

Annual Report

2019/20



New Zealand National
Fieldays
Society

New Zealand National Fieldays Society

Legal Name of Entity

New Zealand National Fieldays Society Incorporated

Entity Type and Legal Basis

New Zealand National Fieldays Society is a registered charity with Charities Services under the Charities Act 2005

Registration Number

CC11057

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Thank you to our New Zealand
National Fieldays Society partners



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Vision, Mission and Values

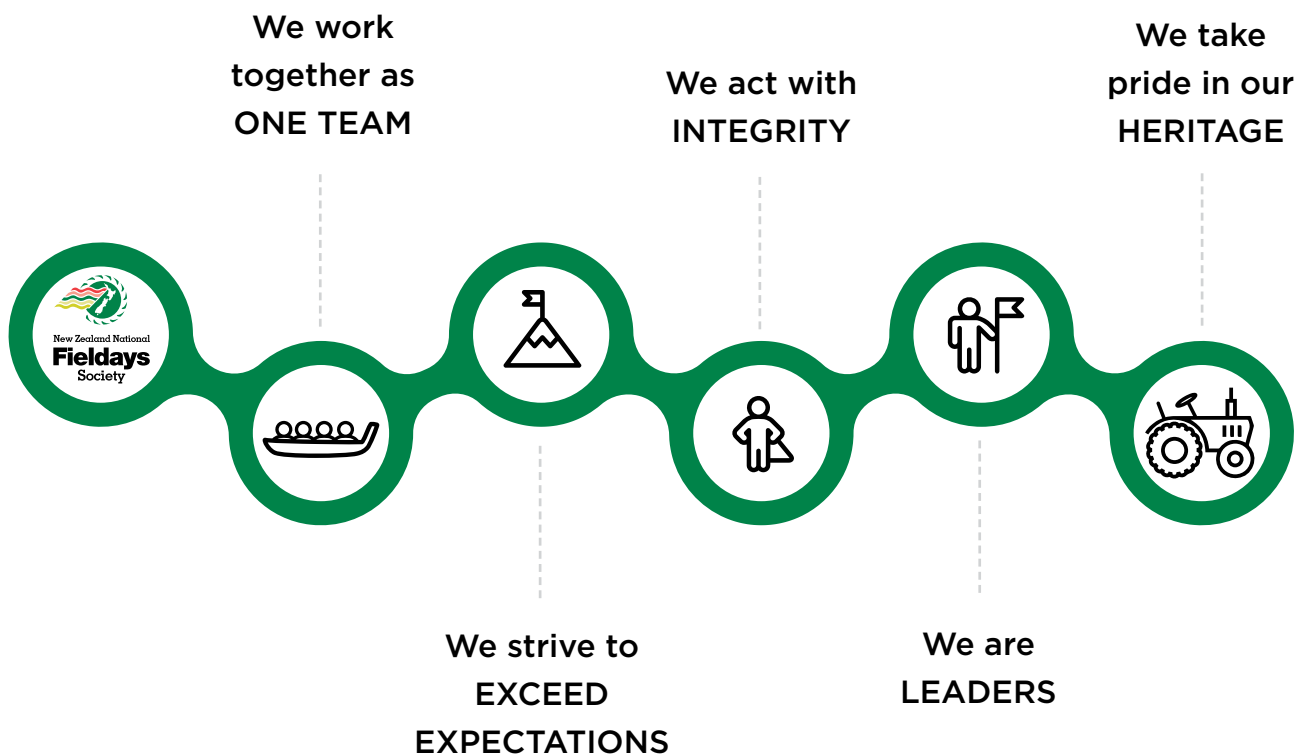
VISION

- Creating leading events for our world
- 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





New Zealand National Fieldays Society Team

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 woven throughout everything we do.

Connect 365 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.

Invest in and develop our people

Our business has been built around people and it is important we retain this focus as we move forward by investing in and developing our staff, members, volunteers and management.

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 agriculture.

Connect with our customers and stakeholders

We continue to look at the needs of our stakeholders and develop ways we can 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.

Develop our home site

It is important for a business the size and scale of Mystery Creek 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.



INTEGRITY



“Meeting so many wonderful people who come back to volunteer time and again, makes volunteering something special.”

Andrew Taylor - New Zealand National Fieldays Society Member

President's report



To commemorate the 50th Anniversary of the Fieldays event in 2018, the Society commissioned a book to capture its rich history. The next chapter of the Society's history, capturing the year that was 2020, will make for interesting reading!

Undeniably Covid-19 has had a material impact on the Society, New Zealand and the world. Whilst the impacts on personal health have been thankfully low in New Zealand, the economic impact on the events industry has been catastrophic. With the Society's operating revenue slashed, the Board had no alternative but to make rapid and significant adjustments to our expenditure to ensure continued survival of the organisation. This meant making some extremely tough decisions and saying farewell to a number of valued staff members.

Regardless of the actions taken to protect the Society's future, a \$3.8M loss, the most significant in the history of the Society was posted for the 2019/2020 financial year. The Society is expecting to return to a surplus position in the next financial year contingent on delivering the 2021 Fieldays event.

The CEO had the full support of the Board as we worked our way through the issues facing the Society. At one point the Board was meeting on a weekly basis, with the President and CEO conversing daily, such was the fluidity of the situation.

The Board has been working hard over the last 12 months to strategically align the Society to the changing environment. Whilst no decisions will be made without adequate consultation, the Board is refreshing the Society's position on a number of key issues, which includes our structure, branding, membership, governance, charitable status and events business. Whilst the structure has served us well to date, we need to make sure it will serve us well for the next 50 years. On a similar note, our mixture of brands (NZ National Fieldays Society,

Mystery Creek Events Centre and Fieldays) does tend to create some confusion; therefore, work is underway to develop more consistent messaging across all channels.

The Board's focus on risk management has increased with the 'R' in our FAR (Finance, Audit and Risk) Committee receiving more emphasis. This will result in a 'deep dive' of various aspects of risk for the Society, at future board meetings.

With regard to the makeup of our Board, I am proud of the mixture of skills, backgrounds, thought diversity and energy that is around the board table. Over the coming year we aim to build a board charter, which will provide a guideline for the Board in regard to their conduct and decision making. Another piece of work will be to formally review the skill sets, diversity and plans for each board member, to enable the Board to operate as effectively as possible.

As it is for the primary sector, sustainability is another key focus for the Society. The Board are proud of the progress that has been made in this area, including waste reduction, native planting and pest control. The work undertaken has been recognised by the judges of the Westpac Waikato Business Awards, which has placed the Society as a finalist for 2020.

I would like to thank our Board, management, staff, members and volunteers, and all of the businesses that have supported the Society over these past 12 months. This is likely the most challenging year the Society has ever faced; however, the values of our organisation have shone through as individuals and organisations reached out to support us in a time of need.

A handwritten signature in black ink, appearing to read 'James Allen'. The signature is fluid and cursive, written over a light blue horizontal line.

