

Annual Report

2017/18



New Zealand National
Fieldays
Society Inc.

Highlights



34,801 Downloads
of the new
Fieldays app

57T Waste
diverted
from landfill

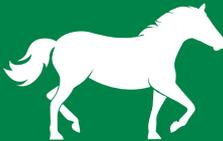


\$492M

Contributed by Fieldays
to the NZ economy

210

Society
volunteers



11 International
clinicians at
Equidays 2017

126 Ag Heritage
programmes ran



\$42K Awarded
in scholarships

1st Society
website created

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Thank you to our New Zealand National Fieldays Society partners



Vision, mission and values

Vision

- Creating leading events for our world
- Our vision includes growing new events, improving our site, investing in charity and growing our Agricultural Heritage Village

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. Our New Zealand National Fieldays Society's pillars of innovation, education, internationalisation and technology are weaved 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 Fieldays 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, 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 lead 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 non-owned events.



President's report

It has been a pleasure to work with our CEO Peter Nation, who came into the role with a wealth of Society experience gained after many years on the Board. That knowledge, respect and understanding of the ethos of the Society is coming through as Peter settles into his leadership position. This year we have seen some major team-building and re-organisation emerging, encouraging departments to work together. Likewise, due to Peter's tenacity, our relationship with government at a senior level and associated organisations has considerably improved.

Membership information is another stream that we have pushed forward this year with the bi-monthly newsletter 'Inside the Wire' coming from our hard-working team, bringing members up to date with in-house 'happenings' and Board updates. This linked with our ever-improving website forms a vital part of our aim of improving internal and external communications.

The arrival of the 50th Fielddays® gave cause for celebration and recognition of the individuals and organisations who have been involved throughout the half century. From those far-off days in the late 1960's when a dedicated team worked hard to present the first Fielddays, to the current situation where a now sizeable dedicated team of staff work with our loyal supporters and volunteers to build and operate what is effectively a mini-city.

This year's major highlight was the 50th Fielddays Exhibitor dinner



Peter Carr, New Zealand National Fielddays Society President

For me, this year's major highlight was the 50th Fielddays Exhibitor dinner held in April where we were able to recognise the organisations who had ridden the Fielddays 'train' for all 50 years. This was an amazing event made more memorable by the humbling attitude of the recipients. In mid-November 2018 we held our final 50th event, the Annual Society Dinner, gifting staff and members our 50th Anniversary Book titled *Mystery Creek Magic*.

It was fitting in our 50th year that our Patron the Governor-General of New Zealand, Her Excellency The Rt Hon Dame Patsy Reddy was there to formally open Fielddays for 2018. We jointly wielded enormous scissors to cut the ribbon with the appropriate musical support of the Royal New Zealand Navy. During the four days we were joined by the Prime Minister Rt Hon Jacinda Ardern, the Deputy Prime Minister Rt Hon Winston Peters, leader of the opposition Hon Simon Bridges and several other ministerial appointees.

This year the Board has been across several initiatives and changes, recognising the leadership team's input to the growth and wellbeing of our ever-changing campus. Developments are in full swing for the new Gallagher building on site, our neighbours at the Lochiel Golf Course are in for some major upgrades and our beloved DC3 plane will be heading to a new aviation home in North Hamilton. The improved approach to our grass covered areas has also seen our grounds recover well after major events.

In November 2017, Peter Nation and I travelled to London to meet with several agricultural organisations as well as our former Patron, Rt Hon Sir Gerry Mataparae, in his role as New Zealand's High Commissioner to the United Kingdom. Later, we were in Hanover, Germany attending Agritechnica, a huge machinery exhibition with impressive associated transport links.

I record the excellent support of Vice President James Allen, the Board and Society staff, some of whom have been with us for many years. Included in that group was the recently retired Brian Griffin

who had been in and around Mystery Creek for 36 years as a volunteer and staff member. On his retirement day, I was pleased to present him with a membership to the Society.

In closing, I record my pleasure at the financial result this year, ending in September 2018. This great result would not have been achieved without a great deal of energy and hard work by the Board and management team with regards to cost controls and smarter, faster business management.

It's been a fantastic year celebrating our 50th birthday, reflecting on our achievements, recognising successes and putting plans in place for the future.



