



ANNUAL REPORT

2023



New Zealand National
Fieldays
Society



BUILDING A LEGACY



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L to R: Garry Kerby, Mike Andreoli and Ewen Wrigley

Vision

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

Mission

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

Values

We work
together as
ONE TEAM

We act with
INTEGRITY

We take
pride in our
HERITAGE



STRATEGIC OBJECTIVES

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

Connect 365 nationally and globally

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

Govern and manage risk and compliance

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

Grow our core business

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

Connect with our customers and stakeholders

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

Board, governance and structure

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

Develop our home site

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

Invest and develop our people

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



PRESIDENT'S REPORT



Kia ora koutou

It is my pleasure to present the 56th President's report on behalf of our board and the members of the New Zealand National Fieldays Society. My first year as your president/chair has gone very quickly and without the extreme outside influences of the last three years.

For a start, it was great to see our major event, Fieldays, return to its normal time of June with extremely favourable weather, albeit a little chilly on the Wednesday. Once again we had great support from our exhibitors, new attendees, and the rural and urban communities coming back to learn, rekindle old friendships, and head home with a purchase or two!

As always, we seek to make continuous improvements to the Fieldays event and this year was no exception with layout changes, two new Hubs, parking upgrades, and more emphasis on being environmentally sustainable.

Equally important, we have seen a return of other events, new and old, to our versatile Mystery Creek Events Centre site.

The New Zealand event business remains challenging, and the Board and management are constantly reviewing how to stay relevant, attract new business opportunities, and keep focused on our strategic imperatives:

- Invest and develop our people
- Grow our business
- Connect globally
- Connect with our customers, community and stakeholders
- Develop our home site
- Govern and manage risk and compliance
- Board, governance and structure

The success of Fieldays 2023 has helped the Society's ongoing profitability and our balance sheet. We will need to be prudent in our expenditure for several years to come to protect the continued viability of the Society for the next fifty years.

For the future and moving forward the Society needs to:

- Update our strategic objectives
- Review the Campus Plan
- Upgrade the water and power networks at Mystery Creek Events Centre
- Continue to build relationships with our local hapu to develop our cultural journey
- Grow our community and sustainability strategy, including riparian and predator free work
- Maintain and grow our partners, sponsors and external stakeholder relationships
- Continue to explore any new business opportunities

To achieve positive results requires a committed, passionate, and hardworking team.

I want to acknowledge all staff members, ably led by our CEO, Peter Nation. Their dedication to the values and vision of the Society are amazing - thank you.

Our Society could not operate successfully without the same enthusiasm and commitment from our members and volunteers - thank you.

Part of that team are our partners, sponsors, exhibitors, and external stakeholders whose support for the Society we greatly appreciate.

To my fellow board, co-opted and life members, thank you for your wisdom, honest contributions and time given away from your families and businesses. It is a large and diverse team which is the strength behind such a successful organisation.

It has been a privilege to be your president/chair in 2023 and we look forward to another successful year ahead.

Ngā mihi nui
Jenni Vernon

A handwritten signature in black ink, appearing to read 'Jenni', written in a cursive style.



CHIEF EXECUTIVE OFFICER'S REPORT



Tenā koutou,

It is my pleasure to deliver the 2023 Annual Report, covering arguably the shortest reporting period in the Society's history, just nine months. Despite this shorter reporting period, there has been a huge amount happening within the business over this time.

This Annual Report is rich in updates, highlights and images that represent hard work, challenges and measured outcomes and delivery.

Having made the conscious decision to run two Fieldays events in one financial year, both our 2022 and 2023 Annual Reports look slightly different. Covering a non-traditional financial year in both cases.

As a result of these changes to our annual calendar of events, we held our AGM and Annual Awards event in March. Both events were well attended, and it was nice to deliver some inaugural staff awards to complement the already prestigious volunteer and member recognitions.

I take pride in our ongoing recognition within the community. Whether through business awards, event accolades or our 10-year recognition as an inaugural partner of the St Paul's Agribusiness programme, being acknowledged within the sectors we operate is a positive affirmation for the team.

Our efforts in community and sustainability work continues and is expanding, collaborating with new partners and member organisations is a priority to enhance our connectivity. Simultaneously, we strive to demonstrate support for those who endorse our efforts.

As the event world ramps up, we're delighted to report an intensified focus on new business ventures, resulting in a remarkable surge in bookings for the Mystery Creek Events Centre, extending until 2025. The demand for our multipurpose facility not only highlights its versatility and attractiveness but also signifies promising new business opportunities on the horizon.