James Allen - President

Chief Executive's report



It has been my privilege to lead this organisation through some of the most challenging times it has experienced in its 52-year history. While this responsibility has, weighed heavily on my shoulders,

I am grateful for the support from both internal and external sources, reaching out materially and with morale support. The overall year has involved at times, making some very difficult decisions with the primary goal of ensuring the business remained sustainable long term.

The year began strongly, both financially and with a strong event book.

We staged our last Equidays event in 2019; despite the event being well attended, it was no longer financially viable. Accordingly, the hard decision was made by the Board to no longer run this event, which the Society created and owned for nearly 10 years.

It was a great honour for the Society to be admitted to the Waikato Hall of Fame and a privilege to receive this award at the 2019 Westpac Waikato Business Awards. Of the small number of businesses that have been admitted over the years, they are Waikato and New Zealand icons.

At our 2019 Society Annual Dinner we celebrated our year, along with recognising the many people that make our Society so special. It was our absolute pleasure to present the Rural Youth and Adult Literacy Trust with a sizable donation, which will assist them in making a difference to many that are challenged with reading and writing.

Despite all the very best planning and risk mitigation strategies we had in place, no one could have planned for what COVID-19 dealt to our business, the events industry, New Zealand and globally. The announcement by the New Zealand Government on the 16 March 2020, to cancel all mass gatherings stopped our business in its tracks. The Society's income dropped to zero; therefore, swift action was required to ensure we stabilised the business and met all our obligations to ensure we survived longer term.

We were 87 days away from our 2020 Fieldays event, which posed a real challenge. Sadly, we were forced to cancel the event, a decision not taken lightly, as we appreciated the impact this decision would have on our business along with our many valued customers, sponsors, stakeholders and the wider New Zealand economy.

I am grateful to our team, whom under extreme adversity helped stabilise the business, which for many was well outside their comfort zone. While under lock down we built and implemented Fieldays Online – a virtual Fieldays platform, the first of its kind in the world. Fieldays Online delivered on all our goals, but most importantly it kept our brand alive, supported our story and that of New Zealand, across the globe. Technical innovations such as Fieldays Online, the interactive wristbands and ticketing system are platforms that will help underpin and future proof the Fieldays event for the next decade.

As we draw closer to the end of our financial year and 2020, we will reflect on a year of adversity, financial impact and challenge. I am a strong believer that adversity brings innovation and new thinking, which I am seeing in our business and I am confident we will move into 2021 and beyond stronger and better than before.

I am deeply grateful for the support of our team – staff, Board, members and volunteers, our sponsors, customers, community, and wider stakeholders. You have all worked through these challenges both individually and together, you have supported us for the greater good and for that I am proud, grateful and indebted. Thank you.

We look forward to working with you all in 2021 and beyond. The future is exciting, and while it will be different, we will all learn to adapt.

A handwritten signature in black ink, appearing to read 'Peter Nation'.

Peter Nation - CEO

Our People

Beyond business resilience, we are extremely proud of our people who have weathered a year of major uncertainty both personally and professionally. As business resilience was tested so was our most valued asset, our staff; this fundamental branch of our organisation did not go unaffected by COVID-19. Given the nature and brevity of changes over the year, the Society was forced to make some difficult decisions. We wish to acknowledge the hard work and dedication of the staff we farewelled over the last 12 months.

Volunteer of the year 2019

Congratulations to Frank Sargent who received the John Kneebone Volunteer of the Year Award. Frank has been giving his time to the Society for 27 years. His first role was as a 'lolly pop' person at the bottom of Gate 3 during Fieldays 1993. Over the years his role grew to be exhibitor carpark supervisor, exhibits chairman and ag chairman.

Frank represents a whole family of volunteers who make up the backbone of the Society's activities. We are indebted to the hours of time and energy our volunteers provide, and despite 2020 being a year of reduced opportunities to do so, we are no less grateful of the role they play.

Congratulations again Frank!

Health and Wellbeing

Our commitment to Zero Harm on our site is constantly reviewed to ensure our processes comply with the Health & Safety at Work Act 2015.

This is to ensure our people, as well as all volunteers and anyone using our facilities, go home safe at the end of each day. This is reflected in the low number of incidents reported in the last 12 months, with a total of nine incidents reported; six non-injury and three minor injuries.

Due to COVID-19, the total visitors to our site over the last 12 months was greatly reduced; with a total of 1,408 inductions in the last year down from 14,037 in the previous year.

The use of the mobile app for our Health & Safety inductions was used for Equidays 2019 and was well received by contractors and exhibitors.

The app allowed for inductions to be completed before arriving on site and the increased ability to communicate the correct messages instantly via the digital platform.

We have continued to invest in staff training; however, COVID-19 curtailed this somewhat, with only essential training completed this financial year.

H&S training courses attended by staff and volunteers for the year	
First Aid	6
Forklift H & S Refresher	3
Growsafe Hazardous Substance handling	1
Test & Tag Training	1
NZEA Safety at Events	5
Total	16



“It’s probably the people, helping people and being a team player, being part of a spoke in wheel and as the years have rolled on the wheel has grown bigger and more complex! A person should be pretty proud of being part of the largest agricultural event in the Southern Hemisphere, and I am.”

Frank Sargent - Volunteer of the Year 2019

“I get a kick out of helping clients deliver their own events and seeing them walk away with great outcomes. Knowing that I helped them achieve this and having positive feedback from them is what drives me to continuously strive to be better.”

Marie Rechner



Waikato Civil Defence Support

During the Alert Level 4 lockdown and as part of our relationship with wider community organisations, several Society staff members were seconded to Waikato Civil Defence Emergency Management. Each staff member joined a specific 'function' team at the GECC (Group Emergency Control Centre) in Hamilton, from March until July across various timeframes.

The Society was very grateful to the Waikato Regional Council who provided temporary employment opportunities for several dedicated staff who in turn were delighted to be able to support the regional emergency response to COVID-19. They have shared their experiences below:

Ron Fleming - Intelligence Function

"My role consisted of gathering intel, analysing it and identifying trends. Part of this was planning for the future and managing the situation at hand. Working at Civil Defence during lockdown made me feel like I was doing something useful and meaningful during a time of stress for the community. It was great to see how so many people were willing to put themselves outside their comfort zone to help."

Marie Rechner - Logistics Function

"The logistics function was responsible for securing adequate staff across the roster system, initially covering 7am - 9pm each day. We looked after the sourcing of resources (e.g. PPE via the DHB), catering, liaison with the EOC's (Emergency Operation Centres) and reporting to NEMA (National Emergency Management Agency). I was kept very busy!"

Sandra Jenkin - Logistics Function

"It was a roller coaster ride right from the get-go, as I was moved around a number of the functions. From a planning to an Intelligence role, I finally landed in the Logistics team assisting with the writing of SOP's, sorting PPE requests, and helping process the expense claims."

Beth Jobin - Welfare Function

"I worked as an administrative lead, which included managing the reporting received from individual EOCs, to the national body NEMA. It was blatantly apparent that we have many vulnerable people in our communities. Although I was putting myself and my family at risk by being an essential worker, I received great satisfaction that I was doing my bit for the national COVID-19 response."

