



New Zealand National  
**Fieldays**  
Society

# Annual Report

2020 / 2021





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## Foreword

Alongside our Annual Report, each year the New Zealand National Fieldays Society Incorporated provides an Economic Impact Report from quantitative and qualitative insights. Historically, these reports have been separate documents telling our story from different angles. Our Annual Report told the story of our internal achievements within the Society, documenting the latest position in our history each year. The Economic Impact Report for Fieldays™ told our external story - how our activities as a Society create ripple effects in economic opportunities outside of our premises.

As the Society has grown and evolved, we are now committing to a greater breadth of reporting by utilising a holistic scorecard approach (based on University of Waikato research) to generate a Performance Score. This is now combined within our Annual Report to tell a more holistic story - one story. A story intertwining through a range of initiatives which, grow New Zealand's primary industries. A story of connectedness that businesses, consumers, and our Society family find both within and outside of our grounds.

High levels of success in the domains of wellness, sustainability, the economy, and the community not only sustain the viability of Fieldays as an ongoing event - they also enrich the Waikato and Aotearoa, New Zealand as a place to work, live and play. Hence, the metrics used to generate our new Performance Score are listed below:

### The Quadrant Model of Fieldays Success



We are proud to both report and set a baseline score this year, which you will find on [page 13](#).

This is a step forward in aligning the economic analysis with MBIE guidelines but goes further than that, to provide additional information across all four quadrants of analysis.

We invite you to immerse yourself in our latest chapter, with a new vision that success is not solely defined by monetary gain, it is defined by the wellbeing of the connections you create along the way.

**Welcome to a fresh approach from an established organisation.**

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



## 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



## 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

## 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.



## President's Report



After the extreme challenges faced in 2020, the Society and the governance thereof has returned to a more normal process in 2021. However, the challenges and uncertainty caused by COVID-19, have not gone away and will continue to affect the functioning of the Society for years to come. Throughout these uncertain times I would like to thank

Society members, volunteers, staff and Board for their unwavering support and dedication to the Society and the events that we run.

One of the obvious highlights for the year was the successful delivery of the New Zealand Agricultural Fielddays event. With near record attendance, this unquestionably placed some pressure on our traffic management and the ability to host everyone. However, the positivity and excitement of visitors and exhibitors alike was clearly evident, and this was also reflected in the visitor spend and exhibitor feedback post event. It should be noted that this year the team managed to run a larger event, being both a physical and online event, with lower staff numbers and a shorter lead in time. Whilst the physical aspect of Fielddays is fundamental and will never go away, introducing online elements to our offering sets a strong platform for the continued future of the organisation.

The success of Fielddays 2021 has also resulted in a strong trading result for the Society itself. Given the rapidly changing nature of the COVID-19 alert levels, we were fortunate to have been able to deliver Fielddays, for without this, the Society would have been under extreme financial pressure.

Whilst our charitable contributions were reduced last year due to our financial position, our intention is to increase our offerings in this area as we move once again to a stronger footing. Our predator free initiatives, waste minimisation programme at events and overall sustainability focus is showcasing the Society in a very positive light. As the Waikato region continues to grow and develop this will continue to put pressure on our land resource; we are already seeing the impacts of increased traffic volumes around the Mystery Creek site. The Board is giving more thought as to how we utilise the valuable asset we have to best meet the goals of the Society.

As part of a good governance process, the Board continually reviews the Society's governance policies and systems. This ensures all Board members have a framework upon which to make decisions, ensuring a stable decision-making process. Additionally, the Society now has a Board charter, which is an overarching document to help guide the Board, whether the directors are new or have years of experience.

From a governance perspective I would like to thank the Board and committee members for their continued involvement and support. We have a functional and competent Board, which is serving us well; however, we are looking towards the future, identifying what additional skills and development may be required within the Board and committee levels. In addition, we are looking to instigate a number of modifications to ensure the structure of the Society is optimised for the future.

Once again, I would like to thank the members and volunteers for your continued support of the Society, you should be proud of what you have achieved over the past 12 months.

  
James Allen



## Chief Executive Officer's Report



reconnect, as well as creating opportunities for our loyal exhibitors, economic stimulus and future business growth, while showcasing New Zealand Agritech to the world via Fieldays Online.

The beginning of this financial year started well with the staging of several anchor events at Mystery Creek, which helped keep our business running. Largely, thanks to the team of 5 million who did the hard yards allowing Aotearoa, New Zealand to open up again at alert Level 1.

The events industry worldwide, is in a very interesting space due to the COVID-19 pandemic. By virtue of the events business model, large gatherings of people from across the globe, have the ability to transmit disease, which easily escalates due to an inherent desire to network and socialise for long periods of time. The industry continues to work hard to ensure events remain safe, by mitigating risk and/or reducing the impacts of risk be it COVID-19, terrorism or a threat to brand reputation for example. Much of this is new territory for the industry and we are not exempt; therefore, we continue to work closely with various authorities to develop our future thinking across these risk profiles.

Like many businesses, we too are faced with increased costs; however, more importantly the increased focus on compliance, risk and legislation, which also come at a cost. As a result of a very focused plan to stabilise the business by reducing costs, thinking differently and working with our partners, I am humbled to be able to furnish a report that is both positive financially and across many other facets of our business, which we can be proud of. A record financial result is very welcome and needless to say, necessary to ensure our longer-term sustainability, retaining faith with our investors and ensuring we can deliver outstanding events for many years to come. Given the need to retain funds and reduce impacts to our balance sheet, we chose not to support any

charitable or sponsored organisations in this financial year. We appreciate this did not deliver on our purpose; however, it was imperative that we stabilised our business for the future. We are appreciative of our many stakeholders who understood our predicament and supported the decision.

The business continues to focus on our sustainability goals, which includes work on our Riparian plan, Predator Free Mystery Creek, along with maintaining and exceeding our overall sustainability goals. We were delighted to be showcased on Rural Delivery earlier in the year, which focused on our work with Predator Free 2050 and the support of our volunteers in this space.

This year the Society will not publish a standalone Economic Impact Report (EIR), choosing to incorporate the highlights of a new look report within the 2020/2021 annual report. This exciting new initiative will enable us to report on four main areas: wellness, sustainability, economy and community. We thank the team at the University of Waikato for working with us to formulate the new look report, which will set a benchmark for our organisation and our wider community.

I acknowledge our Board, loyal and talented team and wider group of members and volunteers for their support, hard work and collaborative approach, which has provided a focused pathway toward the future. I also acknowledge the New Zealand Government, and taxpayer for supporting our business through the wage subsidy and business resurgence funding. A huge thank you to our sponsors and in particular our partners who have stood by us while they too, were experiencing difficult times.

Lastly, I would like to acknowledge and thank our valued customers, visitors to our events and the wider community for their support. It is very rewarding for our team to see the benefits of being together, the economic rewards and the networking that events at Mystery Creek create. We look forward to welcoming you back soon, to enjoy safe, friendly and exciting future visits.

Ngā mihi nui.