Peter Carr



Peter Carr and Governor-General of New Zealand Her Excellency The Rt Hon Dame Patsy Reddy

Chief Executive's report

It is my privilege to formally thank the many people and their families who have dedicated their time before us, allowing us to celebrate 50 years of Fielddays and the Society.

This annual report celebrates not only the last financial year but is a testament to 50 years of long-term investment from our stakeholders, many of whom who have been with us since 1968.

It is very pleasing to see the Society post a solid financial result this year, and I am very proud of my team and the wider group of volunteers and members for their delivery of this result, both financially and organisationally.



Peter Nation, New Zealand
National Fielddays Society Chief Executive

We value the relationships that place us firmly on the world stage

The overall income was driven by a focus on events within Mystery Creek, a drive for better efficiencies in asset utilisation during events and lastly by undertaking price reviews. For any business to be able to reinvest, grow and maintain, it must ensure it operates sustainably. We operate a large asset which needs continual investment and for us to deliver new technologies and better customer experiences, we must be able to reinvest in our future.

I am hugely proud of the delivery and celebration of our 50 years of Fielddays and 50 years of the Society. It was important that we celebrated this milestone appropriately and acknowledged those who went before us and the entrepreneurship of people who created the world leading event now known as Fielddays. There were many stories, plenty of catch-ups and an abundance of smiles on faces as their part in our history was celebrated. To the past and present team who have governed this organisation through the good and tough times, thank you for your guidance and no doubt bravery at times.

It is important we now focus on the next 50 years and beyond. The speed of change will lead the Society to accelerate its thinking, focus and investment which will be driven by market forces, changes in technology and the changing face of our workforce. The Society has been developed by loyal and hardworking staff and

many volunteers. With the world of volunteering changing and people having new priorities, our organisation must adapt.

President Peter Carr and myself visited DLG's Agritechnica show in Hanover, Germany in November 2017, and in March 2018 I attended the American Farm Show Council (AFSC) AGM in Orlando, USA.

The connection of the Society with both DLG and AFSC is invaluable to learn and share internationally. The Society was also privileged to host the Association of Agricultural Field Days of Australasia's biennial conference and AGM at Mystery Creek during Fielddays week 2018. This event saw the highest number of Australian delegates attending since the conference's inception in 1980.

In March while attending the AFSC AGM, I also took the opportunity to attend the world-renowned Disney Institute where they shared their knowledge as one of the best event businesses in the world. Many ideas and concepts can be applied to our event centre in the future as we strive to lead and deliver for our customers.

With a full maintenance plan adopted, our campus plan has started to come to fruition. A much-needed focus was placed on our building maintenance with a major painting and repair programme being completed during the financial year.

The Society remains focused on reducing our debt while maintaining a responsible level of capital expenditure to cover improvements and maintenance. As we continue to look at our campus plan and future needs, we also have a responsibility to maintain the key assets on site.



Peter Nation and Peter Carr with the commissioned 50th celebration artwork.

We are indebted to the Gallagher Group for their generous support of developing an existing building on site which will see Gallagher move their exhibition for the 2019 Fielddays event. The development of this building will also result in Mystery Creek Events Centre having a new modern conference facility which will accommodate approximately 500 people.

We remain grateful to the many businesses, stakeholders, sponsors, government, customers, agricultural communities and the wider global community for their enduring support over the last 50 years. Your support and long-term investment has certainly resulted in our business delivering world class events. Furthermore, it has allowed us to deliver important educational messages, and stage important issues and debate.

We look forward to the next 50 years and beyond.

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

Peter Nation

People and safety

Our people are our greatest asset and we have a fantastic group of staff, volunteers, members 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.

Joining the team

To ensure our recruitment processes are robust and effective, this year we identified key traits that we have focussed on when making recruitment decisions, so we have a workforce that has flexibility, optimism, adaptability and resilience.

We identified the process of on-boarding and inducting people was an area for development, so we revamped our staff induction handbook

and implemented a new workplace handbook for volunteers. These documents support the process of on-boarding new staff and volunteers by providing confirmation of 'how we do things around here'. All new staff and volunteers are given a handbook as part of their welcome to the Society, in conjunction with a formal induction. We believe a good induction will lead to longer retention within the business.

Development

We continue to provide investment in training and personal development of our team. Our leadership team are encouraged to think about emotional intelligence and how it effects their contribution as leaders and also within the wider organisation. There has also been an organisation wide focus on customer service and personal efficiency training.



