

Annual Report

2018/19



New Zealand National
Fieldays
Society

Highlights

13,849 total H&S inductions completed for this year

57% of waste diverted from landfill at Equidays

42,394 Downloads of the Fieldays app

11 International exhibitors at Fieldays

\$549M Contributed by Fieldays to the NZ economy

114 events held at Mystery Creek Events Centre

17 Internationally acclaimed clinicians at Equidays 2018

93K taps of the Fieldays Explorer Band

\$235K of charitable donations, sponsorships and scholarships allocated

Contents

Vision, mission and values	4
Strategic objectives	5
President's report	6
Chief Executive's report	8
People and safety	12
Charitable activities	16
Mystery Creek Events Centre	18
Equidays	19
Fieldays	20
Sustainability	22
Our Board	24
Corporate governance	26
Financial highlights	28
Financial overview	29
Society Life Members	30
Connect with the Society	30
Acknowledgements	31

Thank you to our New Zealand National Fieldays Society partners



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 technology, innovation, education and internationalisation
- 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 Fielddays Society's pillars of innovation, education, internationalisation and technology are woven throughout everything we do.



- 1 Connect 365 and globally**
Our focus strongly remains on connecting agribusinesses internationally and throughout the year. This is fostered through the Fielddays International Business Centre and our connections with leaders globally.
- 2 Invest and develop in 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.
- 3 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.
- 4 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.
- 5 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.
- 6 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 other events.

President's report

In this, my final year as President, it is time to be a little reflective on the 36 months that transpired, the accomplishments achieved – and the enjoyment of the role.

Starting with the latter it would be fair to state that there are times that the role is far from a walk in the park with the actual time involved in the Society's business having been at times, demanding. It became apparent that the closure of the period encompassing the 50th Fieldays was an appropriate time to move towards effecting some changes to the way that we operate, to our approach regarding the ownership of land and to ensure we embrace activities that are deliberately targeted at improving our bottom line. Equally, I have been concerned and remain so, that we are far too dependent on Fieldays as the over-arching opportunity to ensure we remain on a sound financial footing. Simply put, the land and our buildings have to work harder in periods that do not embrace the month of June.

As to achievement, it is pleasing to review that in these same 36 months the Society has totalled surpluses in excess of \$2 million. The Society has also increased the focus on our charitable purpose to support more recipients who align with our constitution, along with a more focussed approach across our charitable activities to ensure meaningful reporting is achieved.

Early into the year the Board took a hard look at the Equidays event and asked very clearly whether we have the capability of ensuring a satisfactory return. The resultant report from management gave the Board an assurance that this event would be more cost-critical and should continue for at least another three years.

Sheer hard work throughout the organisation has ensured that the annual Fieldays event goes from strength to strength. The ability to front-end payments for sites, placed the organisation in a strong position post-Christmas to enable,



Peter Carr, New Zealand National Fieldays Society President at Equidays 2019

generally in February, the re-payment of debt to our bankers. It would be pertinent to record the long and successful history with ANZ Bank and we thank them for their services. However, a review of the overall package opportunities saw the Society move towards another major banker.

The number of exhibitor sites at Fieldays reflects our ability to utilise even more of our site, which has resulted in a firm bottom line for the Society, despite the huge increased costs we have been facing from our service providers. Some of that reflection came up for review when the Board, in April, met for two full days in a moderated Blue-Sky Strategy Workshop, the recommendations for which further underpinned the change mentality mentioned earlier. Moving the top-dressing aircraft away from the site, which caused some heart-string tugging, is but a minor result of what we should be able to achieve over the next five years.

The presence of the Prime Minister over two days at Fieldays reflected our insistence on remaining apolitical while welcoming a government that shows firm interest in what we are attempting to achieve.

The Society has always had a maxim of embracing new land opportunities and this reflected in our relatively short notice opportunity of purchasing 30 acres on Mystery Creek Road, the previously leased Wairepo Block. We appreciate the fact that the Wairepo family (who were there for 31 years) gave the Society the first opportunity of acquiring their land, which was formalised shortly after the 2019 Fieldays event. The resultant increase in our banking loans also gives us food for thought as to the overall long-term usefulness of parts of our site – a matter for the Board to address next year.

CEO Peter Nation continues to strive unceasingly for improvement – both internally and externally. We are fortunate to have our prime manager focussed on a path that reflects his in-depth internal knowledge built from his many years as a previous Board member and exhibitor. Likewise, I salute our staff members who remain loyal to our fine Society assisting the Board to bring our wealth and health on to a higher professional plane.

Immediately prior to the end of the financial year, I spent some time in Ireland as part of an agri-trade mission initiative, which also encompassed two days attending the prestigious Irish Ploughing Championships event. The ploughing aside there was a remarkable percentage of activities similar

to our Fieldays event. There are always lessons to be learned from attending another agri-business show and the opportunity to interface both politically and commercially with our Irish counterparts was most rewarding. One of those rewards was being made clearly aware of the high regard with which our Fieldays event is perceived.