Peter Nation



# Event Performance Score Highlights

## Wellness and personal wellbeing

Wellness and personal wellbeing metrics	Score
Health and safety inductions	9,003
Health and Wellbeing Hub visits	33,000
Skin cancer spot checks	673
Blood pressure checks	722
Atrial fibrillation checks	550
Hepatitis C tests	364
Blood glucose tests	1,200

## Sustainability and environmental wellbeing

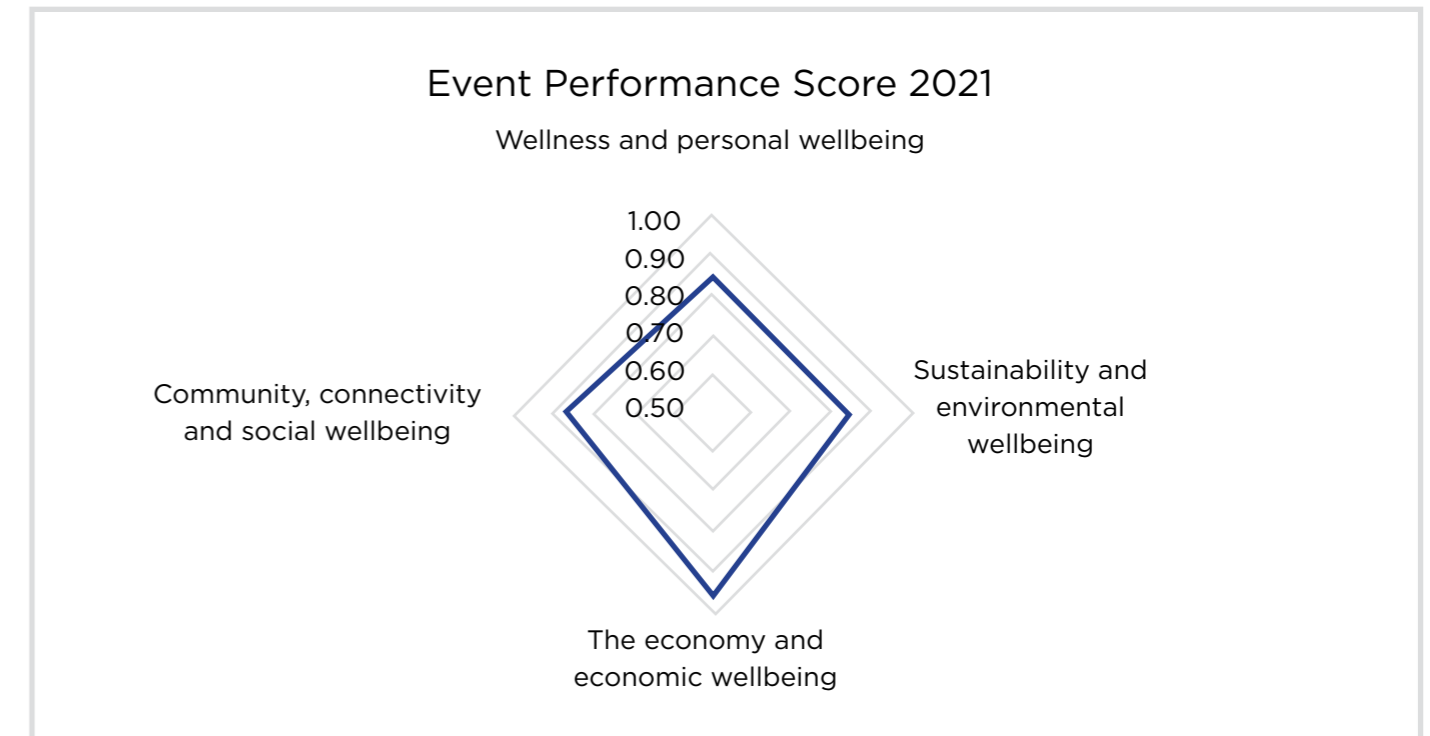
Sustainability and environmental wellbeing metrics	Score
Utilisation of bus travel	14,000
Utilisation of alternative travel	730
Paperless tickets	97,644
Energy emissions - kg CO2e per visitor	0.86
Water usage - litres per visitor	39.61
Un-diverted waste - kg per visitor	0.45

## Community, connectivity and social wellbeing

Community, connectivity and social wellbeing metrics	Score
Volunteer participation	268
Public agency and NFP participation	12
Hospitality expenditure per visitor to region	350
Community engagement via media stories	597
Student participation	1,600
Fieldays TV	70
Facebook reach / visitor ratio	5

## Overall Event Performance Score

The Fieldays Performance Score for 2021 provides a benchmark for measuring improvements in future years, areas that can be worked on, and areas that should be celebrated. Although there is variation in scores between the individual quadrants it is clear significant success is being achieved across all quadrants and no quadrant has been left behind.



Summary Metrics	Score
Wellness and personal wellbeing	0.85
Sustainability and environmental wellbeing	0.84
Economy and economic wellbeing	0.96
Community, connectivity and social wellbeing	0.87
Overall Fieldays Performance Score	0.88

# Sustainability

Sustainability has become a core part of our business. It has become a culture that we try and instil through everything we do, both as key deliverables or event planning and in our daily operations, to ensure a quality of life and ample resources for our future generations.

Over the past nine years, the Society has partnered with instep™ who are a New Zealand based company and provide world leading carbon and sustainability monitoring programmes. instep™ have supported the design and implementation of the Society's sustainability programme, to reduce our carbon footprint. 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 practice.

Whilst external factors continue to impact our economic sustainability, we have continued with our internal conservation and environmental initiatives. We have maintained a journey for continuous learning and growth, to create sustainable foundations for our business long term.

**We are proud to report our event Sustainability and Environmental Wellbeing Performance Score to be: 0.84**



## COVID-19 Journey

It's true, COVID-19 has continued to have an impact on the Society as it has for many businesses globally. However, our learnings from 2020 have helped our business adapt to the landscape of the global pandemic. The Society has undertaken an organisational reset, growing the team by recruiting people with skills to support business stability and event delivery. Additionally, we repositioned our strategic focus to highlight customer-centric development, to ensure the Society is economically sustainable for the long-term.

In March 2020, the Government called to cancel mass gatherings causing financial impact and adversity for the team. Since then the Society has come back stronger, with a steady return to financial health, that couldn't have been achieved without the support of our customers, sponsors, the community, the New Zealand taxpayer and wider stakeholders.

Lessons from Fieldays Online 2020, the first virtual event of its kind at the time, set the tone for the ongoing sustainability of our business and in recognition of the virtual event's success, Fieldays Online 2020 was announced as a Bronze Award winner in the Virtual Expo category for the 11th Global Eventex Awards.

Subsequently, Fieldays Online 2020 led to the formation of the Society's first hybrid event through Fieldays 2021, bringing the best of the virtual and physical worlds. To ensure Fieldays 2021 went ahead safely, the Society worked closely with key government agencies and stakeholders, and followed the Events Sector Voluntary Code, in addition to the Open Spaces recommendations.

Today, our business continues to ride the challenges that come with working through a global pandemic. We aim to create a sustainable way forward, not just for us, but also our external event organisers who are equally navigating these times.

"Despite the uncertainty that COVID-19 brings, we are constantly reviewing the needs of our customers and developing ways to improve our systems for them. This is essential so we can continue to offer value and relevance in the industry."

- Peter Nation, CEO

"Every accolade is based entirely on merit and acknowledges the company's fantastic creativity, flexibility, and drive for innovation. So, huge congratulations to Fieldays!"

- Ovanes Ovanessian, Co-founder of the Eventex Awards

"It is a culture that we try to instil throughout everything we do, a culture that needs to be actively cultivated in a collaborative way. We are grateful to have some very passionate people who are committed to making a difference."