Health and Wellbeing

The health and wellbeing of our team continues to be a priority. A Health and Wellbeing Committee meets monthly with the objective to foster health and wellbeing for Society staff. This group is committed to ensuring the team's physical, emotional and mental wellbeing is fostered as much as possible. Identifying and managing stress along with providing a fun working environment that promotes staff engagement and motivated, happy employees has been a priority.

Recognising contributions from our staff is important to us and one way we do this is by awarding the Copper Award monthly to an employee. The recipient is nominated by their colleagues for going above and beyond expectations and consistently bringing the Society's values to life in their daily work.

HR Policies

Several HR policies have been developed, rewritten or reviewed over the past year including; annual leave, time in lieu, remuneration, long service and staff gifts.

This year we have set a goal to be an employer of choice so that we can attract an excellent calibre of people to our organisation. To achieve this, we have developed an HR framework that identifies the key areas to focus on and develop to ensure that people want to work for the Society.

Health and Safety

Investment in health and safety training continues to be a priority for both staff and volunteers. Throughout the year we put several staff and volunteers through various training programmes including traffic management, first aid, working at heights, health and safety risk assessment and mental health and wellbeing awareness.

Our people are our greatest asset

We have continued our commitment to zero harm which applies to our staff, volunteers, contractors and anyone using our facilities and campus.

Total safety inductions completed across the site for the year was 9,945. For the first time we offered an online option to complete contractor and exhibitor inductions prior to arrival on site for Fieldays.

We developed an automated contractor prequalification process using our customer relationship management portal that allowed us to monitor and manage the large volume of health and safety documentation required for contractor management. We continued to work on building and maintaining relationships with our key contractors through several channels including contractor forums, prior to major events.

Work continues on identifying and managing the many risks and hazards associated with our site and the events that are delivered here. This includes overall enterprise risk which has received significant focus over this period.

We have worked with an external consultant to develop robust emergency management, crisis management and crisis communication plans. Several simulations have been carried out including a large-scale simulation on site involving many emergency services and the Waikato District Health Board. This allowed us to test our systems, processes and people in a simulated emergency.

Our people

Snapshots from throughout the year.



Brian Griffin



Marie Rechner, Monique Webb and Gail Hendricks



Sam Kirkpatrick



Jenni Vernon, Andrew Taylor and Dawood Latif



Liesbeth, Verstegen, Meg Bachus and Susan Cochrane



Linda Meerkerk and Sonya Anderson



Michelle Perry and Alexandra Perry



Trevor Preece in his Merlo



Best Event Organised by an EA/PA - Beth Jobin with sponsor Orbit



Financial Innovation Project of the Year - Rhea Munro and Anthony Burman with sponsor Technology One.



Lynne Gibbons, Marie Rechner, Traci Bevan, Alan Reilly and Janine Monk



Leadership Team: Anthony Burman, Richard Ferdinands, Lynne Gibbons, Peter Nation, Taryn Storey, Kevin Endres and Nick Dromgool



2017 Volunteer of the Year - Owen Turner and Society President Peter Carr

Charitable activities

The contribution we make to the communities we serve is an integral part of who we are.

Over the past financial year we have continued our charitable work and remain committed to giving back and supporting a number of worthy causes. While our founding purpose is to support the advancement of New Zealand's primary industry, we recognise the importance of being part of a wider community, both regionally and nationally.

The Society is proud to have supported and assisted the following organisations during the 2017-18 financial year:

- Cambridge High School
- Cancer Society of New Zealand
- Chartwell Scouts
- Hamilton Boys High School
- Hamilton Central Community Men's Shed
- Hamilton North School
- Kaipaki School
- Kapiti Vaulting Club Inc
- Marian School
- NZ Police Training
- Police Manager's Guild Trust
- Pinnacle Programme
- Rural Business Network
- Salvation Army
- Special Kids Christmas Party
- St John New Zealand – Central Region
- St Paul's Collegiate School – Centre of Excellence for Agricultural Science and Business
- St Peter's Sea Scouts
- Te Awamutu College
- University of Waikato – New Zealand Agricultural Fieldays Sir Don Llewellyn Scholarship
- Waipa Networks Business Awards
- Waikato Community Hospice Trust
- Waikato Rowing
- Wintec – Kaye Baldwin Bachelor of Applied Management Scholarship and the Doug Baldwin Event Management Scholarship

\$106k

donations made

Scholarships

Supporting education by awarding grants and scholarships to New Zealanders.