Fieldays continues its journey of evolution, aligning with market trends and steadfastly operating within our strategic pillars of Education, Innovation, and Globalisation. This year celebrating it's 55th year of bringing town and country together. The introduction of the Fieldays Sustainability Hub in June garnered tremendous popularity. We are grateful for the support and investment from exhibitors, which remains strong. This year marked a significant milestone as we welcomed ambassadors from 17 countries around the world to Fieldays, providing a valuable opportunity to showcase the industry on the global stage. With travel back on the agenda we are looking forward to seeing this number grow in 2024.

I would like to take this opportunity to firstly thank our overall team for their hard work, support and dedication to both the business and our customers.

I would also like to extend a heartfelt gratitude to our devoted volunteers, members, and life members for their tireless efforts and unwavering support for the organisation. Your dedication and commitment are truly commendable.

We are indebted to our many partners, sponsors, exhibitors, and external stakeholders for their ongoing support to the Society and our events. This year we welcomed our new clothing sponsor Stoney Creek, who are not only supporting the Society via our new uniform, but share similar values to our organisation and people.

Lastly, I thank and acknowledge the support of our board, chaired by Jenni Vernon. Thank you all for your support of the strategic direction and delivery of the business.

Ngā mihi nui



ECONOMIC



IMPACT

As an event of national significance, Fieldays makes a major contribution to both the regional and national economy as evidenced by the summary of results.

While the event also showcases the New Zealand Agritech community, it also enables business to be transacted, innovation to be promoted and a vast array of information transfer.

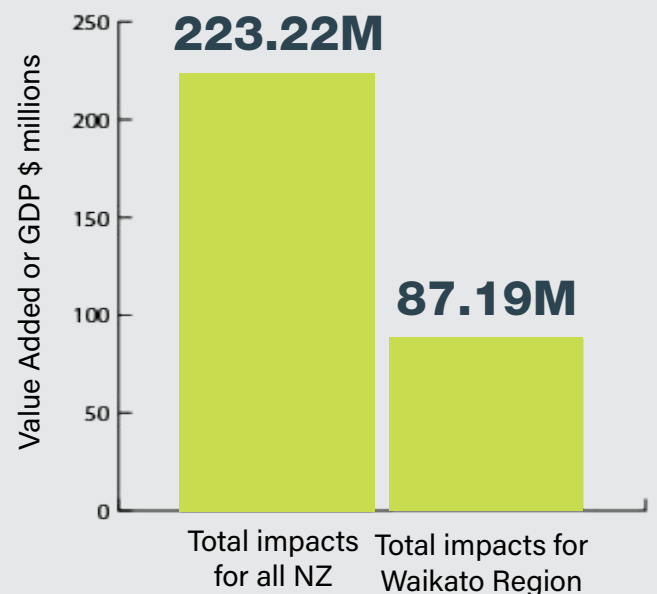
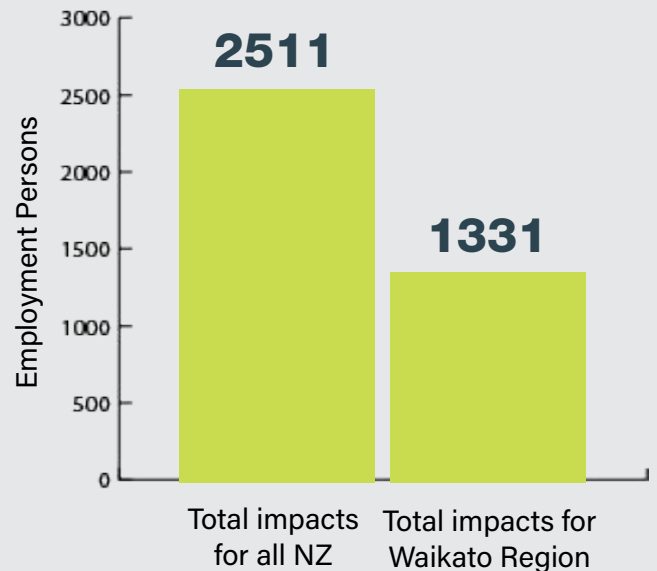
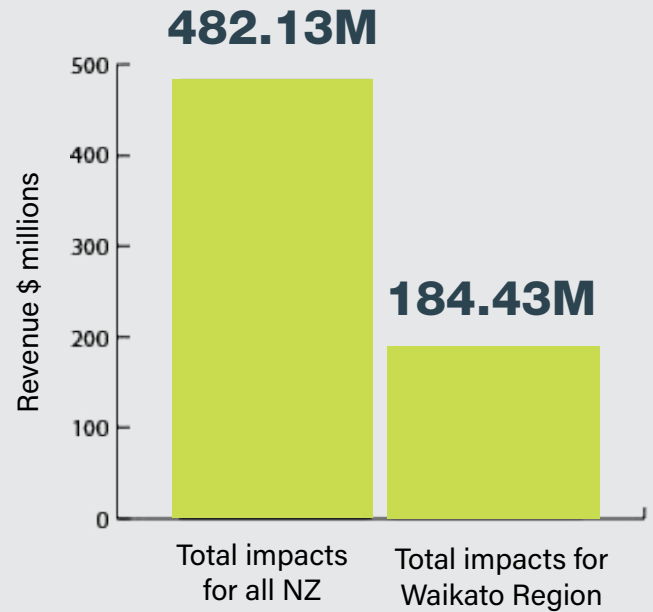
The exposure to the global audience is also a significant benefit of being at Fieldays annually. Many iconic brands are first exposed as merely a concept through the Fieldays Innovation Hub, which in most cases enables the springboard to global success.