Esther Burnett - Public Information Management Function

"I valued my experience at Waikato Civil Defence as I learnt so much in the crisis communication field. The fast pace and variety of the role meant we had a different campaign every week. We also created an e-book called 'The Mighty Waikato Cookbook' to support the hospitality industry and raise funds for Momentum Waikato. The book raised just over \$10k through online donations. It was full-on but very meaningful work."



ONE TEAM

Charitable activities

With an underlying ethos of generosity, the Society is committed to giving back to the community. Supporting charitable activities has been a focus of the Society and each year a variety of great causes are contributed to, from educational grants, research scholarships, charitable donations and various sponsorships.

Although our ability to support the community was heavily reduced this year due to COVID-19 and lower income streams, we are proud to report that we were able to assist the following groups and organisations during the 2019-2020 financial year.

Sponsorships

- Cambridge Chamber Leaders Lunch
- Special Children's Christmas Party
- Hospice Volunteers Afternoon Tea

**A total of \$16,159.00
in sponsorships allocated**

Donations

- NZ Lions International Youth Camp
- St Paul's Collegiate School
- Centre of Excellence for Agricultural Science and Business
- Momentum Waikato Community Foundation
- Massey University Scholarships
- KM Hodges
- Equidays 2019
- Hamilton Light Horse Club
- Equidays 2019
- Breast Cancer Foundation NZ
- Equidays 2019
- Massey University

**A total of \$41,803.12
donations made**

Charitable Activities

Ark Quest Trust

The Society has donated a variety of clothes and items to Ark Quest Trust over the last year; including branded sun hats, beanies, wind breakers, tee-shirts and other excess uniforms from former events. Not only does this reduce our waste through re-use but it has immense benefits for the communities that receive these items. Jan Dean, a founding member of the Trust shares more on where these items end up.

In 2019, collected items were taken to a village in Kenya, called M'hanga, to support a school that offers wider community assistance in the very impoverished area.

The school started off as a feeding programme for very poor street children before the founders decided to create a school. The number of students grew from a handful to hundreds, with the school now employing 26 staff. There is a small farm component where they grow their own food and milk cows to feed the children two meals a day, usually their only two meals.

The Trust sends money every month to pay the teachers, as the school receives no government assistance. The school is very rudimentary, made from eucalyptus sticks and mud. The Trust is helping to build a permanent school with 16 rooms. The school and village almost function as one, with excellent water facilities, which has transformed the community, almost eradicating water borne diseases. The school has enabled children to be educated, with one generation already going through to university.

Learn more about Ark Quest Trust and their work here: <http://arkquest.org.nz/>



“ We’re enormously grateful that the Society has gifted these items. To you it has no purpose, to them it’s a whole new wardrobe. The poverty is like nothing you would ever see in New Zealand. Often the children don’t even have school uniforms, and only one set of clothes, shoes if they’re lucky. So, anything has a huge impact, they love receiving it all. ”





“ We have to tackle the shame factor before we can even start the learning. These students have such a history of failing and are constantly made to feel dumb, to a point that we see them self-sabotaging - they expect to fail.”

Josephine Poland - Trustee
Rural Youth and Adult Literacy Trust

Charitable Activities

Rural Youth and Adult Literacy Trust

Last year the Society was able to make a considerable donation to the Rural Youth and Adult Literacy Trust who provide free tuition to isolated rural adults and teenagers who struggle with reading and writing.

The Trust was chosen as the recipient of a \$20,000 donation with Society staff, members and volunteers giving their vote to one of the three charities who had applied for the funding on offer from the Society. The donation was made in recognition of the donated hours that the Society's members and volunteers gave during 2019 and was presented at the Society's Annual Awards Dinner that year.

The Trust provide great opportunities to our sometimes overlooked and under resourced rural communities, with the Society's donation being put towards their annual teenage literacy camps.

The 2020 youth literacy camps were, like everything else, affected drastically with the cancellation of the planned April camp due to COVID-19. The Trust ran its first ever virtual camp in July, with a physical camp scheduled in early October – the camps are life changing.

The Society's donation was used to fund teaching and outdoor activity resources along with food and transport. Camps run for one week and involve a mixture of literacy classes and other fun activities, such as rock climbing, kayaking, archery and mud rugby amongst many other things.

Students aged between 13 and 14 from across the Waikato attend these camps, with many coming from very deprived and disadvantaged families. The camps provide a consistent environment and three meals a day; it's these simple things that make a real difference.

The classes are small with only four to six students in total, this allows for better engagement and learning. The day begins with morning exercise followed by breakfast, then leads into classroom activities. The afternoon is spent participating in outdoor activities.

A boy that was closed off and unprepared to contribute at the start of the camp, due to being tormented at school, was asking to go first by the third day.

A mother spoke with emotion of the benefits to her dyslexic triplets who attended the camp.

“The good thing about sending them, is that they were treated with respect and not made to feel like idiots. On the way home, one of the children read out loud from their phone, a small step, but those words reflected a new confidence and self-worth.”

One of the big things about illiteracy is the students try very hard to hide it, so as not to appear stupid. Most of the time people with literacy issues are far from stupid. When the students realise they can actually do the work, they begin to engage with the lessons. There is still a lot of enthusiasm at the intermediate age to learn; however, these kids are often classified as the 'problem children' at school. It's amazing what happens when someone believes in you.

Mystery Creek Events Centre

It was a huge blow when all pre-booked Mystery Creek events, deemed mass gatherings, were postponed or cancelled completely after the Government announcement on March 16 outlining the national response to COVID-19.

Despite the significant loss in longstanding events and income for a large part of the financial year, the Society was able to host a bumper summer season of events, prior to the ramifications of the ensuing pandemic.

EVENT HIGHLIGHTS

The 'Find Your Inspiration' Craft Show

The FYI Craft Show is a scrapbooking and art craft event, which aims to encourage people to get creative, learn new techniques and most of all be inspired by the products, examples, classes and knowledgeable retailers and tutors attending the event.

“The FYI Craft Show is an important part of the year for craft retailers to connect with dedicated customers. Some have limited access to craft supplies, so this event is a chance to stock up on crafting goodies. Mystery Creek is an integral part of the success of our show due to the amazing and very helpful staff, the incredible venue, the stunning lake with its picturesque outlook and the fantastic Waikato location.”

Aly Johnson, FYI Craft Show Manager

The Special Children's Christmas Party

This heartwarming event is by far the biggest and best of its kind in the region, with up to 3,000 lucky children and their families/ caregivers attending annually.

“Thank you so much to all the organisers, volunteers and sponsors for a great day out. We had a great time and seeing the smiles, all day, was amazing. It is one of the highlights of our year - thank you!”

Special Children's Party attendee

Hosted in December, the children invited may suffer from one of the following: life threatening illness, physical and intellectual impairment, domestic violence, or living in underprivileged circumstances. The Society sponsors the event each year, working alongside event managers to bring welcome smiles to the children who need it the most.

“We cannot speak highly enough of the team at Mystery Creek. They have it all on hand for us, a great space, plenty of parking, anything we need is a call away on the walkie talkie, it sure helps to make for a smooth event with that many people. The event would not be possible without the support of local businesses, which includes the generosity of the New Zealand National Fieldays Society and their Mystery Creek venue.”