Doug and Kaye Baldwin Scholarships

The Society has been working with the Centre for Business and Enterprise at Wintec since 2016 and awards two business students with scholarships valued at \$10,000 each year.

The scholarships from the Society are significant as they assist students greatly to achieve their education goals. The students receive a financial contribution and mentorship by the Society, with the opportunity to work alongside staff at various events and projects.

Kimberly Snook is the 2018 recipient of the Kaye Baldwin Bachelor of Applied Management Scholarship.

"I am grateful for both the financial support and the opportunity to use the theory I have studied in a practical environment. Learning to use the systems and integrations the Society have implemented provides skills which will be beneficial for my future employment."

- Kimberly

The Doug Baldwin Event Management Scholarship was awarded to Jamie Hodge in 2018.

"I was honoured to be the recipient of this scholarship. This opportunity has given me practical hands-on experience and in-depth knowledge about the events industry that money can't buy and that is not offered in the classroom. I believe this experience has given me an excellent foundation to start a successful and promising career in the events industry."

- Jamie



Kaye Baldwin, Kimberly Snook, Jamie Hodge and Doug Baldwin

Sir Don Llewellyn Scholarship

Each year the Society awards the New Zealand Agricultural Fieldays Sir Don Llewellyn Scholarship to a University of Waikato student enrolling at master's or doctoral level with an agricultural research focus.

This year Gemma Lowe received \$22,500 to assist with her research into the use of infrared thermography (IRT) for the early disease detection of neonatal calf diarrhoea.

"The aim of this research is to develop an automated system which incorporates IRT to monitor animal health and welfare to enable early detection of the disease, before clinical signs are evident."

- Gemma



Gemma Lowe

Mystery Creek Events Centre

Our events centre continues to be popular for hosting a wide range of events and attracting a diverse attendee audience.

Events range from large trade exhibitions and sporting events, through to small meetings or professional training sessions.

Our facilities within Mystery Creek Events Centre are versatile, and in many ways, unique in New Zealand. The Pavilion and Convention Centre combined is the largest clear span event building in New Zealand at 8,000m² and our varied outdoor event zones provide secure opportunities for a terrific range of opportunities. Our Agricultural Heritage Village provides a unique and charming environment for indoor or outdoor events.

Over the financial year we have hosted 124 events over 192 event days, equating to 3.7 event days per week (excluding setup or pack down days). The most frequently booked venues within our event centre were the Agricultural Heritage Village and the Bledisloe Function Centre. The Agricultural Heritage Village is used primarily for education, with hosted group tours taking place throughout the year.

The Bledisloe Function Centre is a popular venue on our campus due to its multifunctional space



124

events hosted

and heritage charm. This venue hosted events ranging from physical training, conferences and large meetings through to award dinners and weddings.

Looking at the type of events we attracted throughout this financial year, almost 40% of our bookings related to professional training, meetings or conferencing. This event type is typically short in duration averaging 1.7 days per event. Facilities that are fit for this purpose allows us to host these types of events frequently since they require less intervention than larger scale exhibitions or festivals.

It is important to keep investing in our facility to keep pace with market expectations. In March 2019 the Gallagher building will be completed and we will have a new 500 seat facility ideal for conferencing, training and meetings. Installed with high quality AV capability and WiFi, this facility will be a valued asset, complementing our existing facilities.

The main sectors utilising Mystery Creek Events Centre are management and professional services, education and training, and agriculture. These three sectors combined account for 74% of total event days.

Returning annual events

We have several clients utilising Mystery Creek Events Centre to stage their events. We work with the client to help them achieve the outcomes they are seeking, ultimately aiming for a terrific

event experience for all attendees. Key annual events include:

Festival One

A music and lifestyle festival over three days in late January, which includes onsite camping. This year's event attracted 5,000 attendees, based around the Pavilion, Convention Centre and outside areas towards the river.

Autofest

A one day automotive lifestyle festival held in March, attracting 4,500 attendees. This event utilised the majority of our central event areas including the Pavilion and Convention Centre areas.

Baptist Easter Camp

Held annually at Easter, this camp is run by Baptist Youth Ministries (youth part of the NZ Baptist Churches) and attracts attendees from the northern half of the North Island for a weekend of fun with friends, music, games and religion.