- Taryn Storey, Head of Customer and Strategic Engagement



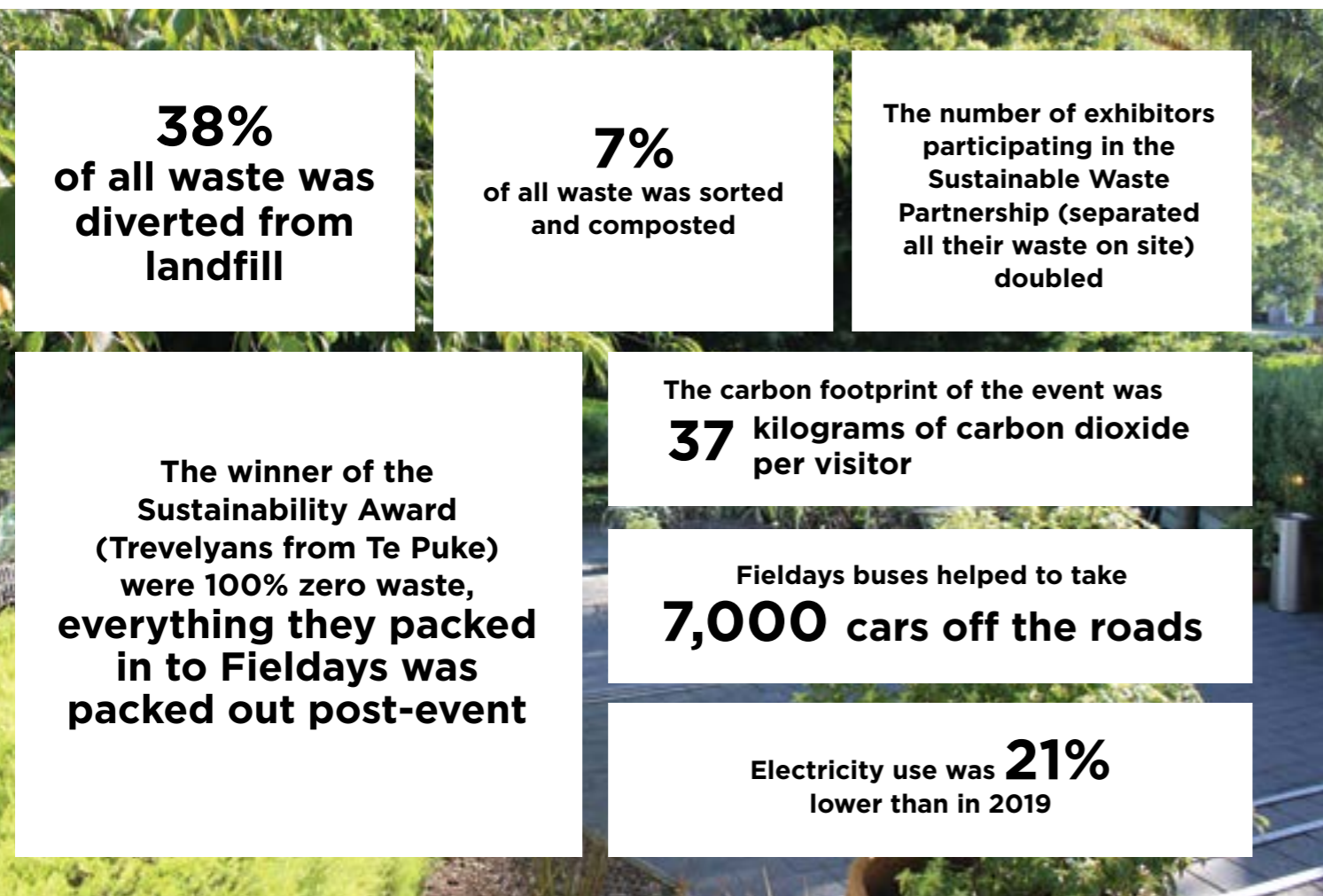
# Delivering Sustainable Experiences

## Fieldays 2021

A powerful moment in our history and a great morale booster for the New Zealand primary sector, Fieldays 2021 was a significant success in attendance. However, whilst our overall electricity usage was 21% less than 2019, our overall greenhouse gas emissions from this year's event were 22% higher. This is partly due to ongoing droughts, which mean the factors used to calculate the emissions are much higher than usual across Aotearoa, New Zealand as a whole due to more energy being derived from coal and less from hydro.

Our environmental footprint management has also successfully focused efforts on reducing negative impacts associated with inefficient transport modes, increased use of digital apps rather than paper, more efficient utilisation of water and energy, and reducing the diversion of waste to landfills.

This year we trialled a new relationship with waste management company, Closed Loop, who collected and separated the various waste streams during the event. Our goal is to divert 50% of waste from landfill.



## Mystery Creek Events Centre

The everyday operations of Mystery Creek Events Centre continue to be monitored and reported on annually by instep™ against ISO 14064-1, as well as commitment to and action towards the venue's sustainability goals. Plus, CO2 emissions are monitored in accordance with ISO 14064 1-3 and GHG Protocols. These are internationally recognised standards for sustainability calculations.

instep™ certified Mystery Creek Events Centre at the Silver level within 2020, and we continue to push ourselves to achieve and hold on to this accolade.

Mystery Creek Events Centre also received their first fleet of electric vehicles, kindly loaned by Hyundai New Zealand, in September 2020.

## New Zealand Tourism Sustainability Commitment

In 2020, the Society became part of the New Zealand Tourism Sustainability Commitment, a programme that supports individual businesses to contribute to sustainable tourism in Aotearoa, New Zealand.

The programme is focused on enabling the industry to be restorative and regenerative in its interactions with both nature and communities.

It sets out practical actions to allow all businesses to play their part to create a world leading and truly sustainable tourism industry. The focus of the programme is on economic, visitor, community and environmental goals, which aligns closely with the Society's core purpose.



## Westpac Waikato Business Awards

The Society was presented the Social and Environmental Sustainability Award at the 2020 Westpac Waikato Business Awards. The judges comments were resounding feedback:

**“The New Zealand National Fieldays Society not only met the brief but knocked it out of the park. They clearly demonstrated a holistic approach to social and environmental sustainability and outlined the journey they have been on and outcomes. They displayed an authentic and constant aspiration to make genuine, meaningful and sustaining impact across both these domains. A clear exemplar.” – Comment from the 2020 Waikato Business Awards judging panel.**

**“I will only work for someone who's giving back to the world; the Society definitely does that in the areas of social and environmental sustainability.”**

**– Janine Monk, Community Development and Sustainability Officer**

## Predator Free Mystery Creek

Conservation and protection of native species has been a strong focus for the Society since we began our predator control efforts in August 2019. With an investment programme and support from the Department of Conservation and Waikato Regional Council, the Society traps predators across the 114-hectare property. The Long-tail Bats that reside at Mystery Creek are deemed 'nationally critical', meaning they are facing an immediate high risk of extinction. The Longfin Eel, which are only found in Aoteroa, New Zealand, also reside at the Mystery Creek property, and Kaka often visit too.

We have nine passionate volunteers that monitor the traps on the Mystery Creek site:

- John Moody
- Susan Henderson
- Howard Forlong
- Steve Hirst
- Pete Fisher
- Lisette Balsom
- Grant Balsom
- Jemma Cooper
- Rodney Stedall

These volunteers are vital to reaching the Government's goal of becoming predator free by 2050 and have put in over 400 hours since the project began in 2019.



In February of this year we were excited to launch the Predator Free Mystery Creek Community Hub. The Society has joined forces with local community groups Predator Free Hamilton and Predator Free Cambridge to further the conservation goals of the Waikato region. In the first few months of being active, the Community Hub has brought together local schools, businesses and neighbours to educate, inspire, and provide support for their own biodiversity and predator control efforts.

A key driver of the Predator Free Mystery Creek Community Hub is Karen Barlow, who was appointed the Community Coordinator of the Hub in February. This role is funded from the Environmental Initiatives Fund by the Waikato Regional Council who have generously supported the Predator Free Mystery Creek initiative for the past two years. Recently, the Society also received funding from the Waikato Catchment Ecological Enhancement Trust (WCEET).

Karen also coordinates Predator Free Hamilton and Predator Free Cambridge. She holds a Bachelor of Science majoring in Ecology and Zoology, which explains her passion and expertise for educating the community on predator eradication and has hosted training workshops for Mystery Creek neighbours, Kaipaki School and the Hamilton Airport. During the workshops, Karen talks about the types of predators we're trapping, why we're trapping them, and a basic trapping 101 on how to trap them.

"The kids get right into the workshops, and it's so important to keep that enthusiasm going since they'll be continuing the work once we're gone," says Karen.

The Hamilton Airport staff also built an impressive 79 traps in their workshop, and set up a dozen traps around the gully near the airport.

Predator Free Mystery Creek has been reported on by regional media and also featured on Rural Delivery, a TV series on sustainability, innovation and best practice in the primary sector. This shows that not only is the initiative making a difference by protecting our native species, it is also spreading awareness and inspiring others to take action.



"It's extremely satisfying making tweaks to our trapping system and finding out ways to be more successful at catching these predators."