Finally, I record both my gratification and respect for the Board members and our loyal members / volunteers who give their time and advice freely and in a focussed manner. Thank you all for being supportive during this, and the previous two, years. It has been an honour to serve the Society and I look forward to being embraced again inside the volunteer team of which we are all duly proud.



Peter Carr



Peter Carr and Prime Minister The Rt. Hon Jacinda Ardern at Fieldays 2019

Chief Executive's report



Peter Nation, New Zealand National Fielddays Society CEO

It's really rewarding looking back on everything we have achieved over the last financial year and bring these achievements together to form this annual report.

Mystery Creek Magic

The beginning of the financial year was celebrated with the arrival of our history book – Mystery Creek Magic – 50 Years. With a limited-edition of 2000 copies, Mystery Creek Magic is a beautiful way of capturing real stories by real people in our community and from rural New Zealand. Mystery Creek Magic has been distributed far and wide – to our staff, members/volunteers, loyal exhibitors, sponsors, stakeholders, universities, city libraries, central local government and many other supporters. We should all be very proud of this outstanding book, which celebrates our history and the many that have contributed to it.

Equidays

Equidays 2018 was staged at Mystery Creek Events Centre and again at the Canterbury Agricultural Park, Christchurch. The management and Board reviewed the event, following seven years of investment and commitment and there was resounding support to continue to run and grow the event across the next three years. At the 2018 Equidays event we trialled a new ticketing system, as we moved to replace the ageing STREAM system. Not only did the new system work well at our home site, it worked very well remotely with the system proving to be very customer focused, enabling more self-management.

Royal Agricultural Society of the Commonwealth

It was a pleasure to attend the 28th Royal Agricultural Society of the Commonwealth (RASC) Conference, hosted by Northlands, Edmonton, Canada in October 2018. The world recognised 14-day event provided opportunities to discuss Food for the World and the many challenges food producers are facing. It was a privilege to meet Her Royal Highness The Princess Anne, President of the RASC. A highlight of the trip was presenting a copy of Mystery Creek Magic to Her Royal Highness. Her family feature twice in our history when they visited two of our Fielddays events in the early years.

Blue-Sky Strategy

In March, the Society held a two-day Blue-Sky Strategy workshop with the Board and leadership team present. The workshop enabled us to run a ruler over the organisation and think about the future ahead. It reaffirmed that the Society is an event business, which enables it to focus on the areas of education, innovation, supporting communities through our charitable focus while reaching around the globe to learn and grow agribusiness.

Fielddays

It was pleasing to once again stage Fielddays in June, our 51st event, now truly recognised internationally with 11 overseas exhibitors and hundreds of guests from around the globe. The launching of a new ticketing system and lead generation wristband were well received. The initiatives worked extremely well from the first person through the gate, with our exhibitors speaking highly of the lead generation technology.

Mystery Creek

Work continues on our 10-year campus plan, with the initial brief being to undertake a review of all the buildings, maintenance plans, colour palettes, roading and access planning along with carparking, riparian planting and many other facets of our campus. This gives the business a clear focus and direction for where decisions can be made to benefit

the organisation. The speed of the plan is largely dependent on available funding to invest; therefore, it is critical to prioritise the projects to ensure we optimise the investment from both an income and customer driven focus. It is important that we maintain the assets to a high standard, ensuring they do not deteriorate, so we can be proud of their appearance when welcoming customers to our site.

The team continue to seek new opportunities to grow the overall event business and ensure effective site utilisation. This focussed direction is resulting in new business opportunities with several events being booked two years in advance. As the Waikato region continues to grow and becomes a more attractive place to do business, the Mystery Creek Events Centre is certain to benefit from this growth.

The opening of The Gallagher building on the first day of Fielddays, a building which was predominately sponsored by the Gallagher Group Ltd was well received. Gallagher committed to this new build in 2018, an anniversary year for both the Society (50) and Gallagher (80). The investment resulted in the former Gallagher building being demolished and an existing building being totally renovated to form a modern 500 seat conference facility, which will be the home of Gallagher during the four days of Fielddays annually. We are indebted to the Gallagher Group for their investment in our future and infrastructure.

Community

As an organisation we continue to focus on what we believe to be vitally important for our community and the world we live in. This year we set up two informal working groups made up of staff, volunteer and members, which will focus on our charitable funding of community projects and events along with our sustainable activities at both an event and business level. The groups are in their early stages; however, are making good progress in understanding why we focus on these two very important aspects of our organisation.

Globalisation

The Society's global reach and international relationships built up over many years are very important to its relevance, growth and delivery. As the event industry comes under more scrutiny and is subject to higher risks, like many businesses, our need to reach out and seek support or knowledge is imperative, as too is our ability to share in our experiences, innovation and growth. As a member of the Association of Agricultural Field Days of Australasia (AAFDA), we were delighted to have had input into revamping the organisation, which is now legally constituted and run by a small Board. The AAFDA will be an important link for its members on both sides of the Tasman going forward.