Events hosted:

- Fonterra Director's Roadshow
- The 'Find Your Inspiration' Craft Show
- The Special Children's Christmas Party
- The Scout Jamboree
- Effluent and Environment Expo
- The Ritchie Brothers Auction
- Festival One
- Six60 Music Concert
- Hamilton and Waikato Tourism Spring Industry Symposium
- Blueberries New Zealand Conference



“ It’s great to work for a venue that has 114 hectares of outdoor space, enabling us to host large scale onsite camping events such as the National Scout Jamboree, Festival One and Baptist Easter Camp. While the size and scope of these events provide some interesting delivery challenges, it’s really satisfying to acknowledge the culminating good for our youth and the wider community. ”

Sandra Jenkin - Senior Event Manager
New Zealand National Fieldays Society

22nd New Zealand Scout Jamboree

Over the 2020 New Year period more than 3,000 youth gathered at Mystery Creek for the 22nd New Zealand Scout Jamboree.

A Scout Jamboree is a large Scout Camp held approximately every three years at different sites around in New Zealand and attended by thousands of Scouts, adult leaders and staff.

Most Scouts will only get one chance to attend a Jamboree as a Scout but may return as a Venturer and serve as a member of the Venturer Staff Team (VST). Rovers also help out in leader and other roles, and the Scouts are joined on Future Scout Day by Cubs and Keas.

The Jamboree:

- Showcased everything that the Scout section and scouting generally has to offer.
- Increased Scout self-reliance and self-confidence through being away from home for at least 10 days and often longer. This has been particularly important with the challenges we've faced with COVID-19 in 2020.
- Scout leadership and personal development opportunities that they would not get anywhere else.

The site is critical to running a successful Jamboree, particularly given it is developed and run completely by volunteers. Mystery Creek was chosen because of its accessibility in the middle of the North Island, closeness to an Airport, the ability to run activities on the site and easily secure it to keep the Scouts safe.

We found there was the added bonus of not having to spend large amounts of volunteer time setting up the site because everything was there as a base to work from. Overall, the New Zealand National Fieldays Society were incredibly supportive of this Jamboree, with the Mystery Creek team being great to work with, we appreciated their hard work and the facilities provided.

Quick stats:

- 3,443 Scouts
- 3,846 bottles of milk
- 1,772 tins of fruit salad
- 89 birthdays
- 598 international Scouts from 17 different countries including the largest Australian contingent in recent history
- \$5,000 raised to support the Australian bushfire relief



- 110kg of breadtags donated to beadtags for Wheelchairs NZ charity
- 11 members of the Jamboree Patrol
- 11 days at Jamboree
- Six days packed with hundreds of activities from abseiling and rockclimbing through to community service at the Otorohanga Kiwi House, quad bikes and all sorts of boats.
- Four mystery tour locations, one BIG mystery (Jetboating under the codename 'birdwatching')
- 36,000 files in the media team storage at the end of Jamboree!



22nd New Zealand Scout Jamboree 2020

Equidays 2019

Equidays 2019 saw a fantastic mix of learning, competing, equine shopping and entertainment over the four event days with over 17,000 equine enthusiasts coming together to celebrate all things equine.

The event kicked off in spectacular style, with one of the world's best dressage experts and Olympic Gold Medallist, Carl Hester MBE, offering his invaluable advice and various techniques during his 'Through the Levels' masterclass which over 1,000 people attended.

More than 190 of the country's best equestrian businesses exhibited at Equidays introducing new products and services to the market and allowing visitors to stock up on supplies. Seven international and eight of the country's best equine educators shared their knowledge with visitors during clinics on horsemanship, show jumping, liberty, dressage, working equitation, physiotherapy, foal education and positive reinforcement training. Educational seminars were also on offer on topics including nutrition, hoof care, balance and stability, sports psychology, saddle fitting, equine biomechanics and homeopathy.

The various competitions on offer also showcased the diverseness of the Kiwi equestrian industry; with retired racing thoroughbreds showing their versatility in the Beyond the Barriers competitions, wild horses competing in the Kaimanawa Heritage Horses competitions, a trans-Tasman reining competition, horses and ponies groomed to perfection in the showing arena, and the fast-paced skills of Mounted Games.

543 riders competed, taking part in various clinics or participating in the Fiber Fresh Youth camp and over 680 horses of all disciplines and ages were onsite.

Equidays raised over \$13,500 for the Breast Cancer Foundation NZ during the Jump for Cancer slalom, which featured in the Showjumping Spectacular Nightshow. Sixteen well known New Zealand equestrians from various disciplines paired off and raced each other against the clock over a set of jumps. The riders were auctioned off online leading up to the event and with the live crowd before the race began. The amount raised was a combination of a Society donation and the event auction.

The Saturday Equitainment Extravaganza Nightshow sold out with around 2,200 people in the crowd and featured the Equidays Top Talent finalists, a performance from New Zealand's junior vaulting team, a riveting game of polo played indoors for the first time in NZ and performances from other well-known equine entertainers.

We wish to thank everyone who made it such a success over the years, the many exhibitors, attendees, guest trainers and speakers, riders and the horses; along with all those that helped create the event, and it's legacy in the equine industry.



Fieldays

It was a surreal feeling looking out across an empty Mystery Creek Events Centre on June 10; a classic Waikato winter morning, complete with low-lying mist, was accompanied by a still silence on what would have been opening day for Fieldays 2020. For the first time in its history the Society's landmark event was cancelled, due to COVID-19.

We missed welcoming all the familiar Fieldays faces, from seasoned volunteers awaiting visitors at the gates, young families taking a day off the farm and the hum of our loyal exhibitors preparing for the busy days ahead. It was disappointing not being able to connect with key sponsors over a hot coffee on the village green with the sound of chainsaws and tractors in the background, and undoubtedly the bustling crowd; the things we took for granted before all major events ground to a halt post March 16.

We immediately began to look for alternative opportunities to fill the void left by the Fieldays cancellation, while attempting to restabilise the overall business.

The Fieldays team worked remotely over lockdown, as the organisation for the first time in its 52-year history began rebuilding a newly imagined digital Fieldays in less than 108 days. This effectively transformed the largest agricultural show in the Southern Hemisphere into a completely virtual experience.

Highlighting the Society's three pillars of Education, Innovation and Globalisation Fieldays Online was able to deliver an alternative that offered our exhibitors an opportunity to connect with their customers while keeping the Fieldays brand alive.

Fieldays Online

Utilising our relationships with other innovative Kiwi brands and Society connections, we were able to craft a world-class event filled with high calibre guest speakers, chefs and innovation entrants. Exhibitors who supported the inaugural virtual event did so without a benchmark and were the backbone of the digital platform.

Fieldays Online was created in partnership with Satellite Media, a digital innovation agency based in Auckland. To build the platform in just over three months was a challenge, a project of a similar size would usually take over a year with a large dedicated team. Another well-loved Kiwi brand that backed the event was Trade Me. Now a household name, the online marketplace opened up Fieldays to a wide and diverse audience.