- Susan Henderson, Predator Free volunteer

# Wellness

A key audience for the New Zealand National Fieldays Society is rural communities, which are often isolated and therefore far away from townships, making healthcare difficult to access. Also, for farmers and growers facing societal pressures, labour shortages, adverse weather events, and the uncertainty of COVID-19; health and wellness can sit on the back burner. For these reasons, wellness is a key element of the Society's education strategy. With our initiatives in this area, such as the Fieldays Health and Wellbeing Hub, we endeavour to use the Fieldays platform to raise awareness and start important conversations around wellness.

Investment in this space is attracting considerable attention as evidenced by the number of health providers participating at Fieldays including the Waikato District Health Board.

**We are proud to report our event Wellness and Personal Wellbeing Performance Score to be: 0.85**



# Health, Safety and Risk



Our commitment to zero-harm and alignment to the Health and Safety at Work Act 2015, saw another 12 months with staff and visitors staying safe. Our goal is for zero harm with everybody going home to their families at the end of the day.

Number of incidents reported in the last 12 months:

**1,892**  
 inductions  
 completed  
 at Fieldays  
 induction  
 marquee

**18,955**  
 check ins  
 through Gate 1  
 and 2\*

\*27 April / 15 June and 20 June / 30 June  
 (Does not count multiple check ins by same person in a day)

Fieldays is a major event in the Society calendar with a total of 9,003 health and safety (H&S) inductions completed by contractors and exhibitors coming on site during the 10 weeks of pack in/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 H&S inductions  
**7,111 or 79%**  
 were completed online via  
 our Induction app while  
 1,892 were completed in  
 person by the helpful staff  
 at Gate 1.



Users of the Induction app, liked how easy it was to use, the ability to complete before arriving and this speed through check-in at Gate 1.

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

### Incident Reporting

- 15 incidents reported for period Y/E September 2021
- All minor incidents resulting in either no injury or minor first aid
- Monitoring of unsafe practice during events pack in/pack out

### Training and Compliance

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

On-going 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.

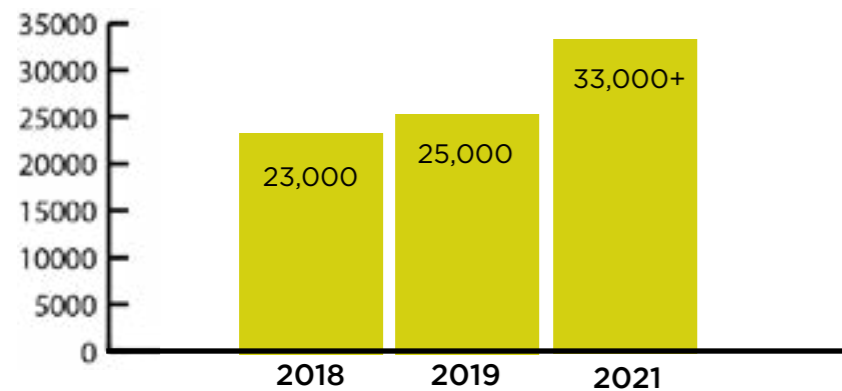
First Aid	8
Forklift Health and Safety Refresher	3
Height Safety Refresher	3
LPG Handling Refresher	1
<b>Total</b>	<b>15</b>

## Health and Wellbeing Hub

The Fieldays Health and Wellbeing Hub was an initiative launched in 2017 with a vision to educate and inform Fieldays visitors about their health in a non-threatening and interactive way. Run in collaboration with Christchurch-based rural health provider, Mobile Health, the Hub houses a range of health and wellness organisations. The A to Z of free check-ups and tests were on offer again this year, from skin cancer spot checks, blood glucose tests, blood pressure tests and atrial fibrillation checks to smear tests, hearing checks, hepatitis C tests and confidential mental health support.

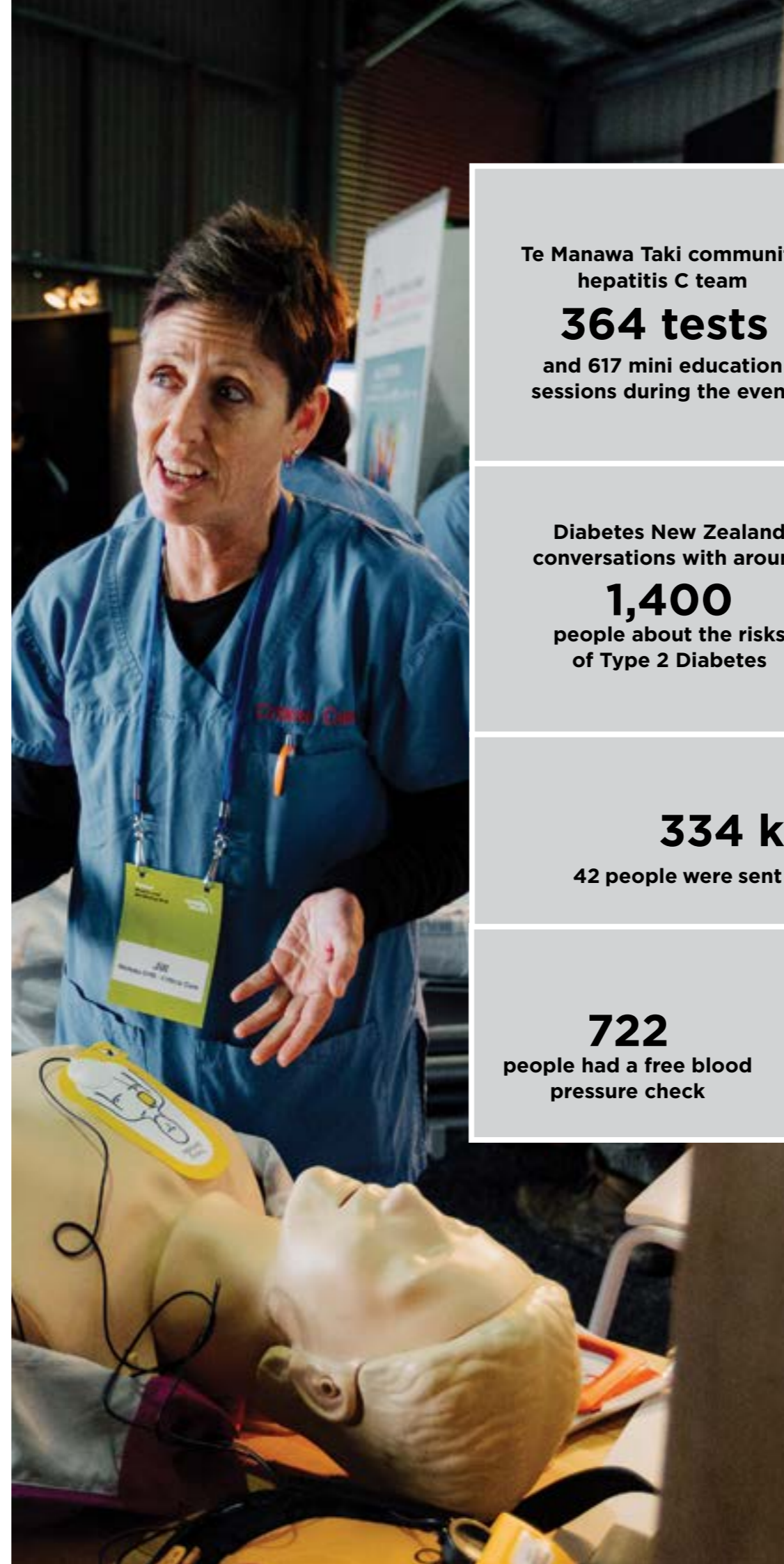
Four years since its inception, visitor numbers to the Hub have grown each year, which is both an incredible feat and encouraging step forward for improving health and wellbeing outcomes within our rural communities.