Motorhome, Caravan and Leisure Show

Offering a unique experience for lovers of the great kiwi outdoor lifestyle. Held over three days, attendees can see the leading motorhome, caravan and outdoor specialists in one place. The event utilises the Pavilion and Convention Centre, as well as the immediate outdoor spaces at the foyer end of the facility. As well as providing a venue for this event, Mystery Creek Events Centre also becomes a holiday park with over 1,000 campervans staying on site.

Waipa Networks Business Awards

An awards dinner held to recognise and celebrate the best businesses within the Waipa and Raglan areas. Mystery Creek Events Centre sponsors the venue for this event, held in our Convention Centre and hosting 300 attendees.

Cancer Society Ball

Held in the Convention Centre, the Ball is a fundraising evening which includes dinner,



dancing and charity auctions. The venue is also sponsored by Mystery Creek Events Centre.

Other events

Dairy NZ Forum

A five-day event held in early May, utilising the Convention Centre, Suites and Pavilion. This event has been held on a bi-annual cycle and has been staged at Mystery Creek Events Centre previously.

Gallagher 80th Birthday Celebrations

It was a privilege to host this event celebrating 80 years of business for Gallagher. This single day event was designed for staff, families and friends of Gallagher to enjoy social activities, music and food.

Waikato Show Jumping Association

This organisation utilised the world-class indoor arena built for Equidays in 2017 staging two events over two weekends. The first weekend was a World Cup level event attracting the best show jumping riders and horses in New Zealand, with the following weekend hosting a wider range of riders from junior club level through to the best in the country.



@MysteryCreek



Fieldays

The 50th Fieldays theme was 'Future of Farming'. This represented both where the industry has come from and how it is changing. We understand for our valuable agribusiness industry to expand we must look to the future, whether it is new foods, new and innovative technology or the youth of today who will be the leaders of tomorrow.

Telling Fieldays stories

This year we sourced five key stories that represented the different connections our visitors have with Fieldays. We shared their stories showing what they had each found and encouraging the public to come along to Fieldays and see what they might find. There were stories of tradition, innovation, making connections, being inspired by organisations showcasing their products and services and finding varied and fulfilling career opportunities.

Fieldays was officially opened on Wednesday 13 June by our patron The Rt Hon Dame Patsy Reddy. The Society flag was raised by long term staff member Brian Griffin, international guests Michael Lambert (UK) and Daniel Toohey (Aus) and Board Deputy Chair James Allen.

Celebrations continued with the President's Luncheon considered the highlight of our 50th opening celebrations. Official guests were treated to a menu designed and prepared by esteemed chef Peter Gordon showcasing some of the best of New Zealand's primary produce. Serving a five course meal, Peter showcased the best of contemporary ingredients grown and produced by New Zealand's farmers, innovators and forward-thinking entrepreneurs.

Three pillars of Fieldays

Fieldays Innovations, located at the heart of the event, continues to attract international and local guests and is a highlight for visitors and exhibitors alike.

With over 70 entries from backyard inventors to established companies presenting their innovation on a global stage it was hard for the judges to choose a winners. Kiwi-based company UBCO have participated in the Fieldays Innovation Awards since 2015 and this year were presented the International Innovation Award for their two-wheel drive electric utility vehicle.

Awards also went to Acuris Systems for their autonomous robot built to navigate kiwifruit orchards capturing fruit data, Pamu Foods for their deer milk ingenuity and Agricom/Ecotain for their environmental plantain which reduces nitrogen leaching from urine patches.

The Fieldays Education pillar helps guide the direction and strategy of the event. Now in its third year, the Careers and Education Hub saw close to 1,000 students from schools around New Zealand learn about the many agribusiness career options as they move into the work sector. After attending the Fieldays Careers and Education Hub, 83% of students felt more able to make choices about learning and working in the primary industries.

Internationalisation was a strong area with over 300 people from 42 countries visiting the International Business Centre (IBC). The centre hosted six delegations representing Korea, China, South East Asia, Australia and the UK as well as a New Zealand Trade & Enterprise international buyer delegation. The IBC continues to be the main hub for our international guests, encouraging collaboration and global connections between Kiwi businesses and their international markets.