This year we launched the inaugural Innovation Scholarship. The recipient is sponsored to attend the world-famous Irish Ploughing Championships event, which is held annually in Ireland during September.



International flags, International Business Centre

Financials

During the year the Society sought expressions of interest for a new banking relationship/partner. The Society has engaged the services of the ASB Bank to manage the Society's entire banking services. The relationship is very cost effective for the Society and we welcome ASB on board and thank them for assisting us with our banking needs and financial management. The decision to change our banking relationship was not taken lightly after a 51-year banking and 24-year sponsorship relationship with ANZ. We thank ANZ for their valued and long-term relationship.

I am pleased to report an acceptable surplus for the year which is supported by an unmodified audit report. I would also like to acknowledge the finance team and auditors for their hard work to deliver an annual balance and unmodified audit less than 3 weeks after our annual balance date.

This year the Society has returned a surplus, which has been greatly assisted by a donation from the Gallagher Group Limited of \$495,000. This generous one-off donation has contributed in boosting our reported surplus for year end to \$768,000.

During the year the Society has met all financial commitments in debt reduction and meet all other costs while maintaining its financial covenants. I am also pleased to report an increased focus and investment on our charitable investment to the community.

We need to maintain our momentum of investment into the property and infrastructure, new technology delivery while meeting the increases in costs of day to day operation, along with an increase in costs of compliance. Our costs rose this year by 4.1% overall. This coming year will see a greater focus on procurement, while also looking at other ways we can reduce our costs of operation. It is important we maintain our goal of delivering world leading events, while continuing our good work in sustainability and support our

youth and communities through our charitable endeavours.

The Society will be challenged in the short to medium term as we control our costs of our operation, grow our event business and continue to deliver on our core purpose of charity to our community. Our organisation largely survives on running a commercial operation with the support of our many valued sponsors. As we continue to aspire to our vision of being a world leading event business, our focus on compliance, risk and growth will challenge our thinking and require strong strategic leadership.

Messages of thanks

The many and varied results reported in this report would not be possible without the support of the many organisations and people that make the Society such an exciting place to work.

I would like to personally record my thanks to our Board and in particular President Peter Carr. Peter and I have worked together for the past three years and as his time as President comes to a constitutional end, I thank him for his professional support and wise counsel over this time.

I also wish to thank our many customers, sponsors and visitors that invest in our business each year. My sincere thanks to our loyal staff, contractors, supply teams and our members and volunteers who devote many personal hours to help us run the Society and deliver on our goals and aspirations. As a team we deliver world class results every year and I am grateful for your support and loyalty.



Peter Nation



People and safety

Our people are our greatest asset; we have a fantastic group of staff, members, volunteers, and management on board, whose capability is continually growing, and a great sense of pride is rightfully forming. Our people align with what the Society stands for, and as we grow our story, this part of our culture will become even more important.

We are as strong as our people and we are proud to have such a passionate, diverse and talented team.

People

We continue to invest in a variety of personal and professional development opportunities for our team. Resilience was a whole staff training topic that was externally facilitated and explored this year. This interactive training provided participants with strategies to cope with setbacks, change and pressures from work and life and to proactively manage emotions.

Also, it is important that we keep up to date with technological advancements. As such, Ungerboeck event software training has been carried out with users across the business so they can be self-reliant in running and managing the system and make use of enhanced functionality and flexibility to streamline processes.

Three interns have been provided with practical work experience and guidance in their area of interest this year that will help them in their future career aspirations.

Our new payroll system iPayroll went live this year, providing a Cloud based solution, with multiple levels of access and improved reporting. We undertook a job sizing process and staff salaries were externally benchmarked by Strategic Pay.

32 total number of permanent staff at 30 September 2019

Thank you to all our hard-working staff, volunteers and members, we couldn't do what we do without you.

181 Society volunteers worked at Fieldays 2019

VOLUNTEER OF THE YEAR 2018

Congratulations to Ethan McKee - for being cool, calm and collected especially as a first responder; stepping up as team leader at Equidays and Fieldays; a quiet worker who goes above and beyond; a vital member of the Society.



78 volunteers for Equidays 2018, including 9 in Christchurch

Health, Safety and Risk

Investment and training in the area of health, safety and risk continues to be a priority for both staff and volunteers. A variety of health and safety training was attended from across the Society.

H&S training courses attended by staff and volunteers for year

Traffic Management NZ	2
Site Traffic Management Supervisor NZ	2
Coordinated Incident Management System	12
First Aid	6
Mental Health First Aid	1
Forklift	2
Health & Safety Representative	3
Growsafe	1
Incident Reporting & Investigation	1
NZEA Safety at Events	3
EMA H & S Management	1
LPG Induction	10
Open Spaces Security	2
Mobile Elevating Work Platforms	1
Total	47

Throughout the year we have continued our commitment to zero harm. This applies to our staff, volunteers, contractors and anyone using our facilities and premises.