Footfall over the years:



**COVID-19 has also re-emphasized the importance of healthcare accessibility and the importance of extending beyond technology and the economy.**

COVID-19 risk mitigation was a critical aspect of 2021 planning. Fieldays maintained dialogue with officials about health protocols and followed guidelines. A key component of the response was to ensure scanning to record access to the event and ongoing encouragement of visitors to follow health guidelines.



Te Manawa Taki community hepatitis C team

**364 tests**

and 617 mini education sessions during the event

Melanoma New Zealand

**673 spot checks, which found 54 suspicious lesions**

including melanomas, which were referred for further evaluation

Diabetes New Zealand conversations with around

**1,400**

people about the risks of Type 2 Diabetes

Waikato DHB Diabetes clinical team completed over

**1,200 blood glucose level tests**

Kidney Health New Zealand

**334 kidney health checks**

42 people were sent to their GP, and 107 had issues requiring monitoring

Stroke Foundation

**722** people had a free blood pressure check

around **550** people had an atrial fibrillation check

over **370** beanies were sold with funds supporting stroke survivors

The benefits of saving lives and improving health are significant and in the future, estimates of these could be added to the estimates of the economic impact of Fieldays.

*“There was a resounding energy in the place. Streams of people came through, doing the rounds among all the healthcare providers, getting support, having meaningful conversations, and telling their own personal stories.”*

- Mark Eager, Mobile Health CEO

# Economic

New Zealand National Fieldays Society exists to advance agriculture for the benefit of Aotearoa, New Zealand through collaborative leadership in our three pillars: innovation, education, and globalisation.

Our pillars allow us to set course and identify new opportunities to bring town and country together and grow the economy, all whilst keeping the agricultural DNA of New Zealand at the heart of everything we do.



We are proud to report our event Economy and Economic Wellbeing Performance Score to be: 0.96



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



## Innovation:

Our prestigious Fieldays Innovation Awards, enhancing internal business processes to create stability throughout lockdowns.



## Education:

Creating new relationships to activate the Careers and Education Hub at Fieldays, learning new event restrictions quickly to deliver events at Mystery Creek Events Centre safely and offering lessons learned to the industry.



## Globalisation:

Despite border restrictions, we again activated our international presence and attracted visitors from across the world via Fieldays TV. We also welcomed international exhibitors and Ambassadorial delegates.

## Mystery Creek Events Centre

Event enquiries came in at a healthy rate of 155 this financial year. With the continued effect of rolling lockdowns across Aotearoa, New Zealand and our own extended pack in/pack out period for our Fielddays event, we successfully delivered a total of 28 external events safely and in-line with Government guidelines.

Some of the 28 were large, multi-day return events, notably Baptist Easter Camp, the NZMCA Motorhome, Caravan and Leisure Show with a record number of attendees and rally campers on site, and the Horticulture New Zealand Conference hosting over 800 delegates.

Funerals and weddings featured in between lockdowns, with one client needing to reschedule his wedding on four different dates. The couple finally held a small private ceremony in September 2021.

We were also pleased to secure the Sika Show as a new event to Mystery Creek (previously held annually in Taupo) but as we crept closer to the end of the financial year and another multi-levelled lockdown ensued, the Sika Show and other event organisers such as NZMCA Motorhome, Caravan and Leisure Show, and the Craft Fair, made the difficult decision to postpone their events until the next financial year.



Throughout this year, the Bledisloe and Gallagher Building event spaces have continued to be client choice for meetings and functions of up to 300 people, whilst the Convention Centre and The Pavilion still serve well the larger dinners, conferences and exhibition events. Fonterra also made excellent use of The Pavilion to launch their new fleet of milk tankers to stakeholders and staff.

Our team have grown and adapted in ways we wouldn't have imagined two years ago, and along with this personal resilience, our business has also found new strength. Our event team have done an incredible job monitoring, planning and implementing the continuously evolving government requirements around holding events, all whilst supporting our clients to navigate the changes too.

# Fieldays

In early 2021, New Zealand was in a very fortunate position to have zero community cases of COVID-19. With this came the ability to run large scale events as normal.

Fieldays planning ran slightly later than a typical year, which we had anticipated given our own internal team reduction, an appreciation for our exhibitors who were in a similar position and who were also treading with caution to finalise bookings until a clear economic realisation that the event was likely to proceed.

COVID-19 risk mitigation was a critical aspect of planning. The Society maintained a dialogue with officials regarding the latest health protocols and followed the continually evolving Government guidelines. A key component of the response was to ensure scanning to record access to the event and ongoing encouragement for visitors to follow Ministry of Health guidelines.

Several changes to enhance the customer experience should the event go ahead were also planned, including launching a hybrid event, a Powhiri, creating a singular area for on-site competitions, revamping the Fieldays app and Explorer Band for a more integrated experience, introducing a new Bar and Eatery, a live TV studio, which would host Fieldays TV and the TVNZ TV1 Breakfast Show.

In May 2021, as we surpassed the 2020 cancellation date, an aura of excitement filled Society HQ and as the night rolled in on the eve of Fieldays, reality kicked in: we were about to hold the first large-scale event in 18 months, and likely the largest event of its kind globally in 2021.

It was clear there was an overwhelming desire to reconnect. Visitor attendance increased by 3.1% compared to 2019 and became our second largest gate attendance ever.



**132,776**  
people attending over  
four days

Friday 18 June  
**44,044**  
people came through the  
gate - a record day!

**22** international  
exhibitors on site

**Three** international  
exhibitors via Fieldays Online  
only due to border closures

**Seven** international  
countries represented across  
Fieldays and Fieldays Online  
including four international  
delegations

**1,000** exhibitors  
spread over 1,400 sites

Travel and border restrictions led to a 49% decrease of international exhibitors compared to 2019; however, Waikato exhibitors increased by 10.7%.

Despite site allocations being down 2.9% this year, site sales were estimated at just over 52% ahead of 2019 across the four day average. It is important to note that these relate to economic spend because of Fieldays - not New Zealand National Fieldays Society turnover, which can be found in our financial report on [page 50](#).

As major equipment purchases are not usually spur-of-the-moment transactions, this increase in site sales almost certainly reflects the 2020 Fieldays hiatus and patrons needing to release pent up spend and investment for those special Fieldays purchases. It is estimated that had Fieldays had not been held in 2021 \$68.46m of sales would not have occurred.

Almost 3,000 full-year jobs (both full and part-time) were sustained, with over 1,000 of these in the Waikato alone.

We received an incredible 66 entries to the Fieldays Innovation Awards across three categories - Prototype, Early Stage and Growth and Scale, which saw a strong robotics theme emerge this year. Our winners about to shape the Primary Industry landscape are:

Prototype - **Springarm**  
Early Stage - **Cropsy Technologies**  
Growth and Scale - **IGS Limited**  
Young Innovator - **Cropsy Technologies**

**The Society is beyond grateful to every single person who helped make the Fieldays event a success and create a strengthened pulse within New Zealand's primary industries.**



## Fieldays Online and Fieldays TV

Fieldays Online and Fieldays TV were launched for the 2020 event and were reintroduced this year to grow our connection and reach, despite border closure. This also provided reassurance to the industry and visitors alike, that should the physical event be cancelled again, we had a tried, tested and enhanced method this year for them to still be able to reconnect safely.

As the physical event went ahead, they also provided the opportunity for us to take our next step in growth with the introduction of a hybrid event - bringing the best of the physical and virtual events together.

With Te Radar returning as host, Fieldays TV became an exciting and enhanced proposition with a live TV studio in the centre of the event, a big screen broadcasting both live and pre-recorded content on the Village Green and content being available to stream on-demand all year round.



**20+ hours live studio content  
filmed live on site**

**Fieldays Kitchen: six top Kiwi chefs  
presented 12 delicious recipes**

**Fieldays presents: 21 topical discussions  
with industry leaders**

**Five Health and Wellbeing  
discussions**



**16 highlights from the field**

**Career Series: showcased five  
individuals navigating primary  
sector careers**

**13 Future Focus stories shaping  
the primary sector landscape**

**Four heart warming stories about  
Our People**

**We saw high visitation from Australia,  
the United States, the United  
Kingdom, Germany and South Korea  
all virtually visiting to immerse  
themselves in the latest from New  
Zealand's primary industries. An  
incredible feat for a small country.**

# Community

The Society was founded by the passion and drive of our forefathers coming together to advance New Zealand agriculture and give back to the community. That's why, to this day, community remains at the heart of everything we do.