“Fieldays is not only for people within primary industries, but an event that showcases agritech capabilities and cooperation between countries, such as the UK and New Zealand, to a global audience. We were pleased we were able to continue our presence and are looking forward to the return of a physical event.”

British High Commission

The event was opened by The Rt Hon Jacinda Ardern with an exclusive address from His Royal Highness The Prince of Wales. From the 13 -26 July, Fieldays Online showcased over 250 virtual exhibitors and more than 20 hours of Fieldays TV.

The timing of Fielddays Online was positioned to allow time for our exhibitors to return to business post lockdown and leverage the event to the fullest. Whilst this fell during the beginning of calving, registered users in the dairy industry ranked third. Over half of all registered users were new attendees to the event.

We were delighted to have had a reach beyond our national borders with digital visitors from over 75 countries, which made Fielddays truly global.

The success of this years' event was a testament to the strong collaboration with our exhibitors and our relationships with top industry voices that got behind it despite not having a benchmark.



Fielddays TV

Fielddays TV, hosted by Te Radar, was filmed live in studio and available on-demand throughout the event. The top performing elements included; Fielddays Future Focus talks - a series of topical discussions with industry leaders. Fielddays Kitchen - featuring seven Kiwi chefs who shared their knowledge and skills pro bono, including Simon Gault, Michael Van de Elzen, Nici Wickes, Brett McGregor, Belinda MacDonald and sisters Karena and Kasey Bird. The globally renown Fielddays Innovation Awards was streamed live and recorded the highest number of 'live' views.

“Both our organisations have always had a strong focus on innovation, so we were supportive of the idea of trying something new. It was a large undertaking in a short amount of time and the Fielddays team pulled it off. The digital site looked good, there was some really engaging content through Fielddays TV and it was great to see an array of exhibitors.”

Hyundai NZ General Manager Andy Sinclair

“Fielddays has long been a celebration of innovation in the agri sector and it was awesome to see the event continue in an engaging way, despite the challenges faced this year. The pivot from the largest physical agri event in the southern hemisphere to one hundred percent online delivery might just be one of the biggest pivots we saw during COVID. Having a healthy agri sector is crucial to the success of the Kiwi economy and the community the Fielddays team has created is exceptional - Xero is stoked to be a part of it.”

Craig Hudson, Managing Director - NZ at Xero

The event was supported by industry leaders including Farmlands Co-operative, Federated Farmers, NZ Young Farmers, DairyNZ, AgritechNZ, Precision Farming, Greenlea Meats and Gallagher Animal Management. Guest speakers from these organisations featured on Fielddays TV to discuss a range of relevant sectoral issues.

Other guest speakers included well-known economist Cameron Bagrie, KPMG's Ian Proudfoot, Kirsten Patterson CE of the IOD, Sirma Karapeeva CEO Meat Industry Association, Mike Chapman CEO Horticulture NZ, award-winning farmer Mike Peterson and Philip Gregan CEO NZ Winegrowers Association.

The best of Kiwi 'No.8 Wire' ingenuity was recognised at the Innovation Awards. Proving New Zealand really is the land of milk and honey, the awards ranged from better beekeeping, to biodynamic fertiliser to colostrum management. The awards were supported once again by Callaghan Innovation, Vodafone, James & Wells and Amazon Web Services.

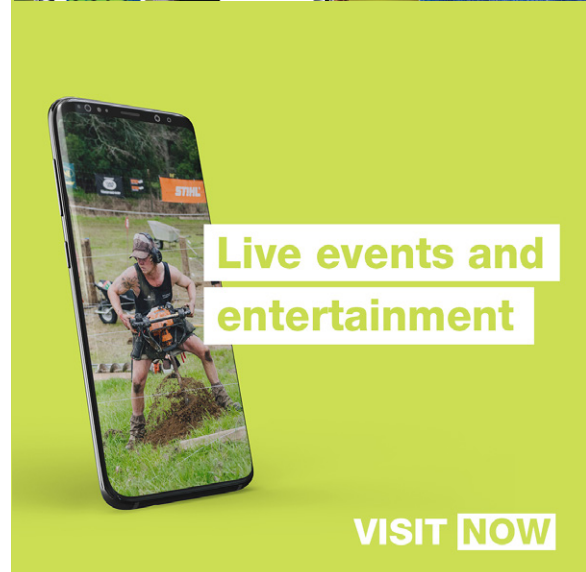
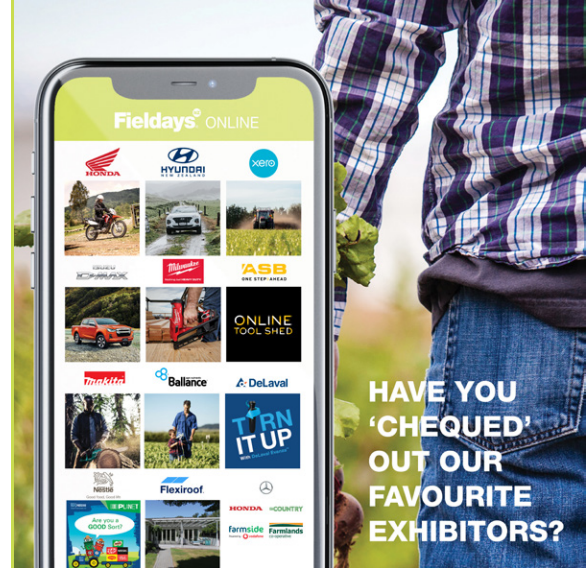
The physical and online Fieldays are two different types of events built to achieve different goals and speak to different audiences. Fieldays Online 2020 was the pilot for our digital roadmap and provides great opportunity for 2021 when we will bring the two together to make the absolute best of both. The digital event will provide longevity to the physical event as well as maximising coverage for exhibitors and visitors, supporting jobs and boosting the economy.

"t's great to see Fieldays increasingly showcasing how we take our agricultural innovation global. Supporting growth and uptake of agritech will help future-proof the industry, increase high-value exports while improving sustainability and efficiency."

**Agritech Group Manager at Callaghan Innovation,
Simon Yarrow**

HIGHLIGHTS:

- Unique users 83,954
- Page views 820,354
- Virtual visitors from over 75 countries
- More than 250 exhibitors
- Over 24 hours of TV content



Fieldays^{NZ}

Fieldays[®]
ONLINE

13 - 26 July 2020



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special

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13-26
July 2020

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WELCOME
TO WEEK

2



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13 - 26 July 2020



Fieldays No.8 Wire National Art Award

The opening night and winner's announcement of this annual Award was our first Fieldays physical event of 2020. Even under extraordinary circumstances, we were determined to find a way to continue with this iconic exhibition, which expresses our agricultural traditions and values in artform.

Artists from across New Zealand, from as far afield as Kaipara in Northland and Waikaia in Southland, were finalists in the Award, which went ahead after a two-month delay caused by the COVID-19 crisis, originally planned to run from 24 April to 25 May at Hamilton's ArtsPost.

“It's fitting that this award, which pays homage to our rural community and to Kiwi resourcefulness and ingenuity, carried on in spite of the immense challenges we faced this year.”