It is important that we reflect on the efficacy of our health and safety systems and processes. This site is one of the largest induction sites in NZ. We are pleased to report that we made the target of zero harm during pack in and pack out of Fieldays 2019.

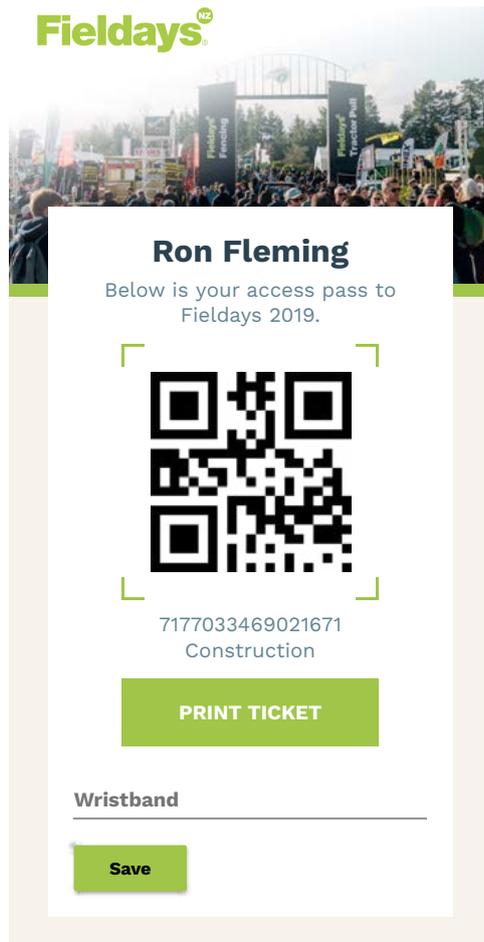


We continue to lead the way in promoting a culture of health and safety for all. We provide ongoing on-site education of safe working practices for our contractors, which in turn assists them with effectively managing the safety needs of their sub-contractors. Through his early intervention, our dedicated Health & Safety Coordinator has negated serious harm to both individuals and to brand reputation.

18 - Total H&S incidents reported for the year

The contractor pre-qualification process and uptake of online contractor and exhibitor health and safety inductions prior to arrival on site continues to increase with 66% of the total inductions completed online. We aligned the inductions with Satellite ticketing this year for ease of access via mobile or web. This was very well received by contractors and exhibitors alike with positive feedback that the system is easy to use and reference, leads to a thorough understanding of health and safety obligations and has freed up time at the gate allowing a better flow of foot traffic.

13,849 - Total H&S inductions completed for the year



We continue to have intensive focus and training on emergency management, crisis management / communication and ensure we have business continuity plans in place. Coordinated Incident Management System (CIMS) training was completed and a simulation exercise was held on site this year. This was an invaluable exercise that tested our emergency and crisis management processes, involving emergency services. With New Zealand remaining on medium/low alert due to the 15 March incident in Christchurch, the presence of police was boosted at Fieldays, as were our security teams. We are pleased to report that there were no major incidents. Support agencies and our teams worked well together with a trouble-free event being delivered. The investment in new security cameras has also been very useful.

Key staff have received Civil Defence Emergency Management Foundation training. There is a signed MOU with Waikato Civil Defence Group that Mystery Creek is a back-up emergency control centre. We will continue to meet and develop these relationships and understand how we can work together and support each other in the event of a large-scale civil defence emergency.

Work continues on identifying and managing the many risks and hazards associated with our site and the events that are delivered on the platform. The potential risk of security has been added to the Enterprise Risk Matrix as a private property venue that opens itself to the public during owned or hired events. We will continue to work on mitigating this risk along with all others on our matrix such as cyber risk, availability of parking space for Fieldays, reputation and brand risk.





Annual Dinner 2018



Life Memberships Award
Valerie Millington and Ray Fowke.



Rajesh Lal and Mark Joll with their Copper Award



Volunteer Recognition Awards to Kerry Clarkin,
Dawood Latif, Doug Baldwin, Alan Sharp, Mike
Andreoli, Gordon Vernon, Helen Lacey & Frank Sargent.



Staff at Gumboot Day



50 years as Society Volunteers –
Alan Sharp, John Davison, Kaye and Doug Baldwin



Time Capsule 2018



Membership Coordinator
- Casey Huffstutler



Receiving the 2018
Award for Outstanding
Contribution to the
Waikato Region

Charitable activities

The Society is committed to giving back to various communities by supporting some great causes and contributing financially to their success.

In 2019 a Charitable Purposes committee was formed to give the charitable arm of the Society some structure and to exercise strategic oversight of charitable activities. The committee's primary role is to allocate an approved annual budget fund that will deliver on agreed funding for scholarships, educational grants, donations and other community-based activities.

