advocates



## Supporters



## New Zealand National Fieldays Society Preferred Suppliers



During the course of the Annual Report, 1st October 2021 – 31st December 2022 some of our family of Partners, Sponsors and Supporters changed. We acknowledge and thank them for their support during that period.



New Zealand National  
**Fieldays**  
Society