While the financial contribution is clear, the intangible investment in health and wellbeing, careers and education, charitable and community, or simply connection and support is also a massive benefit to the community we work in and the wider sector nationally. While not measured there are clear indicators of success in all these areas.

As an event business, the Society's overall contribution of events held at Mystery Creek Events Centre, including Fieldays, is a massive boost to the region in terms of accommodation bookings, food and beverage sales, services and regional promotion.

Visitors and customers through our gates each year are well in excess of 200,000. We are proud of the ongoing contribution we make to our region, New Zealand and globally, and will continue to strive to grow and promote.

FIELDAYS ECONOMIC IMPACT



FIELDAYS



105,000
visitors through the
gates over four days

56% visitors were either first
timers or have been coming
for less than five years

*Based on 2023 Visitor Survey Results

56% Male 43% Female

Where our visitors live
41% City 58% Rural



Fieldays 2023

With our June Fieldays being the first winter event with the borders fully open, we were once again able to embrace international visitors at levels reminiscent of pre-pandemic times, featuring 35 international exhibitors and ambassadors from 17 countries around the world. With its reputation for showcasing cutting-edge farming technology, innovative agricultural practices, and a vibrant marketplace, once again Fieldays was able to serve as the ideal platform for everything farming and primary sector related.

Celebrating its 55th anniversary Fieldays provides a place for our exhibitors to showcase New Zealand's agricultural excellence. Focusing on the strategic pillars of Innovation, Education and Globalisation we have grown our Hub initiative to include the inaugural Fieldays Sustainability Hub which sat alongside the Fieldays Innovations Hub, Fieldays

Hauora Taiwhenua Health & Wellbeing Hub, Fieldays Opportunity Grows Here Careers Hub, and the two hubs launched in 2022 - the Fieldays Forestry Hub and Fieldays Digital Futures. The Fieldays Sustainability Hub featured a select number of sustainability-focused organisations and visitors were able to explore sustainable farming research and science, urban and rural waste management, as well as water management and renewable energy.

While it's important to bring in new aspects to the event as it continues to evolve, the tried-and-true features of Fieldays continued to be well-received by our valued exhibitors, and visitors alike. In addition to the event commemorating its 55th anniversary, the Fieldays Innovation Awards also celebrated 55 years of highlighting and supporting innovation in the primary sector. Trends seen in 2023 were related to cyclone response, health and safety on farm, and water testing along with AI farm support, compliance and regulatory apps and programs. The



global financial crisis had also been on the mind of innovators with practical solutions being sought for better efficiency and ways to combat labour shortages across the food and fibre sector. A change in category criteria for the Young Innovator Award will continue to encourage students and school leavers to enter the awards with continued support from Agribusiness in Schools helping drive this initiative. The calibre of this year's entrants was incredibly high and even more outstanding despite the quick turnaround from the 2022 awards. This demonstrates how the innovation eco-system is thriving.

Several changes were made to enhance the customer experience at this year's event, one being the move of the Rural Living Precinct to where the Agri Machinery Precinct had previously been. The primary benefit of this change was to promote better flow of visitors through the event, allowing them to see as much of the exhibition as possible and provide opportunities for growth in our core agri exhibition sites. The Fieldays Bar & Eatery was relocated from its site in the central precinct to the bottom of Gate 2 hill and proved popular for both visitors and exhibitors as a great place to network and connect.