Waikato Museum Director, Cherie Meecham

Momentum Waikato Community Foundation enthusiastically stepped in as the key sponsor. This marked the start of a new and exciting partnership with an organisation that advocates and works for the community and aligns with the Society's values. Managed by longstanding partners, Waikato Museum Te Whare Taonga o Waikato, the annual award challenges artists to create sculptures using No.8 wire and other agricultural materials.

This year we received the highest amount of entries ever at 47, up from 32 last year; of these, 28 works were selected as finalists. Guest judge, New Zealand sculptor James Wright was delighted with the artistic offerings.

Not only were this year's finalists able to demonstrate the versatility of our most recognisable agricultural supply material, but they also used it in ways that soar beyond the constraints imposed to make imaginative and creative statements, said James.

The works ranged from sculptural representations of poi and piupiu to landscapes and New Zealand's rural environment. Artists' descriptions revealed inspiration that ranged from Salvador Dali to Andy Warhol, and from the changing face of farming to memories of road trips around New Zealand.

Napier-based artist Asaki Kajima took first place with her Dali-inspired sculptural artwork entitled Space Cow. Opotiki artist Anna Gedson was runner-up with her work Specimens and third place went to Jack Gower of Taupo with his piece Piupiu: Reflections.

MOMENTUM
WAIKATO
Te Puaawaitanga o Waikato

 **Waikato Museum**
TE WHARE TAONGA O WAIKATO

 **Hamilton City Council**
Te Kaunhira o Kiriitiira



“ There is a great synergy in supporting Fieldays with this Award. This is a wonderful opportunity to work together to increase our presence in the rural sector while encouraging diversity in the arts. ”

**Kelvyn Eglinton - CEO
Momentum Waikato**

Kelvyn Eglinton, James Allen, James Wright, Jack Gower, Anna Gedson, Askaki Kajima

Sustainability

The Society is committed to sustainability and doing our part in ensuring a future for ongoing generations. Despite the extraordinary events of 2020, we have continued to build on our existing ecological activities with the help of dedicated community partnerships and enthusiastic staff.

Environmentally driven initiatives are carried out in all business activities, both at event level and in daily operations with staff. These activations continue to be supported by our now eight-year partnership with Instep who help develop our annual sustainability goals.

We continue to have two levels of sustainable compliance – one for the commercial operation of Mystery Creek Events Centre and one for our Society owned events. Our compliance with ISO 20121 supports our sustainable event management focus, an achievement that positions us amongst other large-scale international operations.

To further develop our sustainable practices, the Society approached Waikato Regional Council to enhance our Predator Free and Waste Diversion programmes, in conjunction with the Department of Conservation.

“We tautoko the New Zealand National Fieldays Society as they have embraced incorporating sustainable practices into their daily operations and strategic planning, which is part of a process to reduce the impact on the environment.”

Valerie Bianchi, Education Projects Advisor (Waste Prevention), Waikato Regional Council

EVENTS

Equidays 2019

The Society partnered once again with Instep to create a Sustainable Event Programme for Equidays. This programme included environmentally managing our energy, waste and recycling, transport, suppliers and materials, water and greenhouse gas emissions in order to reduce the carbon footprint of the event.

A highlight for Equidays' sustainability goals was the exceptional rate of waste diversion, recycling and composting. The team of Instep staff and Society volunteers sorted 61 cubic metres or 3,211 kgs of waste over the event. Everything that came off site in either a landfill or recycling bag was sorted. We managed to divert 74% of all hand sorted waste from landfill. This is a fantastic result, going well beyond the 50% diversion goal. Furthermore, when timber is considered (which was also recycled) and manure (which was composted), the overall diversion rate was 89%.

Mystery Creek Events Centre

The commercial operation of Mystery Creek continues to have a verified carbon and sustainability calculation and report issued annually against ISO 14064-1. This involves assessing and reporting on the carbon footprint and greenhouse gas emissions and removal.





New Zealand Tourism Sustainability Commitment

The Society is part of this programme that supports individual businesses to contribute to sustainable tourism in 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 support the United Nation's Sustainable Development Goals.



Westpac Waikato Business Awards

The Society is a finalist in these prestigious regional awards. With over 40 businesses entering we are delighted to be considered amongst the best of the best in the Waikato. Our submission was about recognising our sustainable practices and will help elevate our story to inspire others to act for the environment.

“I always wanted to volunteer for a service that helps the community. When I saw the opportunity with the Society, I jumped at it, as I really enjoy the outdoors; what better way to help by helping to eradicate pests in a wonderful environment like the Mystery Creek site! Everyone is so friendly, helpful and inclusive. We have lots of fun.”

John Moody, Society volunteer

“We're always looking for champions in the community and the Society is one. We're delighted to be able to work with them to increase biodiversity across this landscape. The support of private landowners and businesses such as the Society to carry out this work is fundamental to the survival of endangered species.”

Andrew Styche, DOC

**EXCEED
EXPECTATIONS**



Predator Free by 2050

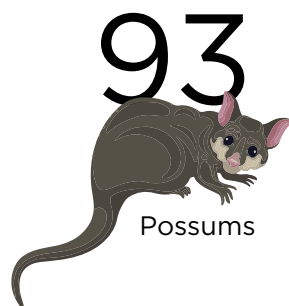
This year has seen significant investment in training and time towards this ambitious project. We are grateful for our strong relationship with the Department of Conservation (DOC) and Waikato Regional Council who have provided resources freely to support our team.

Throughout the year DOC have gifted a significant number of traps and provided training opportunities, which occur twice a year and maintain regular contact with our team. We have trialled natural, poison-free baits and humane traps this season, with 71 installed across our 114ha property. Across the year we caught 181 pests, made up of possums, rats and hedgehogs.

We have four dedicated volunteers, passionate about conservation, who give their time freely to eradicate pests in our environment. We use the “Trap NZ” app to monitor our catches, which provides great insight into our progress.

As our catch numbers have grown, so has our biodiversity. We now have five pairs of native hawks, a family of long-finned eels, long-tailed bats and often Kaka. It is exciting to see these endemic species return to our site.

There is a critically endangered long-tailed bat population on our property, their status is due to increased urbanisation. The bats have found a haven at Mystery Creek, which has become a space for them to roost without threat. This location is quite important, as it is the last bastion for bats in the greater Hamilton region.





Stephen Hirst



Susan Henderson



Howard Forlong



John Moody

Our Board

The Board of Directors of the NZ National Fieldays 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 AND
BOARD CHAIR

James is managing director of AgFirst Waikato, an agricultural consultancy business which covers all areas of pastoral agribusiness. James was a 2014 participant in the UK Institute of Agriculture leadership programme, which provided invaluable insights into global agriculture. James is a Fellow of the New Zealand Institute of Primary Industry Management and has been on the NZ National Fieldays Society Board since 2016.



Jenni Vernon
VICE PRESIDENT AND
CHAIR: ASSETS & 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 six years.



Beth Jobin
BOARD SECRETARY

"I enjoy being a part of the Society and everything that it stands for. Being part of the Fieldays event is incredible and even after all these years I still get goose bumps when the gates open! I have great respect for the Society's volunteers, they are key to the organisation and I value the tireless effort they give to make Fieldays and other events amazing!"