Back in 1967, John Kneebone sent an open letter exploring the possibility of Fieldays: a vision to bring much-needed mechanisation to farmers and to bridge town and country. Later that year, an informal group got together to progress the idea. Now, over fifty years later, that idea has surpassed anything this group had hoped for, and that's purely due to the passion of the people.

There are many people that we are fortunate to have within our Society family: members, volunteers, staff, alumni, sponsors, customers and wider stakeholders – here in Aotearoa and across the globe. We are beyond grateful for the hours, days and even years of time, expertise and continued support, that have been put into the Society – particularly through these challenging periods of uncertainty.



**“It is my privilege to formally thank the many people and their families who have dedicated their time before us, allowing us to celebrate Fieldays and the Society. We value the relationships that place us firmly on the world stage.”**

**- Peter Nation, CEO**

Throughout this financial year, the business operated under a lean methodology to ensure financial stability until Fieldays could be delivered. This was also reflected in a reduction of employees to deliver Fieldays 2021 with 30% of staff this year having never delivered a Fieldays before. Despite this, our community came together to support each other to learn and grow.

In the present day, the success of the Fieldays community can be seen through volunteering, community education, and through engagement via social media, traditional media, and focused activities.

**We are proud to report our event Community and Social Wellbeing Performance Score to be: 0.87**

## Volunteers

It is an undeniable fact that the volunteers have been at the heart and soul of the Society since day one. People from all walks of life form the Society volunteer team – rural to urban, executives to students and families, which cover a wide range of ages, nationalities, backgrounds and skills. Without them, the Society wouldn't be where it is today.

## Fieldays 2021 Volunteers

The Fieldays 2021 volunteer team was 180-people strong, who did an amazing job serving the 132,776 visitors that came over the four-day event. Some were new volunteers, others were returning after a number of years on the job and some had volunteered since the first Fieldays event in 1969. There were at least ten husband-and-wife teams in the volunteer team, some with their children giving a helping hand too. We even had a family crossing three generations doing the hard yards in the parking team.

The Society also collaborated with disability support services, ConneXu and CCS Disability Action, to hire people from their organisation to join the Fieldays 2021 volunteer team. We also worked with Volunteering Waikato to recruit a new team of volunteers for the food courts. Fundraising groups and schools also provided support in specific areas such as the gates and ticketing, the courier service and parking.

It is a pleasure to witness a group of great people making life-long friends, developing new skills, and interacting with the visitors throughout the event, ensuring they have the best experience. Many volunteers get immense satisfaction knowing they are part of a world class event.



“Being a Fieldays volunteer can be very addictive. You always feel very satisfied after each event has finished and you are always challenging yourself to improve for future years.”

– Warwick Hay, volunteer at Fieldays for over 40 years

### Fieldays 2021 Volunteer Teams:

- Parking
- Catering
- Information Booths
- Couriers
- Media Hosting
- Tractor Pull Hosting
- Innovations Hosting
- Setup and Breakdown
- Food Courts
- Event Office
- VIP Drivers
- Fieldays Brand Ambassador
- Ticketing



## Volunteer of the Year

John Moody has been volunteering in the Predator Free programme on site from the beginning in August 2019. To begin with he was on site on a weekly basis checking traps until more volunteers joined to share the workload.

Despite moving to Tauranga, John still travels to volunteer regularly. His passion and enthusiasm for the work is outstanding and has often come in over and above the normal trap checking days to undergo trainings and planning meetings. He even often does work for Predator Free from home if the Trap NZ app needs updating. The Society is extremely grateful for John's support.

“I was planning my retirement from a company I have been with for 60 years. In 2018, I thought I would like to do some volunteering work and give back to the community, so I applied for a role on the newly created Mystery Creek Predator Free project.

I was particularly drawn to this opportunity to help support the eradication of pests and protect a habitat for native birds, lizards and bats in Mystery Creek's natural surrounds.

I was one of the first Predator Free volunteers, along with Susan and the

project has since grown to nine volunteers and around 100 traps. We work as a team to ensure the traps are placed in the best position to catch the critters! I enjoy working with the Predator Free team.

I'm now semi-retired and always look forward to getting back to Mystery Creek with the team. On the days I'm not volunteering or working, I enjoy spending time with my friends and family, gardening and e-biking the wonderful trails of the country.”

– John Moody, Volunteer of the Year 2021

“This is probably one of the biggest volunteer teams in the country, as it's the biggest agricultural event in New Zealand. Listening to the volunteers, hearing their passion and stories is very rewarding for me. They offered a great service at Fieldays this year.”

– Steve Chappell, Project Coordinator



## Society Volunteer Projects

Aside from the Fieldays event, there are many other projects happening at the Society year-round that our volunteers support us with.

### Predator Free Mystery Creek

Our amazing Predator Free volunteers help us get closer to our goal of being predator free by 2050. Year-round, they set and check traps across the 114-hectare Mystery Creek property, trapping the biggest offenders to our native wildlife. See [page 18](#) to read more about the Predator Free Mystery Creek Community Hub's journey over the past year.

### Heritage Item Audit

Before Christmas last year, dedicated members Doug Baldwin, Gordon Vernon and Margaret Cameron completed the huge task of auditing the heritage items. They identified and recorded farming equipment and other heritage items that had been kindly donated, gifted or loaned to the Society over the years.

These historical items are in the process of being reunited with families or original owners, or into higher levels of care and maintenance than the Society is currently able to provide. These items have provided fond memories for both our Society family and our Mystery Creek visitors. Without a doubt, these items have helped build the Society's legacy and story and we are indebted for this kindness.

### Digitising our Legacy

This year, the Society undertook a move towards digitising our historic documents. Volunteer Bruce Maxwell travelled from Tauranga to Society headquarters and spent numerous hours scanning, which has given us a great step forward to digitising our legacy. Work will continue in this area in the next financial year.



## Re-using and re-purposing old materials

A group of Society volunteers who reside at the Lauriston Park Retirement Village in Cambridge generously offered their time to re-purpose Fieldays fence-hugging material and lanyards, and make them into bags. Nicknamed, 'The Bag Ladies of Cambridge,' the 16 volunteers made a grand total of 370 bags, which are planned to be donated to low decile schools in the Waikato region.

## 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.

## Society Members

Our members values are aligned with the Society's culture, and they 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.