Fieldays has been the cornerstone event of the New Zealand National Fieldays Society since its inception, contributing to our financial success and the heritage of our business. Central to the success of Fieldays are our partners, sponsors, and stakeholders and the role they play. Their support is not confined to the event itself but extends throughout the year. These sponsors are more than financial backers; they are strategic collaborators that share our vision for the future of agriculture in New Zealand. Through their support, Fieldays continues to demonstrate that it is the platform for collaboration and advancement, ensuring that the event continues to evolve, adapt, and lead the way in shaping the future of our primary sector.

Only six months separated the closing of our gates on the 3rd December 2022 and their reopening on the 14th June 2023. Attendees not only increased in numbers but notably there was a substantial rise in visitors from regions like Gisborne, Hawkes Bay, Whanganui, and the Manawātū. The quick turnaround for not only the venue, our partners and sponsors, exhibitors, staff and volunteers was remarkable and evident in the combined gate numbers surpassing 180,000 in a seven month period. This underlines the continued popularity and success of the event.



L to R: Steve McKinnon, John Moody and Gordon Vernon



Taryn Storey and her family at Fieldays



L to R: Warwick Hay, Lance Eneveldson, Rod Bryant, Barry Quayle, Frank Sargent, Bryan Corfield, Peter Carr

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



Innovation

Fieldays is the ultimate launch platform for cutting-edge technology and innovation, this year we showcased 48 finalists in the prestigious Fieldays Innovation Awards and provided them with a platform to launch their innovation globally.

In 2023 we had topical entries related to cyclone response, health and safety on farm, water testing, AI farm support, and compliance and regulatory apps and programs.

Education

Education is specifically targeted at the event throughout activations like the Careers, Health and Wellbeing, Forestry, and Sustainability Hubs to inform and educate visitors on essential aspects of the agricultural sector.

This creates opportunities for visitors to learn about the many different career opportunities available in the sector, from hands-on roles in agriculture and horticulture, to technical roles in science and technology, proving that opportunity grows here at Fieldays.



Globalisation

Fieldays 2023 saw the New Zealand International Business Centre once again offer unique networking opportunities as well as support for businesses to grow within Aotearoa New Zealand and internationally.

Representatives from around the world experienced the best of the primary sector from New Zealand and made important new connections.





Beth Jobin and Frank Sargent



Gwenda Johnson with Michelle Perry



Steve Chappell



Ray and Mavis Fowke

CONNECTIVITY WINS NO.8 WIRE NATIONAL ART AWARD

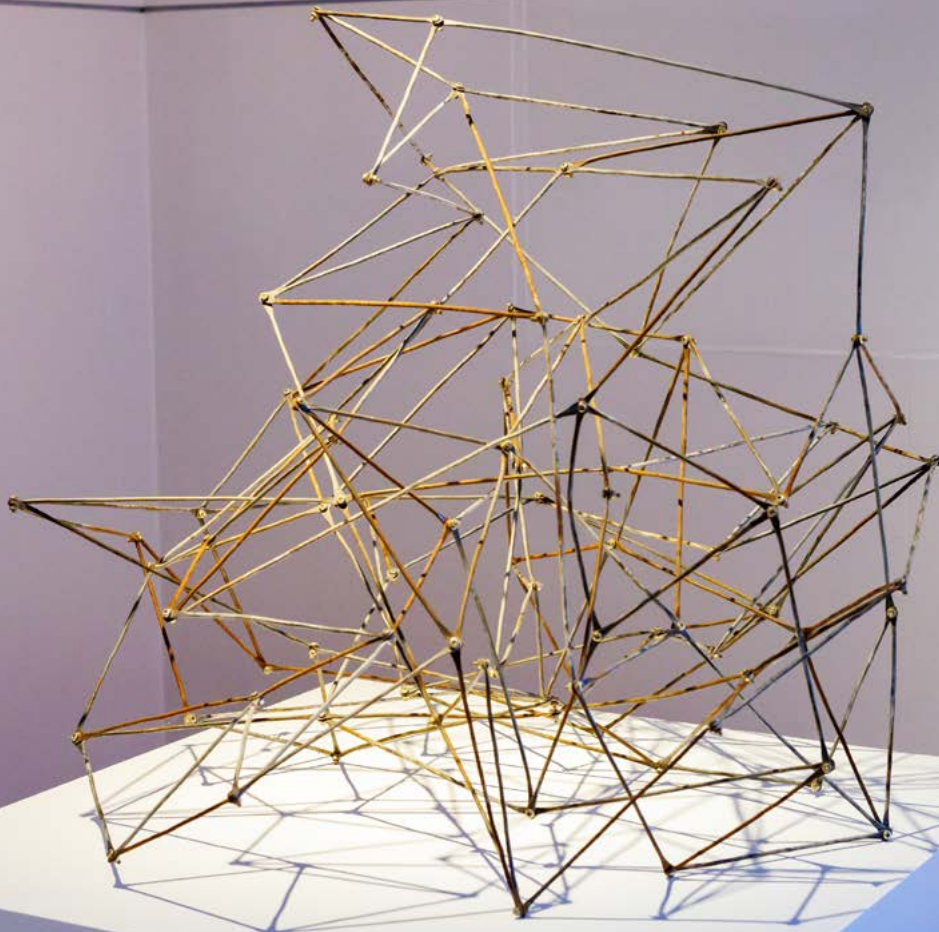
Since its inception in 1997, this annual open call for artists and creatives from across Aotearoa has provided a platform for reinventing an everyday farming product into art. The Awards play a crucial role in fostering a stronger connection between urban and rural communities.