Peter Carr
IMMEDIATE PAST
PRESIDENT

Peter has a background in the wider logistics and transport industries, which was combined with a passion for expanding export opportunities for New Zealand. While now retired from corporate life, Peter has been a volunteer for the Society since 2009 and was elected to the Society Board in 2013.



Lynette Pearks
CHAIR:
FAR 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.



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



Lance Enevoldsen
CHAIR: STRUCTURE
COMMITTEE

Lance has been a volunteer with the Society for 27 years and has served as an elected board member for three years. Lance is primarily involved with his Hamilton based business - Imageland. On occasion he can be found milking cows or wielding chainsaws as he remains active in base operations of other business investments.



Graeme Smith
ELECTED BOARD MEMBER

With over 30 years' experience in the New Zealand agricultural market, Graeme has attended 31 Fieldays at Mystery Creek. Graeme worked for the Gallagher Group for 12 years holding the role of National Sales Manager for seven years before moving to fertiliser co-operative Ballance Agri Nutrients for 15 years. The last three years of his time with Ballance, Graeme was CEO of their animal nutrition business SealesWinslow. Graeme was elected on to the Board in 2018.



Tim Hale
ELECTED 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. While only involved on the volunteer side of Fieldays for a couple of years, Tim was elected to the Society Board in 2019.

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. All Society directors and the Chief Executive Officer are individual members of the IOD under the Society's BoardWide membership.



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. Between board meetings, the President maintains a formal link between the Board and the CEO and is kept informed by the CEO on all important matters via a formal fortnightly meeting.

The President is available to the CEO to provide counsel and advice where appropriate. Decisions of the Board are binding on the CEO, with the CEO being accountable to the Board for the achievement of the strategic goals of the Society. The Board receives a report from the CEO including financial and operational content along with other supporting reports and proposals prior to each board meeting.

BOARD COMMITTEES

The Board has three standing committees mandated by the Society's Constitution - the Finance, Audit & 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 & Facilities Committee.

Due to the impact of COVID-19 on the Society, several of our board committees may not have met the requirement for meetings held in this financial year according to the Terms of Reference of each committee.

EVENTS COMMITTEE

The role of the committee is to review and offer support to staff in relation to the objectives as set out in the committee's Terms of Reference and primarily to support the Society's owned events. The committee is the voice of the members to the Board and meets periodically.

The committee is made up of a Chair, Deputy Chair, three elected members, a co-opted member, the Society Vice President (ex-officio), Membership Coordinator and a Minutes Secretary.

Objectives and purpose:

- Liaise with and manage volunteer resource, and act as a conduit between the staff, members and volunteers
- Be involved in and assist with the design and planning of the Society's owned events to ensure practicality and the overall ability to deliver

FINANCE, AUDIT & RISK COMMITTEE (FAR)

This committee meets at least four times per year 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, 1-3 external industry specialists, the Chief Financial Officer, the Chief Executive Officer, the Society Vice President (ex-officio) and a Minutes Secretary.

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 risk as presented by management and accept recommendations for risk mitigation

HONORARIUM COMMITTEE

The role of this committee is to assist the Board in the establishment of remuneration policies and practices for the directors of the Board, as well as discharging the Board's responsibilities relative to remuneration-setting and review.

Members of the committee shall 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. The committee shall meet at least twice per year at a time determined by the Chair.

ASSETS & FACILITIES COMMITTEE

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

The committee is made up of a Chair, 1-2 Society Directors, Operations Manager (ex-officio), Chief Executive Officer (ex-officio), Society President (ex-officio) and a Minutes Secretary.

Objectives and purpose:

- The committee can seek information, research professional opinions from internal and external parties, and liaise with Society management and staff in a non-directive capacity
- Outcomes from the committee's work are reported to the Board via business cases and/or recommendations

STRUCTURE COMMITTEE

A forward planning group that reacts to the needs of the Board on an as-required basis meeting up to four times per year.

The committee is made up of a Chair, 1-2 Society Directors, Membership Coordinator, Society President (ex-officio), and a Minutes Secretary.

Objectives and purpose:

- Review the Society's Constitution as a 'living document' to adjust to changes, demands of the business and relevance to market forces
- Periodically review the membership strategy, to meet member's needs to ensure growth, retention and relevance

Society Life Members

Society Life Membership is awarded to members by the Society's Board, which recognises the members service and contributions to the Society.

CURRENT LIFE MEMBERS

- Doug Baldwin
- Kaye Baldwin
- Rod Bryant
- Kerry Clarkin
- Peter Crabb
- John Davison
- Lloyd Downing
- John Gallagher
- Allan Gough
- Fraser Graham
- Warwick Hay
- Stephen Hoffman
- Chris Hughes
- Barry Quayle
- Russ Rimmington
- Warwick Roberts
- Alan Sharp
- Ray Fowke
- Valerie Millington
- John Kneebone*
- Syd Fraser-Jones*

* *Passed away in 2020*

John Kneebone

04 September 1935 - 28 June 2020

Waikato farmer and Nuffield Scholar John Kneebone was a rare individual, a highly intelligent and erudite man with an interest in politics. John became a Matamata Country councillor at just 25 and would ultimately go on to become Federated Farmers national president as well as being made a Companion of the Order of St Michael and St George (CMG) for public services and services to agriculture.

In 1966 John attended the inaugural British Grasslands Association Field Days and was impressed with what he saw and it reminded him of how far behind New Zealand was when it came to mechanical farming, something he believed needed to change.

This prompted him to write a letter to the Waikato Times editor Pat Cuming on 25 July 1966 outlining his idea for a Waikato field day. John's letter is credited with beginning the whole Fielddays adventure. Three years later the organising committee settled on its first a two-day event in mid-June 1969.

The John Kneebone Volunteer of the Year Award is a prestigious award named after one of the Society's Founding Fathers, which has been designed to honour an individual who has contributed at an extraordinary level of dedication to the New Zealand National Fielddays Society Inc. This award will live on in recognition of the Late John Kneebone.



HERITAGE



John Kneebone - June 1973
Royal Show, Stoneleigh Warwickshire



New Zealand National
Fieldays
Society



Peter Carr
Immediate Past President

James Allen
President and Board Chair

Time Capsule

In early 1995, letters were delivered from organisations and individuals around the country addressed to the New Zealand National Fieldays Society's time capsule. The stainless-steel capsule was placed in the entrance to the Mystery Creek Pavilion upon the building's completion in May 1995 with the instructions for it to be opened in the 50th year of Fieldays.

Flash forward 23 years to 16 October 2018 when the time arrived to see what was inside and what the predictions were for how the agricultural industry has changed. Surrounded by a selection of Society board members, staff, past presidents and life members; the capsule was lifted revealing many perfectly intact letters and various pieces of history.

There were forecasts of artificial breeding, genetic engineering, a cashless society, an increase in corporate farming and lifestyle blocks and possums becoming extinct. Visitors would be chartered to the event on flights from around the country, electronic banking was a hot topic of the time and predictions of new technologies were countless.