130,866

visitors to Fieldays

Driven by the legacy we leave

The life-saving Fieldays Health and Wellbeing Hub was a new fixture in the line-up last year. The hub proved its worth again with exhibitors talking to several visitors on issues from skin and prostate health, to emotional and social wellbeing and providing some much-needed check-ups. The hub welcomed 23,000 visitors through the doors to discuss their health. There's nowhere else that these exhibitors can get in front of this many people in four days to have meaningful discussions and complete health checks.

This year the Fieldays Kitchen Theatre was separated from the now-known Fieldays Pantry Marquee which featured an array of premium New Zealand artisan and gourmet food and beverage products. The Fieldays Kitchen Theatre showcased the inventive developments in New Zealand's agriculture and culinary industries. This feature showed the connection from farm gate to dinner plate while encouraging healthy eating and food creativity. Visitors came to watch celebrity chefs Brett McGregor, Simon Gault, Monique Fiso and many more.

Post event indicated exhibitors experienced high sales and revenue. This is supported by the 2018 Fieldays Economic Impact Report showing regional benefit of \$168m and national benefit

\$488M

Fieldays brand value

of \$492m. This results in over 2,000 FTE jobs sustained in the New Zealand economy (860 in the Waikato), all culminating in an assessed Fieldays brand value of \$488m.

From the celebration events leading up to Fieldays, to the official opening events onsite, and the activity throughout – we celebrated our 50th birthday in style and the future of farming looks like it's in good hands.



@Fieldays



@FieldaysNZ



Equidays

Equidays provides the equine community with an education-oriented event representing a diverse variety of equestrian disciplines, where visitors can come together and share their passion for horses.

Following six successful years of Equidays at Mystery Creek, in 2017 the decision was made to create a South Island edition of Equidays based at Canterbury Agricultural Park in Christchurch. Taking the event south to Christchurch gave the South Island equestrian community access to the world class clinicians, entertainers and equine experts that come along to the event at Mystery Creek Events Centre.

In 2017, 22,209 visitors attended Equidays at Mystery Creek over the three event days with exhibitor numbers increasing to 221. The inaugural Christchurch event attracted 6,234 visitors and 56 exhibitors. The Showjumping Spectacular and Equitainment Extravaganza Nightshows sold out at both venues showcasing some of the country's best showjumpers and entertainers to full crowds.

New to the line-up for 2017 was Equidays Top Talent, the only equine talent competition in the country giving up-and-coming equine enthusiasts the opportunity to show off their skill and talent to the lights, music, crowd and atmosphere of an indoor arena.



Equidays expanded to two NZ locations

International clinicians included the coach of the Dutch World Champion showjumping team, Rob Ehrens, and six-time Olympic dressage rider Kyra Kyrklund, along with nine other international equine experts and seven national clinicians.

Features and competitions at Mystery Creek included Beyond the Barriers, Derby Classes, Jumping, Farriers, Showing, Dressage, Mounted Games, Cowboy Challenge, the Breeds Marquee and the Large Animal Rescue area.

Several up-and-coming New Zealand equestrian enthusiasts also took place in the Fiber Fresh Youth Camp at both locations making the most of the equine experts sharing their knowledge on various equestrian disciplines.

NRM and McMillan were on board as Equidays partners again in 2017 with a shared commitment to education, innovation, and helping customers get the most out of their horses. Also back for 2017 as event ambassadors were the Wilson Sisters, known around the world for their showjumping, training, horsemanship and work with taming wild horses.

Overall, both locations of the event saw the equestrian community of New Zealand educated, equipped, entertained and empowered by everything on offer at Equidays 2017.



Agricultural Heritage Village

Sharing the stories of our rich agricultural heritage through our educational programmes and historical sites is one great way we are bringing town and country together.

Our Agricultural Heritage Village holds 11 different learning spaces and plays an important role in connecting young and old to the history of the agricultural industry and building awareness of the industry's contribution to today's society.

We continue to provide customised learning experiences focussed on our agricultural history, showing how we get from paddock to plate. We have 16 educational programmes in the form of guided tours, device guided experiences, slideshows, stories, object hunts, hands on interaction, problem solving and group challenges.

Seven existing programmes were redesigned for 2018 and a new programme was developed to share the vast historical pieces and stories of the Village with all age groups, moving beyond exclusive programmes for schools.