Hosted by Waikato Museum Te Whare Taonga o Waikato and supported by the Society the competition saw over 25 artists rise to the challenge of transforming this iconic Kiwi farming product, No.8 wire, into art and compete for a share of nearly \$10,000 in prizes.

Hawke's Bay artist Ricks Terstappen took out the top prize for this work aptly titled "Connectivity" which stands as a compelling metaphor for the unity and strength of rural communities.

Second prize was awarded to Jeff Thomson and Bev Goodwin for their piece "Cyclonic" and third place went to John McKenzie for "641E9372".

For the second year in a row, Heather Olesen took home the Chair's Choice Award for her piece called "In Case of Emergency...Break Glass".



MYSTERY CREEK EVENTS CENTRE

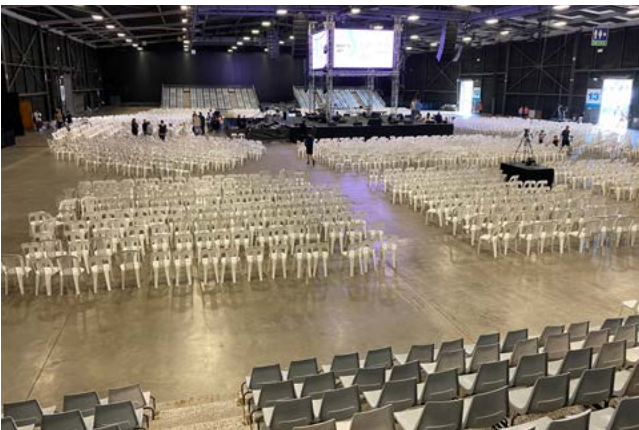
Since the removal of COVID restrictions in mid-2022 there has been a surge in bookings and the return of larger events to Mystery Creek Events Centre.

This serves as a positive sign for our community and the economy as a whole.

In this short period we have hosted 19 large events with an average of 300 people. There have been 21 smaller events

Event highlights include:

- Northern Easter Camp
- Firebreton
- Fulton Hogan Safety Day
- NZMCA Motorhome, Caravan & Leisure Show
- NZ Police Training
- OriginAg Group Training
- Waipa Business Awards
- Tetra Pak Conference
- Orchid and Plant Expo