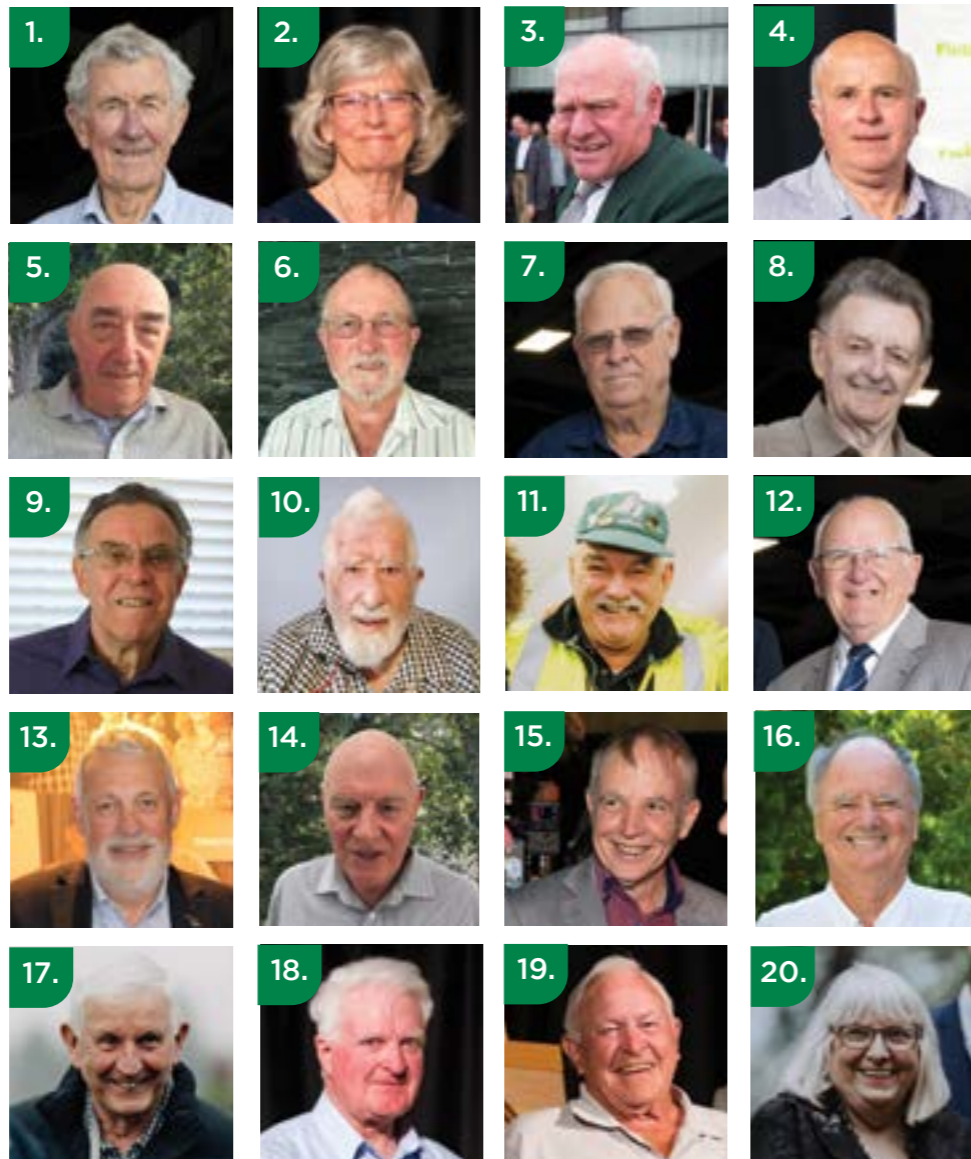
Volunteers who provide at least two years service could be eligible for membership upon invitation.

### Life Members

Our life members have contributed an enormous amount of 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, which recognises the member's outstanding service and contributions to the Society.

#### Current Life Members:

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



## Kerry Clarkin receives Queen's Service Medal



Kerry Clarkin, a valued life member of the Society, was recently awarded a Queen's Service Medal for services to agriculture and the community.

Not only has Kerry been instrumental in developing Fieldays into a world class event, and has actively contributed to the Society for 48 years, he has also been heavily involved in his community.

He says when he received the letter from the Prime Minister in the mail, he was "hugely shocked."

Although Kerry may have been surprised to receive the award, his peers weren't in the slightest. Those who nominated him describe him as "an outstanding person with an extremely giving nature."

Kerry says his family was hugely community-focused, so he has the natural tendency to give his time and energy freely to those who need it.

Kerry always put his hand up to fundraise and help St John's School, sat on the Board of Trustees at St John's and Eureka Schools, served 24 years on the Eureka Hall Committee, and was appointed as a Justice of the Peace (JP). He has also volunteered with the New Zealand Police in victim support and community patrol.

"My whole family has always been very community-orientated, and I've always enjoy interacting with people. I was a dairy farmer, and I could not have sat inside the gate everyday. I needed that challenge, to get out, and work with people and be part of all sorts of organisations," says Kerry.

Kerry's journey with the Society began back in 1971 as a Young Farmer when he took on the voluntary role of safety officer at Fieldays. He progressed through the Society over the years, chairing the Exhibits Committee in 1983 and later the Agricultural Fieldays Committee in 1991, where he became a Society Board member.

Most notably, Kerry held the role of President in 1998. In 2020, Kerry was a recipient of the NZNFS 50-Year Service Award for his years of service to the Society.

Kerry notes that during his time with the Society, the most rewarding aspect has been all the people he's met along the way - members, volunteers, exhibitors, and the public.

"I was just a little, shy country boy, and Fieldays opened my horizons greatly.

"I met people that challenged me - Sir Don Llewellyn, Ossie James, and Colin Gordge, who were all Past Presidents, gave me the opportunity and mentored me. I think that's been the greatest thing I've got out of it - the ability to mentor people through life myself."

These days Kerry still practices as a Justice of the Peace, and says he's been a "friendly ear" to people within his community to those who have been feeling the pressures of COVID-19. Kerry is well-deserving of the Queen's Service Medal, and the Society is proud that he has been recognised on a national level.

## Fieldays No.8 Wire National Art Award

The Fieldays No.8 Wire Art Award hosted by the Waikato Museum, partnered with Momentum Waikato Community Foundation and supported by the Society, challenges artists to turn an iconic Kiwi farming product into art.

The No.8 Wire National Art Award has drawn many entries over the years from renowned and emerging artists across the country. The award has also been influential in raising the profile of Fieldays among urban communities and bridging the gap between town and country.

The Society values the award, as it promotes a creative community that still honours the grass roots of New Zealand.

Auckland artist Gina Ferguson took home the top prize Fieldays No.8 Wire National Art Award with her work *Wear 'n' tear* at a ceremony held on 22 April 2021 at Hamilton's ArtsPost Galleries and Shop.



**“The relationship between the rural community and the urban community is very dear to me. If it hadn't been for this award, the impetus to create and respond to what this award is all about and the vibrant community, I wouldn't have been up to it. So thank you to everyone involved.”**

**– Gina Ferguson, 2021 No.8 Wire National Art Award recipient**



**Governance**

# Our Board

The Board of Directors of the Society are elected by the members to govern the Society, establishing objectives including the overall policy framework within which the business is conducted and confirming strategies for achieving these objectives.

The Board also monitors performance and ensures procedures are in place to provide effective internal financial control. Chaired by the Society President, or delegate in his/her absence the Board is committed to undertaking its role in accordance with accepted best practice within the context of the Society's business.



**James Allen**  
President

James is the Managing Director of AgFirst Waikato and was a past President of the New Zealand Institute of Primary Industry Management and New Zealand Young Farmers. He has been on the Society board since 2016, becoming President in 2019.



**Jenni Vernon**  
Vice-President and Chair:  
Assets and Facilities Committee

Jenni farms a dry stock unit in partnership with her husband Gordon at Te Akatea, in the Waikato. Jenni is a board member for the Agri-Women's Development Trust and the New Zealand Geographic Board. She has over 23 years experience in resource management and policy development for local and central government and is a Nuffield and Kellogg Leadership scholar. Jenni is a Justice of the Peace and has been on the Society board for seven years.



**Lance Enevoldsen**  
Chair: Structure Committee

Lance has been a volunteer with the Society for 28 years and has served as an elected board member for four years. Lance is primarily involved with his Hamilton based business - Imageland. On occasion he can also be found milking cows or wielding chainsaws as he remains active in base operations of other business investments.



**Clint Gulliver**  
Chair: Events Committee

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 in the Society after a recipient of the inaugural Fieldays Future Leaders programme scholarship in 2015. Clint was elected to the role of Chair for the Events Committee in 2018.



**Lynette Pearks**  
Chair: Finance, Audit and  
Risk 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 30 years' experience in general accounting and taxation. Lynette's governance experiences have included 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.



**Tim Hale**  
Board Member

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.



**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).



# 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.

### Directors:

James Allen – Member  
Jenni Vernon – Member  
Clint Gulliver – Member  
Lance Enevoldsen – Member  
Tim Hale – Member  
Lynette Pearks – Member  
Graeme Austin – Member  
Peter Nation (CEO) – Member

## Role of Management

The day-to-day management responsibilities of the Society are delegated to the Chief Executive Officer (CEO) of the Society and all board authority delegated to the manager, is done through the CEO. The Board determines and agrees with the CEO's specific goals and objectives, with a view to achieving the strategic goals of the Society. The Society President maintains a formal link with the CEO on a fortnightly basis between board meetings.