In the week leading into Fieldays we saw a brilliant display of 50 tractors of all ages, makes and models representing each of our 50 years of the Society. Other groups bringing the village to life over Fieldays were Creative Fibre Waikato, Pirongia Clydesdales, Cambridge Historical Society and local blacksmiths.



We also worked closely with the Waikato Museum on various projects including refreshing the blacksmith displays and the eastern room of the hospital and repurposing interactive displays.

The Mairua Society Bush Track, located at the eastern end of the village, has been recut and replanted with over a hundred young native plants, many with medicinal properties. This area now lends itself to a fantastic new programme on medicinal plants involving an iPad education trail bringing awareness to the historical uses of a variety of native plants.

The number of individuals coming through the various programmes in the Agricultural Heritage Village each year continues to connect people with their agricultural history and the importance this industry has in each of our lives.

4,000+

children connected to their agricultural heritage throughout the year



Sustainability

The Society is committed to sustainability and has partnered with Instep to lower the environmental impact of the events we run and hold on site. The Instep Sustainable Event Programme (ISEP) has been in place on site for six years and focusses on incorporating environmental management and carbon footprint calculations into event planning and staging.

Environmental impact areas of focus are energy, waste and recycling, transport, suppliers and materials, water, attitudes and legacy, and greenhouse gas emissions. Objectives are set, implemented and then monitored and we've seen some great results so far.

Office workplace

Our employee sustainability initiatives currently include reporting on waste, recycling, reducing paper usage, separating food scraps for disposal, efficient sensor lighting and air conditioning and water conservation.

Equidays 2017

This was the first year of sorting waste from the restaurants at Equidays and we were able to achieve 48% diversion of waste from landfill from either composting or recycling. All coffee grounds from the event were diverted from landfill with over 300kg of coffee beans composted onsite.

High levels of water are used to wash horses and in campsites so this is a focus area going forward.

48%

of waste at Equidays was diverted from landfill



Fieldays 2018

An extra 2,300 kgs of material was recycled from the 2018 event, the equivalent of 230,000 water bottles. Emissions from transport have dropped significantly saving an equivalent of the emissions of 9,351 return flights to Wellington. There was also a water saving of 6% from the 2017 event to the 2018 event.

Challenges going forward for Fieldays include increased energy use. Although petrol use is dropping, electricity use is growing, we will look to incorporate other forms of energy in the future.

Acknowledgements

The Society is grateful to the many individuals and organisations who have so generously assisted with donations, sponsorship and preparations for Fielddays, Equidays and other events held at Mystery Creek Events Centre. You are critical to our success and we thank you.

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

Fielddays 2018

Principal Partners



Sector Stakeholders

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

Partners and Sponsors

Corson Maize Seed
Crowe Horwath
Donut Express
Enterprise Angels
Farmlands Co-operative
Giltrap Agrizone
Greenlea Butcher
Honda
Kitchen Things
KPMG
Locus Research
Massey University
Nomad Espresso
NZ Fencing Competitions
NZME
Origin
Save Barn
Skellerup
Sprout
STIHL
Suzuki
Swandri
Tompkins Wake

Equidays 2017

Event Partners



Patron

Sir Mark Todd

Ambassadors

The Wilson Sisters

Endorsees

Cambridge Stud
Equestrian Sports New Zealand

Sponsors

Bayer
Cheval Liberté
Dove Radio Communications
Fiber Fresh
G.H. Mumm
Gallagher Group
Honda
Horseware Ireland
Hygain
Hyundai New Zealand
International Animal Health Products
Isuzu D-Max
JLT
Prydes Easifeed
Reyna Equestrian
Wade Equine Coaches

Preferred Suppliers

Cambridge Equine Hospital
Nomad Espresso

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 six meetings across the 2017/2018 financial year.

Director attendance:

Peter Carr (President & Chair)	85%
James Allen (Vice President)	85%
Lance Enevoldson	100%
Pam Roa	100%
Jenni Vernon	85%
Jason Hoyle	85%
David Gasquoine	85%
Brent Goldsack (co-opted)	55%
Bill Falconer (co-opted)	85%



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 is the Managing Director of AgFirst Waikato, and was a past president of the New Zealand Institute of Primary Industry Management and New Zealand Young Farmers. He has been on the Society Board since 2016.