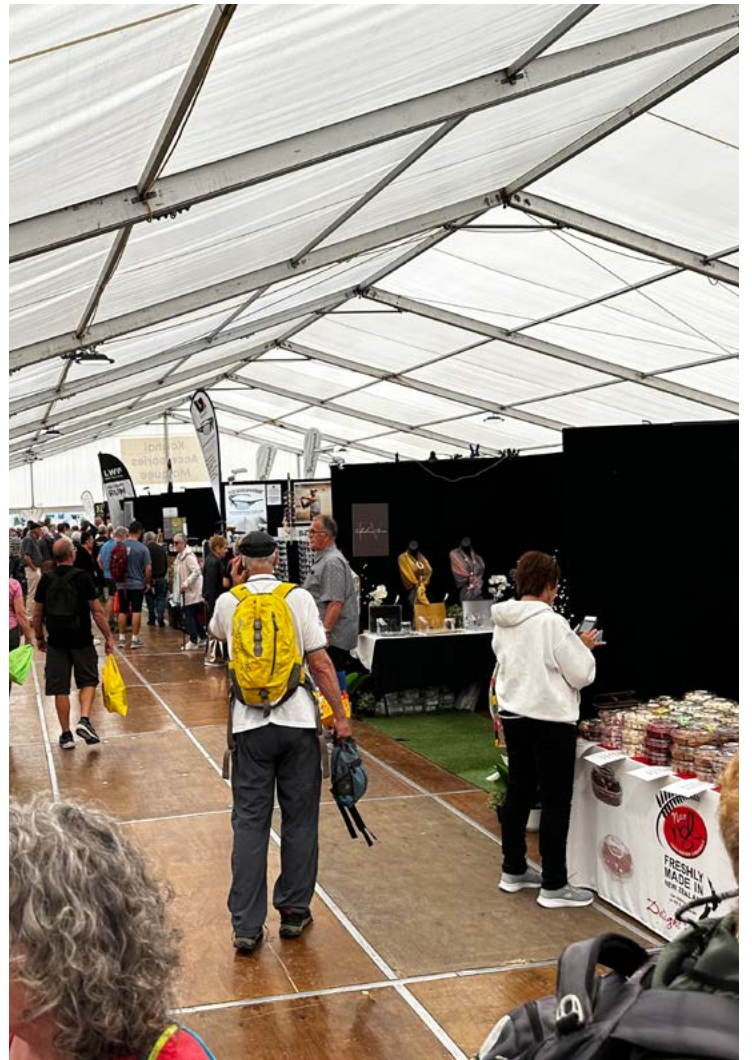
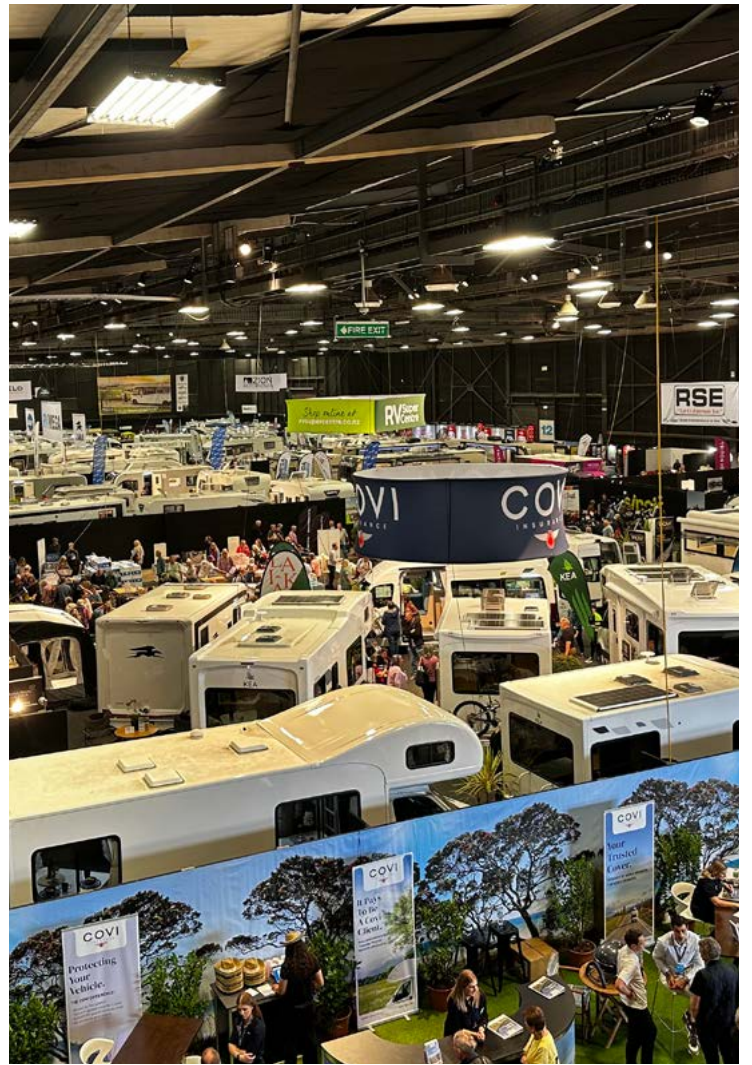


Northern Easter Camp

After a three-year hiatus due to COVID, the Northern Easter Camp made a triumphant return from 6th to 10th April. More than 5,000 teenagers and young adults flocked to the Mystery Creek Events Centre for a five-day, four-night camping extravaganza. The event featured a wide array of activities, including a mesmerising laser light show, lively dance parties, thrilling sports, and even a muddy adventure pit, complete with a water slide in a section of the site most famously used for the Fieldays Tractor Pull Competition.