Donations

The Society is proud to have supported the following organisations during the 2018-2019 financial year through donations:

- Cambridge High School
- Cancer Society – Waikato/Bay of Plenty Division
- Chartwell Scouts
- Give-a-Little
- Design on Q Limited
- Hamilton Boys High School
- Hamilton North School
- Kaipaki School
- Marian Catholic School
- NZ Lions International Youth Camp
- NZTE Operations Limited
- Police Manager's Guild Trust
- Retired Working Dogs
- Rezare Systems Limited
- Riding for the Disabled – Cambridge Inc
- Rural Living Trust
- Salvation Army
- St John's College
- St Paul's Collegiate School – Centre of Excellence for Agricultural Science and Business
- St Peter's Sea Scouts
- Tai Wananga ki Ruakura
- Te Awamutu College
- University of Waikato – New Zealand Agricultural Fieldays Sir Don Llewellyn Scholarship
- Waikato Women's Refuge
- Zero Harm Farm

\$148k

donations made

Sponsorships

The Society also contributed to the following organisations through various sponsorships:

- Cambridge Chamber of Commerce
- Chiefs
- Special Kids Christmas Party
- Waipa Networks Business Awards

Sir Don Llewellyn Scholarship

Each year the Society awards the New Zealand Agricultural Fieldays Sir Don Llewellyn Scholarship to a University of Waikato student/s enrolled at masters or doctorate level with a research focus on the primary industry.

This year's recipients of this scholarship are Claire Voogt and Taylor Farr who are both completing their Master of Science degree. The \$22,500 scholarship has been split 50-50 between the pair to help in their research into how natural metabolites from marine algae can be used to treat pathogenic bacteria, in particular Psa. Their research is also being supported by Zespri.

"Thank you very much for this award. It is an honour to have my work validated as a significant contribution to the primary industries in New Zealand. This scholarship has relieved much of the financial pressure of postgraduate study, and the excellent reputation of this scholarship will surely aid me in my future career."

- Clare

"I was very happy to receive the New Zealand Agricultural Fieldays Sir Don Llewellyn Scholarship this year. As a student with ambitions to work in the primary industries, it is gratifying to have my Masters research recognised. This scholarship will undoubtedly aid me in my studies over the next year."

- Taylor

\$65k

in sponsorships allocated



Mystery Creek Events Centre



The Mystery Creek Events Centre venue is an extremely unique space with likely no other comparable in New Zealand. The large indoor spaces along with several supporting outdoor buildings lend to large conferences, dinners, exhibitions and small meetings and seminars. The outdoor environment provides an excellent platform for outdoor concerts, exhibitions with demonstrations and masses of free parking! The venue is conveniently located to Hamilton Airport and only 20 minutes from Hamilton city.

114

Events held at Mystery Creek Events Centre

Over the 2019 financial year we fielded 114 event enquiries of a varying nature. This resulted in 34 secured events totalling 60 event days plus pack in and pack out days. In addition, we also hosted 81 NZ Police training days in a variety of venue spaces, and they are very appreciative to have this venue to conduct their training programmes.

We have retained a number of return events as well as welcoming new events which have been very keen to rebook. This includes The Effluent and Environment Expo currently managed by an extremely enthusiastic young couple keen to provide a “collaborative approach to developing awareness and outcomes for effluent, environment, biosecurity and consumer challenges that farmers face as food producers.”

The Horticulture NZ Conference hosted 600 people across three days in July and have also pencil booked for July 2020. Festival One, Baptist

Easter Camp, Motorhome Caravan and Leisure Show, Waipa Networks Business Awards, Special Children’s Christmas Party and industry meetings and seminars are also return events some with multiple bookings throughout the year.

It is important to mention the Convention Centre and Pavilion space has a lock out period which excludes the opportunity to sell the venue around Fielddays (61 days) and Equidays (55 days). The Bledisloe is not largely affected by Equidays and continues to be a popular venue for dinners up to 300 people, weddings, day meetings and conferences. It is the most frequently booked space.

The Gallagher is a welcome addition to the stable of venue spaces and will be even more easily utilised when kitchen/catering and new toilet facilities are added to the footprint.

The hosted event bookings keep our three-person event team busy throughout the year when they are not working on our own Fielddays or Equidays events. The team contract, guide and assist clients through processes with health and safety, theming, provision of floorplans, supplier liaison, budget management and event delivery.



Equidays is an education-oriented event that provides visitors from a variety of equestrian disciplines with educational clinics and seminars, competitions to test their skills, equine shopping and entertaining Nightshows.

Almost 18,000 visitors attended the 2018 events with around 14,000 attending at Mystery Creek and 3,000 attending the event in Christchurch after the first successful South Island event in 2017.

Seventeen highly regarded national and international clinicians shared their knowledge and expertise on topics including dressage, showjumping, horsemanship, cowboy challenge, starting, training and more. The international clinicians include coach of the Dutch World Champion showjumping team Rob Ehrens, horse behaviourist Anna Blake, dressage expert Juan Manuel Munoz Diaz, Cole Cameron, Dan Steers and Warwick Schiller.