Approximately 12 months later on the 11 November 2019, the time capsule was once again lowered into the prepared cavity with a small selection of the original letters, several personal predictions and various items such as USB of 50th Anniversary Book – Mystery Creek Magic, Greta Thunberg dissertation of Climate Change, 1994 and 2019 Annual Reports, mobile phone and original NZNFS flag. The time capsule will be lifted in the year 2044 – 74 years after the first Fieldays took place on the Mystery Creek site.



Acknowledgements

The Society wishes to thank the many individuals, organisations and businesses that have and continue to support them particularly during the challenges of the COVID 19 pandemic. Despite a challenging year, the generosity and faith from many has been critical to the Society's success and survival.

Thank you to all our Fieldays Online exhibitors for their support of this initiative without whom, we would have been unable to stage such a successful event. The operational direction and support from digital production agency - Satellite, to provide the Fieldays Online platform, a first of its kind in the world, was truly outstanding.

FIELDAYS ONLINE 2020

To mention everyone would be impossible; however, we would like to acknowledge the following Fieldays Online contributors:

Emcee

Te Radar

Chefs

Belinda MacDonald
Brett McGregor
Karina & Kasey Bird
Michael van de Elzen
Nici Wicks
Simon Gault

Future Focus Advisory Group

Cameron Bagrie
Ian Proudfoot
Jacqueline Rowarth
Mike Chapman
Mike Petersen

Contributors

Amazon Web Services
British High Commission
Callaghan Innovations
Clarence House, London
Enterprise Ireland
Farmlands Co-operative
Good George
Hyundai New Zealand
Kitchen Things
Office of the Prime Minister
Rezare
TradeMe
Vodafone
Xero
Young Farmers

EQUIDAYS 2019

Event Partners



Endorsees

Equestrian Sports New Zealand

Sponsors

Cambridge Equine Hospital
Cheval Libertè
CopRice
Cryogenic Storage Facility (CRYNZ)
Equissage
Fiber Fresh
Honda
Hygain
Nettex/Fourflax
Wade Equine Coaches

Impacts of COVID-19

COVID-19 was declared a pandemic on 11 March 2020. This led to the New Zealand Government announcing a move to Alert Level 3 on 23 March and Alert Level 4 on 25 March, with the Mystery Creek Events Centre being forced to close from Alert Level 3. Naturally, this had far reaching effects upon the Society and across all aspects of the business; these will be acknowledged through the various business functions reported herein.

To summarise for the year ended 30 September 2020, COVID-19 impacted the Society in the following ways:

- Cancellation of the 2020 Fieldays event
- Cancellation of all external events between March and September 2020
- Operational cost reduction

Despite the challenges experienced and the ongoing uncertainty generated by the pandemic, the Society was able to redirect its resources to produce Fieldays Online. This ultimately kept the business and the Fieldays brand alive and buoyant in the national and global market.

Business Sustainability

In terms of the direct effects on the business, the Society moved quickly to ensure long-term sustainability beyond COVID-19. We removed all non-essential operational costs, borrowed an additional \$1.3m in term debt, and \$51k under the IRD cash flow loan scheme. The Society has received a total wage subsidy of \$290k.

Management has prepared a budget forecast for the next 12 months from the date of approval of the years' financial statements. It has taken into consideration expected impact of COVID-19 government restrictions, and other uncertainties.

The forecast indicates that, taking account of reasonably possible downsides, the New Zealand National Fieldays Society is expected to continue to operate, with headroom within available cash levels and the terms of our debt facilities. Key to the forecasts are relevant assumptions including:

- Being at Alert Level 1 by 19 April 2020
- The ability to stand up the 2021 Fieldays event
- Support from ASB regarding debt facilities and our ability to regenerate if required
- The Board remain focused on the Society's liquidity and expect to manage business operations while maintaining adequate liquidity 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

Based on the forecasts, the Board and management believe that it remains appropriate to prepare the financial statements on a going concern basis and have a reasonable expectation that the Society will comply with the requirements of the debt facilities for the next 12 months.



“I like that the Society is always looking ahead to the future while respecting the past. This is evident in the investment in technology, the property and the people. The people here are all great too.”

Bryan Corfield - NZNFS CFO



Financial overview



Income from the Society's land assets, memberships, investments and Agricultural Heritage programmes

income **\$421k**



Income from the Society's owned events: Fieldays and Equidays

income **\$2.4m**



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

income **\$587k**

Total income: \$3.4m

Community and charity donations

Investment in agricultural ventures, charitable organisations and community initiatives

Investment in our home site

Investment in our home site and ensuring this asset continues to develop

Reinvestment in our events and new events

Continuous development and innovation to ensure our events remain relevant and exciting

Investment in education and grants

Investment in our future agribusiness professionals and grants for agricultural research and projects

Total expenditure: \$7.2m

Site Investment

The home of the NZ National Fieldays Society, Mystery Creek, is a unique place and one we are very proud of. The development of our home site is a strategic imperative for the organisation and one we take very seriously to ensure that we can continue to offer a unique experience to all our visitors, whether it be at the Fieldays event, or other events held throughout the year. Prior to COVID-19 disrupting the promising year ahead, we completed the following projects, which equated to over \$0.5m being invested back into the site.

Pavilion

- Refurbishment of the Mezzanine Floor
- Reconfiguration of the showers to increase the number of toilets
- Repairs to the external roof

Mystery Creek Site

- Removal of the historic Fire Station
- Removal of the iconic arches
- Installation of light poles
- Demolition of the N Road toilet block
- Installation of telemetry in the River Pump Shed
- Chip Sealing of the operations area
- Sealing of Gate 1 entrance
- Upgrade of the induction area

Other

- Purchase of new trestle tables and bar leaners

Statement of Comprehensive Revenue and expense

For the year ended 30 September 2020
(\$ rounded in hundreds)

	Notes	2020	2019
New Zealand Agricultural Fieldays		1,214,800	9,889,800
Equidays		1,202,500	1,113,900
Mystery Creek Events Centre		587,700	736,300
Agricultural Heritage Village		0	2,200
Interest		100	3,400
Property		45,500	92,700
Other Revenue	3	<u>375,500</u>	<u>567,600</u>
Total Operating Revenue		3,426,100	12,405,900
Operating Expenditure			
New Zealand Agricultural Fieldays		978,600	3,365,200
Equidays		925,500	884,200
Mystery Creek Events Centre		111,000	307,600
Agricultural Heritage Village		0	100
Overheads			
Audit Fees	2	19,000	26,000
Interest		132,200	138,200
Salaries and Wages		2,252,200	2,825,800
Other Overheads		1,006,100	1,868,200
Property Expenses		642,400	1,039,700
Depreciation		1,207,800	1,043,500
(Gain)/Loss on Disposal		<u>(11,100)</u>	<u>139,100</u>
Total Operating Expenses		<u>7,263,700</u>	<u>11,637,600</u>
Surplus/(Loss) for the period		<u>(3,837,600)</u>	<u>768,300</u>
Total Comprehensive Revenue and Expense for the period		<u>(3,837,600)</u>	<u>768,300</u>



New Zealand National
Fieldays
Society