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 documents such as the Society's Constitution, board charter and governance policies to be accessible to all board members and management from anywhere for ongoing referral and guidance. Using BoardPro eliminates the need to produce printed material, which meets with the Society's ongoing focus to reduce waste.

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

## Board Committees

The Board has three standing committees mandated by the Society's Constitution – the Finance, Audit and Risk Committee, the Events Committee, and the Honoraria Committee.

In addition, the Board has created two further committees to support strategic initiatives and provide guidance across the organisation – the Structure Committee and the Assets and Facilities Committee.

## Finance, Audit and Risk Committee (FAR)

This committee meets at least quarterly to ensure compliance is achieved in relation to the Society's finances, auditor signoff and risk management.

The committee is made up of a Chair, 1-2 Society Directors, Chief Financial Officer, Chief Executive Officer, Society President (ex-officio) and a minute secretary. From time to time the committee may invite industry specialists to join the committee. The Chair will hold the responsibility of Privacy as per the new Privacy Act 2021 with the CEO holding the role of Privacy Officer.

### Objectives and purpose:

- Review and monitor the Society's overall financial position
- Oversee production of the Society's annual financial statements, financial reporting, and disclosure of financial matters in the annual report
- Overview and approval of (draft) annual budget/capex before formal board approval
- Work with the Society's auditor to sign off the audit plan, review findings and make recommendations to the Board
- Oversee compliance and statutory responsibilities relating to financial requirements
- Overview of risk as presented by management and accept recommendations for risk mitigation

## Events Committee

The role of the Events Committee is to review and offer support to staff in relation to the objectives below and to be the voice of the members and volunteers to the Board. The Committee meets four times a year and at other times when required.

The Committee is made up of a Chair, Deputy Chair, three elected members, a co-opted member, the Society President (ex-officio), Membership Coordinator and a minute secretary.

### Objectives:

- Support emergency planning for owned events
- Review debrief data for owned events
- Support the organisations focus on risk planning and health and safety
- Assist with volunteer training to ensure readiness for deployment
- Facilitate succession to key leadership roles within the NZNFS membership
- Recruitment of volunteers, assessing skills and looking to fulfil the needs of the business as the events develop

## Structure Committee

This committee is a forward planning group that reacts to the needs of the Board on an as-required basis, meeting at least twice per year.

The committee consists of two Society Directors one of whom is the Chair, Membership Coordinator (ex-officio); Society Vice President (ex-officio); Chief Executive Officer (ex-officio) and a minute secretary.

### Objectives:

- Ensure the Constitution meets the strategic requirements of the Society and is amended as required
- Actions that may affect membership are in line with the Constitution
- Ensure that the Society complies with the Incorporated Societies Act and keeps abreast of any changes

## Assets and Facilities Committee

The role of the committee is to define and plan the future requirements of the event management and commercial activities within the Mystery Creek Events Centre and externally, meeting at least three times a year.

The committee consists of two Society Directors one of whom is the Chair, Society President (ex-officio), Chief Executive Officer (ex officio), Operations Manager (ex officio), Chief Financial Officer (ex officio) and a minute secretary.

### Objectives:

- Ensure that the infrastructure of the Society is maintained and built to a high standard
- Recommend to the Board capital investment following appropriate analysis
- Ensure the assets and facilities align with the Society's needs
- Utilise external expertise as and when required to assist the Committee's decision making

## Honoraria Committee

This committee meets at least once per year, at the beginning of July, which is prior to the Society setting budgets for the next financial year. The role of the committee is to assist the Board in the establishment of reimbursement policies and practices for volunteers, as well as discharging the Board's responsibilities relative to reimbursement-setting and review.

### Objectives:

- Determine honoraria that may be allocated to various volunteers of the Society
- Ensure that any actions that affect the honoraria are in line with the Constitution
- Ensure that the Society complies with the Charities Act 2005 and keeps abreast of any changes

Members of the committee comprise of a Chair being a past president of the Society and two Society members as nominated by the members of the Society, at the Annual General Meeting.

# Financial Overview

Throughout this financial year, all non-essential expenditure and investments were removed, and the business was operating under a lean methodology. This was to ensure financial stability until Fieldays 2021 was delivered.



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

**\$430k**



Income from the Society's owned event Fieldays

**\$8.8m**



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

**\$421k**

**Capital expenditure: \$134k**

Major projects included the Fieldays app development and an upgrade to our on site camera system.

The information below was extracted from the full financial statements as audited by KPMG, which were approved by the Society Board on 18 November 2021.

## Statement of Comprehensive Revenue and Expenses

For the year ended 30 September 2021

(\$ rounded in hundreds)

	Notes	2021	2020
New Zealand Agricultural Fieldays		8,825,700	1,214,800
Equidays		0	1,202,500
Mystery Creek Events Centre		420,100	587,700
Interest		0	100
Property		106,300	45,500
Other Revenue	3	<u>323,800</u>	<u>375,500</u>
<b>Total Operating Revenue</b>		<b>9,675,900</b>	<b>3,426,100</b>
<b>Operating Expenditure:</b>			
New Zealand Agricultural Fieldays		3,334,400	978,600
Equidays		0	925,500
Mystery Creek Events Centre		150,700	111,000
<b>Overheads:</b>			
Audit Fees	2	27,300	19,000
Interest		114,600	132,200
Salaries and Wages		2,058,300	2,252,200
Other Overheads		753,100	1,006,100
Property Expenses		407,400	642,400
Depreciation		1,255,300	1,207,800
(Gain)/Loss on Disposal		<u>14,200</u>	<u>(11,100)</u>
<b>Total Operating Expenses</b>		<b><u>8,115,300</u></b>	<b><u>7,263,700</u></b>
<b>Surplus/(Loss) for the period</b>		<b><u>1,560,600</u></b>	<b><u>(3,837,600)</u></b>



# 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. Fieldays is back on site from 15-18 June 2022, not to mention the many other Society hosted events happening here throughout the year.

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

### 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.

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



### Exhibit at Fieldays

If your organisation closely aligns with our values, we'd love for you to join us as an exhibitor at Fieldays. 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@fieldays.co.nz](mailto:info@fieldays.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@nzfnfs.co.nz](mailto:volunteer@nzfnfs.co.nz)



# Acknowledgements

The Society wishes to thank the many individuals, organisations and businesses that have and continue to support them. Despite a challenging year, the generosity and faith from the below mentioned groups has been critical to the Society's success and survival. To mention everyone would be impossible; however, we would like to acknowledge the following contributors:

## New Zealand National Fieldays Society

### Partners:

Hyundai New Zealand  
Farmlands Co-operative  
Massey University  
Vodafone

### Advocates

Callaghan Innovation  
New Zealand Trade and Enterprise  
The New Zealand Treasury

### Preferred Suppliers:

Satellite  
Allied Security  
Carlton Events  
Carlton Party Hire  
BrandX  
EFTPOS  
Exhibition Hire  
SBI Productions  
Showscape  
Vodafone  
Good George Brewing  
Montana Food and Events  
Kerr and Ladbrook  
Nomad Coffee Roasters

### Sponsors:

NZME  
The Country  
Amazon Web Services  
KMPG  
Xero  
Isuzu  
Mobile Health  
Blue Wing Honda  
Gait International  
Corson Maize Seed  
Suzuki  
AGrowQuip John Deere

### Supporters:

Ministry for Primary Industries  
Hamilton City Council  
GrowingNZ  
KingSt Advertising  
Young Farmers  
New Zealand Fencing Competitions  
Civil Contractors New Zealand - Waikato branch  
Central Tractor Pull  
Arts Post Galleries and Shop  
Waikato Museum  
Momentum Waikato Community Trust  
Tieke Golf Estate  
University of Waikato  
Waipa District Council





New Zealand National  
**Fieldays**  
Society