Features and competitions held during Equidays proved a brilliant spectacle to watch while providing a chance for competitors to test their skills in showjumping, dressage, showing, reining, Cowboy Challenge, Mounted Games, farriering, retraining thoroughbreds and training and competing wild horses.

The format of this year's Fiber Fresh Youth Camp was slightly changed to allow for the riders to choose a specific discipline to further hone their skills in certain areas. The Youth Camp riders had access to some of the country's best teachers who pass on their knowledge and expertise in various areas.

17

Highly regarded national and international clinicians

New to the successful Nightshows in 2018 was the introduction of two comedic Australian's The Crackup Sisters who brought the various acts of the Equitainment Extravaganza Nightshow together to form a storyline that took the crowd on a journey throughout the evening. Equidays Top Talent included a professional category for the first time allowing for up-and-coming equine entertainers as well as professional entertainers to compete for the titles.

The 2018 event also saw the introduction of more family-based entertainment with pony rides, face painting, bouncy castles and daily performances from The Crackup Sisters.

Equidays 2018 featured three days and nights of education, competitions, shopping and entertainment showcasing our diverse equestrian industry and providing a place for equine enthusiasts to come together and share their passion for horses.



Fieldays

Fieldays^{NZ}



@Fieldays



@FieldaysNZ

The 51st rendition of the New Zealand Agricultural Fieldays took place from 12-15 June 2019 and saw 128,747 visitors come through the gates. Exhibitor numbers were up this year at 1,067 exhibitors spanning across 1,559 sites. The event was officially opened by the Rt Hon Jacinda Ardern who attended two days of the event and at the Opening Ceremony spoke of Fieldays being about celebrating and appreciating our primary industry, wishing visitors another successful, innovative and inspiring Fieldays.

Innovations

54 innovations were introduced into the market or developed further as part of the Fieldays Innovation Awards, which saw some creative ideas focussed on strengthening the future of our primary industry. Winners included an IT platform that finds a solution to finding seasonal workers, a packing and delivery system for intramammary treatments and sealants, a fencepost made from 100% recycled plastics and a water flow indicator.

128,747

visitors to Fieldays

Education

866 school-leaver-aged students from 41 schools took part in the Fieldays Careers and Education programme.

Around 25,000 visited the Fieldays Health and Wellbeing hub which educates visitors with physical, mental, emotional, spiritual and social health and wellbeing and helps save lives. This year took health and wellbeing chats to the Village Green, with a variety of topics from mental and physical wellbeing to the latest research developments in health.

Eight of the country's best chefs including Peter Gordon, Simon Gault, Claire Turnbull, and Ray McVinnie shared inspiring meals and how local produce connects to primary industry, health and wellbeing.

Internationalisation

Eleven different international companies exhibited from countries around the world with these countries being represented by their flag flying outside the newly located International Business Centre next to the Village Green. We also had over 400 visitors from 31 countries welcomed into the International Business Centre where conversations, meetings and connections were aplenty.



\$610M

estimated brand value of Fieldays

2019 Achievements

This year we introduced the Fieldays Explorer band, which allowed visitors to attach their email address to a wristband which they could then scan at participating exhibitors to enter competitions, sign up to databases or receive information. We had over 93,000 taps of the Fieldays Explorer Bands and over 82,000 leads were generated for exhibitors from visitors.

The Fieldays app was downloaded 42,394 times and generated over 1.3M app interactions which saw it top the NZ charts for both Apple and Google app stores.

Economically, Fieldays 2019 generated \$549M in sales revenue for New Zealand organisations and sustained over 2,000 jobs in the New Zealand economy. A further \$247M was added towards New Zealand's GDP and the brand value of Fieldays is estimated at \$610M.

Fieldays continually strives to be a platform for launching innovative ideas, bringing town and country together, showcasing the industry's latest products and services and celebrating the importance of our thriving primary industry.



Sustainability

The Society is committed to sustainability and doing our part in ensuring a future for ongoing generations. The Society has partnered with Instep for the last seven years to lower the environmental impact of the events that we run and hold onsite and our daily business operations.

The Instep Sustainability Event Programme focuses on incorporating environmental management and carbon footprint calculations into event planning and staging. Areas of focus for environmental impact include energy, waste and recycling, transport, suppliers and material, water, attitudes and legacy and greenhouse gas emissions. Before each event or financial year, objectives are set, implemented and monitored with reports generated afterwards.

The Society has two levels of sustainability compliance – one for the commercial operation of Mystery Creek Event Centre and one for our Society owned events. Equidays and Fieldays are compliant with ISO 20121, which is a sustainable event management standard that focuses on planning, implementing and reviewing the events sustainability each year. This achievement sits us among some very large-scale international events.

57% of waste at Equidays diverted from landfill

Equidays 2018

A highlight for Equidays 2018's sustainability was for over 57% of waste to be diverted from landfill through recycling and composting. An introduction of an Equidays app and the new ticketing system also lead to a decrease in paper usage from programmes and printed tickets. Total emissions have also reduced by 31% when compared with the 2017 event.