NZMCA Motorhome, Caravan & Leisure Show

During the third weekend of September, the Mystery Creek Events Centre hosted the NZMCA Motorhome, Caravan & Leisure Show, attracting an impressive 20,000+ visitors. This marked the 9th year of the show's presence at the venue, drawing motorhome and caravan enthusiasts from across the country. Many attendees chose to set up camp on the premises, creating a vibrant mini-village atmosphere, with an estimated count of over 1,300 motorhomes and caravans making the event site their temporary home for two days.



WELLBEING & CULTURE



The Society is committed to employee wellbeing and a positive workplace culture, and so in early 2023 established the Wellbeing and Culture Committee.

The Committee arranged events and activities throughout the year including fundraising opportunities and workshops. The Committee also arranged for a free massage for each staff member to help with relaxation leading up to Fieldays.

Another initiative was the creation of a thoughtful 'survival kit' designed to enhance the comfort and efficiency of staff members during the Fieldays event.



Angela Harmann

STAFF TRAINING AND DEVELOPMENT

Staff training and development are essential components of a successful and forward thinking organisation. Effective training and development programs not only equip staff with the tools they need to excel in their current roles but also prepare them for future challenges and opportunities.

As part of our new learning and development framework, every six months we undertake visits to our valued exhibiting customers. Visiting our customers at their workplaces enables the team to gain insight into their business and the work they are doing for the primary sector. These visits help us identify what our exhibiting customers value about Fieldays and allow us to gather feedback for potential improvements.

Thank you to Livestock Improvement Corporation (LIC), Hansa Products Ltd and Gallagher Group for hosting the team in March.

The team has also taken on another substantial initiative via The Disney Institute, which serves as the professional development and training division of The Walt Disney Company. Renowned for its exceptional customer service and employee training programmes, the team participated in the online programme called Disney's Approach to Quality Service. This programme focuses on the principles of delivering exceptional customer service, emphasising the importance of exceeding customer expectations, creating memorable experiences, and building customer loyalty.



NZNFS Staff at Hansa Products, Hamilton

SUPPORTING EDUCATION THROUGH INTERNSHIP OPPORTUNITIES

The New Zealand National Fieldays Society, through its internship programs, plays a pivotal role in fostering growth and development with the education pillar at the heart of its mission.

In July we welcomed Briley Morgan, who joined us for a four-month tenure dedicated to a research project. This initiative seeks to explore strategies for infusing sustainability into the very fabric of our Society. Our comprehensive approach encompasses all stakeholders, including staff, contractors, suppliers, volunteers, members, sponsors, the Board, committees, and our Constitution.

Growing up in Papamoa and then the Waikato, Briley comes from a farming background, and first visited Fieldays when 11 years old.

“Interning at the Society has been eye-opening, in terms of the range of learning opportunities and the scope of work the Society does, which is ongoing and includes a lot more than meets the eye and it’s not just a four-day event,” said Briley.



Briley Morgan

COMMUNITY



VOLUNTEERS

Volunteers are integral to the New Zealand National Fieldays Society, contributing significantly to the seamless organisation and successful implementation of the Fieldays event, along with various other aspects of the Society's operations undertaken throughout the year. Whether it's the group of Predator Free Volunteers who arrive on Friday mornings to assist with the programme that works at protecting our flora and fauna in and around the site, riparian planting programmes, painting fences and garden boxes, helping with other Society events the roles and responsibilities and tasks can be diverse.

However, one thing that unites them all is their dedication and willingness to support the Society which plays a crucial role in fostering an unwavering sense of community. We are forever grateful for the efforts of our volunteers and realise that without them we would not be able to achieve what we do.

VOLUNTEERING WAIKATO

Annually, Volunteering Waikato - Te Ohu Tuuao O Waikato host the Volunteer Excellence Awards to celebrate volunteers who have made an outstanding contribution to our community. The awards are presented during National Volunteer Week - Te Wiki Tuuao aa-Motu.

This year the Society sponsored a new award 'Event Volunteer', which is to recognise volunteers who support the many events held in the Waikato region. This new award supports Volunteering Waikato as it works to grow the annual awards. A stylish trophy, created to incorporate many aspects of the Society was designed by Emblems NZ.