Lance Enevoldson

Chair: Events Committee

Lance has been a volunteer with the Society for 25 years, Chair of the Events Committee for three years and has served as an elected board member for 12 months. Lance is primarily involved with his Hamilton based business - Imageland. On occasion he can also be found milking cows or wielding chainsaws as he remains active in base operations of other business investments.



David Gasquoine

Elected Board Member

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. He also chairs the Pohlen Hospital Trust Board in Matamata and is current president of Rotary Matamata. David was first elected to the Society Board in 2016.



Pam Roa

Chair: Structure Committee

Pam is a scientist and businesswoman who has founded start-ups in manufacturing, dairy technology and human resources. She is

currently the Managing Director of Longveld, a Waikato business specialising in stainless steel fabrication for the dairy sector. Pam is a Chartered Member of the Institute of Directors and has served on the Society Board for the past three years.



Bill Falconer

Co-opted Director

Wellington based Bill grew up in the Waikato, and lived in Karapiro from 2002-13. 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.



Jason Hoyle

Elected Board Member

Cambridge born Jason left high school to study and work as a dairy farmer and has never looked back. Jason, wife Heidi and young family are currently

contract milking 1200 cows in North Canterbury. Jason's progression through the dairy industry has enabled him to gain great life and leadership experience through both the Society and New Zealand Young Farmers. Jason has served on the Society Board for the past two years.



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 four years.



Brent Goldsack

Chair: Finance, Audit and Risk Committee

Brent is a dairy farmer based in the Waikato. He also sits on the Boards of Fonterra Cooperative Group, Waitomo Petroleum

Limited and Canterbury Grasslands Limited. Brent is a Chartered Accountant and recently retired as a partner from PwC. Brent was co-opted to the Society Board in 2015.

Corporate governance

BoardWide – IOD Corporate Membership

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

Directors:

- Bill Falconer – Distinguished Fellow
- Pam Roa – Chartered Member
- Peter Carr – Member
- Lance Enevoldsen – Member
- Jenni Vernon – Member
- James Allen – Member
- Brent Goldsack – Member
- David Gasquoine – Member
- Jason Hoyle – 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 quarterly to ensure compliance is achieved in relation to the Society's finances, auditor signoff and risk management.

The committee is made up of a Chair, 1-2 Society Directors, 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

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 monthly.

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 at least quarterly.

The committee is made up of a Chair, 1-2 Society Directors, the Membership Coordinator, the 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 Mystery Creek and externally, with a minimum of four meetings held per year. The committee is reviewed and evaluated by the Society Board as required.

The committee is made up of a Chair, 1-2 Society Directors, the Operations Manager (ex-officio), the Chief Executive Officer (ex-officio), the 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

Financial highlights



Financial overview

The information below was extracted from the full financial statements as audited by KPMG, which were approved by the Board on 15 November 2018. 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 2018
(\$ rounded in hundreds)

	Parent and Group	
	2018	2017
New Zealand Agricultural Fieldays	9,562,600	8,667,800
Transport and Heavy Equipment Expo	-	1,484,100
Equidays	1,160,800	876,500
Mystery Creek Events Centre	739,900	535,200
Agricultural Heritage Village	2,100	6,200
Interest	5,600	5,400
Property	125,300	147,400
Other revenue	156,700	173,800
Total operating revenue	11,753,000	11,896,400
Operating expenditure		
New Zealand Agricultural Fieldays	3,172,500	3,256,500
Transport and Heavy Equipment Expo	1,300	507,200
Equidays	967,400	691,900
Mystery Creek Events Centre	348,500	157,800
Agricultural Heritage Village	400	3,400
Overheads		
Audit fees	24,900	24,400
Interest	145,800	145,200
Salaries and wages	2,899,700	2,496,900
Other overheads	1,452,700	1,282,200
Property expenses	1,053,800	1,029,600
Depreciation	1,049,900	1,036,900
(Gain)/loss on disposal	59,600	213,500
Total operating expenses	11,176,500	10,845,500
Surplus for period	576,500	1,050,900
Total comprehensive revenue and expense for the period	576,500	1,050,900

Society Life Members

Life membership is awarded to members at the Society's annual dinner each year, recognising 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
Walton Holmes
Chris Hughes
John Kneebone
Barry Quayle
Russ Rimmington
Warwick Roberts
Alan Sharp

2018 Life Members

Ray Fowke
Valerie Millington





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).



Pirongia is our mountain