Equidays and Fieldays are compliant with ISO 20121



Fieldays 2019

Fieldays achieved some great sustainability results in 2019 including diverting 41% of waste from landfill, introducing commercial composting which lead to 1,500kg of material being composted, removing single use plastic from the bar and recording a record number of visitors taking the free buses to Fieldays rather than using personal vehicles. There was a reduction of 445,000 litres of water used onsite during June 2019 compared with the 2018 figures.

1,500kg of material being composted

Mystery Creek Events Centre

The commercial operation of Mystery Creek Events Centre has a verified Carbon and Sustainability calculation and report issued annually against ISO 14064-1 which involves assessing and reporting on carbon footprint and greenhouse gas emissions and removals.

Total Carbon Footprint - t CO2e



A few initiatives taking place at Society's HQ include a comprehensive recycling programme, reducing paper usage, separating food scraps, efficient sensor lighting and air conditioning and water conservation.

Predator Free

The initiative was introduced in 2018 to work towards making the Mystery Creek Event Centre a predator free zone, spearheaded by the Society's Business Administrator and sustainability warrior Janine Monk. A lot of planning has gone into this initiative with Janine working with the Department of Conservation and the Waikato Regional Council to set up traps around the property's borders in August 2019.

We have two amazing volunteers who check the traps weekly at this point with the plan to reduce to fortnightly once the programme is fully up and running. These volunteers are using a Trap NZ app where they record all the data from the traps.

The project is progressing well so far with catches each week including possums, large rats and hedgehogs with stoats and ferrets also being targeted. Since the traps have been installed, we have caught 30 possums, 13 rats and 8 hedgehogs.



Predator Free Project Volunteers - Susan and John



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.

Board attendance register

The Society Board held seven meetings across the 2018-2019 financial year.

Director attendance:

Peter Carr (President & Chair)	85%
James Allen (Vice President)	85%
Lance Enevoldson	100%
Jenni Vernon	100%
David Gasquoine	100%
Bill Falconer (co-opted)	85%
Clint Gulliver	70%
Graeme Smith	55%



David Gasquoine, Bill Falconer, Clint Gulliver, Peter Carr, Graeme Smith, CEO Peter Nation, Lance Enevoldsen, Jenni Vernon, James Allen

Peter Carr

President and Board Chair

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.

James Allen

Vice President

James in 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.

David Gasquoine

Chair: Finance, Audit & Risk Committee

David and wife Cathy are dairy farmers based in Matamata. David has worked in the education sector with St Pauls Collegiate School and currently chairs the Directors Remuneration Committee for the Fonterra Cooperative Group and LIC. David also chairs the Pohlen Hospital Trust Board in Matamata and is the current president of Rotary Matamata. David was first elected to the Society Board in 2016.

Jenni Vernon

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 five years.

Lance Enevoldsen

Chair: Structure Committee

Lance has been a volunteer with the Society for 26 years and has served as an elected board member for two 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.

Bill Falconer

Wellington based Bill grew up in the Waikato, and lived in Karapiro from 2002-2013. He has had careers as a trade negotiator, in the petroleum industry, as a lawyer and as an independent non-executive director. Bill has served on over 20 boards, chairing most of them, including the Meat Industry Association, and the Advisory Committee of the Primary Growth Partnership. Bill was co-opted to the Society Board in 2014.

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.

Graeme Smith

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.

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:

- Bill Falconer – Distinguished Fellow
- Peter Carr – Member
- James Allen – Member
- David Gasquoine – Member
- Jenni Vernon – Member
- Lance Enevoldsen – Member
- Clint Gulliver – Member
- Graeme Smith – 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. 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.

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

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 Society 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

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

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 Event 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 Society Board via business cases and/or recommendations

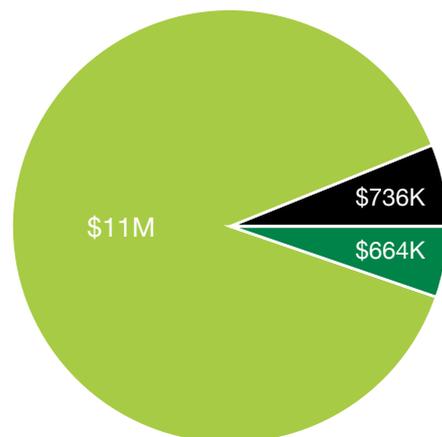
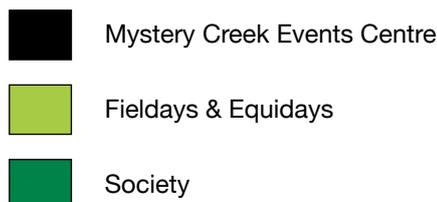
Honorarium Committee (elected at AGM)

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.

The committee shall meet at least twice per year at a time determined by the chair.

Financial highlights



Creating a sustainable organisation

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

income **\$664k**

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

income **\$11M**

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

income **\$736k**

Total income: \$12.4M

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: \$11.6M

Financial overview

The information below was extracted from the full financial statements as audited by KPMG, which were approved by the Society Board on 21 November 2019. If you require a full set of accounts please visit our website www.nznfs.co.nz, email info@nznfs.co.nz or call us on 07 843 4497.

Statement of Comprehensive Revenue and Expense

For the year ended 30 September 2019
(\$ rounded in hundreds)

		Parent and Group	
	Notes	2019	2018
New Zealand Agricultural Fieldays		9,889,800	9,562,600
Transport and Heavy Equipment Expo		-	-
Equidays		1,113,900	1,160,800
Mystery Creek Events Centre		736,300	739,900
Agricultural Heritage Village		2,200	2,100
Interest		3,400	5,600
Property		92,700	125,300
Other Revenue	3	567,600	156,700
Total Operating Revenue		12,405,900	11,753,000
Operating Expenditure			
New Zealand Agricultural Fieldays		3,365,200	3,172,500
Transport and Heavy Equipment Expo		-	1,300
Equidays		884,200	967,400
Mystery Creek Events Centre		307,600	348,500
Agricultural Heritage Village		100	400
Overheads			
Audit Fees	2	26,000	24,900
Interest		138,200	145,800
Salaries and Wages		2,825,800	2,899,700
Other Overheads		1,868,200	1,452,700
Property Expenses		1,039,700	1,053,800
Depreciation		1,043,500	1,049,900
(Gain)/Loss on Disposal		139,100	59,600
Total Operating Expenses		11,637,600	11,176,500
Surplus for period		768,300	576,500
Total Comprehensive Revenue and Expense for the period		768,300	576,500

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
- John Kneebone
- Barry Quayle
- Russ Rimmington
- Warwick Roberts
- Alan Sharp
- Ray Fowke
- Valerie Millington

Connect with the Society

Visit

Come and see the action for yourself by attending one of the many events held here onsite. Fieldays is on from 10-13 June 2020 and Equidays will be 6-8 November 2020, not to mention the many other events happening throughout the year.

Check out our websites www.fieldays.co.nz and www.equidays.co.nz for more information

Exhibit

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

Send us an email at info@fieldays.co.nz and info@equidays.co.nz to apply to exhibit.

Hold an event

As one of New Zealand's most versatile event centres, Mystery Creek Event Centre can host a wide variety of events of all shapes and sizes. From trade shows and product launches, to conferences, meetings and weddings, there's something for everyone. Contact us at info@mysterycreek.co.nz

Volunteer

We have over 200 dedicated volunteers in the team who help us bring together Fieldays, Equidays and THE Expo. If you're passionate about our events and if your values align with our Society values, we'd love to have you join the team.

Email us at volunteer@nznfs.co.nz

Member

If you've been a volunteer for two or more Society events (Fieldays, Equidays and THE Expo) you could be eligible to join the Society as a member. Society members can vote at the AGM, attend member events throughout the year and are provided event tickets or discounts.

Share your story

We love sharing people's stories so if you are doing something great that advances agriculture and brings town and country together, let us know!

Email us at marketing@nznfs.co.nz

Acknowledgements

The Society is grateful to the many individuals and organisations who have so generously assisted with donations, sponsorships and preparations for Fielddays, Equidays and other events held at Mystery Creek Events Centre. These individuals and organisations are critical to the Society's success.

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

New Zealand National Fielddays Society

Partners



Preferred Suppliers

BrandX
Carlton Events
Carlton Party Hire
EFTPOS
Exhibition Hire
Helicorp
Kerr & Ladbrook
NIWA
SBI Productions
Showscape
Montana Food and Events

Fielddays 2019

Principal Partners



Sector Stakeholders

AGMARDT
Callaghan Innovation
Mobile Health
New Zealand Trade & Enterprise
The Treasury
University of Waikato

Partners and Sponsors

Corson Maize Seed
Farmlands Co-operative
Giltrap Agrizone
Honda
Kitchen Things
KPMG
Nomad Espresso
NZ Fencing Competitions
Skellerup
Sprout
STIHL
Suzuki
Swandri
Amazon Web Services
Gait International
James & Wells
Ryman Health
Massey University

Equidays 2018

Event Partners



Patron

Sir Mark Todd

Ambassadors

The Wilson Sisters

Endorsees

Equestrian Sports New Zealand

Sponsors

Cheval Libertè
Dove Radio Communications
Fiber Fresh
Honda
Horseware Australia
International Animal Health Products
Prydes Easifeed
Wade Equine Coaches
Equissage
Heritage Equine
Nettex/Fourflax
NSC
Stirling Collection
Oceania Construction

Preferred Suppliers

Cambridge Equine Hospital
Nomad Espresso



New Zealand National Fieldays Society Incorporated (the Society) is an Incorporated Society governed under the Incorporated Societies Act 1908. The Society is also a registered charity with the Charities Commission (CC11057).