The three finalists for 2023 were – Alan Sharp (nominated by New Zealand National Fieldays Society); Nicky Johnsen (nominated by Special Olympics Waikato); Peter Stone (nominated by The Refugee Orientation Centre Trust).



Congratulations to Nicky Johnsen

Nicky has been volunteering at Special Olympics Waikato for more than five years. Nicky coordinated the Special Olympics Waikato Team attendance at the 2022 National Summer Games in Hamilton, where she supported the coaches and helped make it a great experience for 60 athletes.

FIELDAYS 2023 VOLUNTEERS

The return of Fieldays to June, saw 157 volunteers back doing what they enjoy most, greeting and helping our visitors, catching up with their peers over a hot cuppa, and most of all, supporting the Society to deliver another successful event.

The Society's investment and rollout of Rosterfy in 2022 paved the way for improved interaction within our volunteer community for Fieldays 2023 due to a better understanding of the system and greater flexibility across roles and available shifts. We didn't quite manage to fill all available shifts (521 shifts across the four days); however, with 92% filled, this was considered a great effort.

The Society was delighted to have the support of Stoney Creek who provided top quality outer garments for our volunteers enabling them to stay warm and dry and look the part as a collective team after many years of various styles of uniform.



Beth Jobin and Sam Olney

“The Fieldays event offered me a chance to extend my positive journey with my paraplegic lifestyle while gaining a wider understanding of what life can be. Farming will forever be a part of my life, and this event and industry continue to bring me so much joy each year. It allowed me to experience this year's event with a new light and perspective which I will be forever grateful for. I can't wait to continue to volunteer for many more years to come and watch others like me get involved.” - Sam Olney

OUR AWARDS

The awards is an important part of the Society's calendar where we can formally recognise and celebrate our members, volunteers and staff for the work they did in the previous year (2022).



50-YEAR SERVICE AWARD - Colin Dixon

This year we were pleased to be able to award Colin Dixon our 50-Year Service Award for his dedication to Fieldays as a volunteer for the past 50 years.

In 1972, the late Doug Baldwin, an acquaintance of Colin's approached him to help with running machinery demonstrations at the 4th Fieldays, and the rest is history!

Colin, who actively farms in Te Kowhai, says that he enjoys volunteering at Fieldays, particularly

“Meeting and working with a group of genuinely nice people from a variety of backgrounds and places. This includes Fieldays staff as well as other volunteers”.



JOHN KNEEBONE VOLUNTEER OF THE YEAR - Neil Quinlan

Named after one of the Society's founding forbears, the John Kneebone Volunteer of the Year Award honours an individual who has contributed at an extraordinary level to the Society. This year the prestigious award was handed over from Alan Sharp to Neil Quinlan.

“I was genuinely surprised when I found out I had been nominated for the John Kneebone Volunteer of the Year Award. I'm part of a fantastic team of individuals who share a common passion for volunteering, and I felt honoured to have been chosen as this year's award recipient.

To all fellow volunteers, I'd like to share a valuable perspective: always remember why we do what we do. Each year we dedicate our time and effort out of genuine desire, and in return, we get to make a difference in people's lives, while we connect and enjoy each other's company.

Thank you to everyone who voted for me. Your support means the world to me.”



Awarded to Mat and Susan Whibley, presented by Matt Rimmington

RIMMINGTON AWARD - SignPro

The Rimmington Award recognises a business that has gone above and beyond to support the Fieldays event. Our recipient for 2022 was SignPro, a print company that is highly skilled and knowledgeable with an excellent reputation. Their can-do attitude and dedication to success are what sets them apart from the competition and it's why we value their service. They are a deserving recipient of this award for 2022.

“Receiving the Rimmington Award was a huge honour for our company Signpro as we are a small business mainly consisting of Susan and myself. We see this as a great achievement for us. We have loved being a part of the Fieldays event over the last 18-19 years. The trophy is proudly displayed in our office. Thank you to the entire team, it is such a pleasure to work with you all.”

STAFF AWARDS

It is proven that effective employee recognition and rewards can significantly improve employee engagement and result in higher productivity; therefore, in March, the Society introduced three new staff awards to be presented annually at the awards event together with those for our members and volunteers.

The three awards and inaugural recipients for 2022 were:



Awarded to Melissa Frost, presented by Taryn Storey

ROOKIE OF THE YEAR - Melissa Frost

The Rookie of the Year award is open to all employees who have been employed by the Society for less than 24 months.

Recipient: Melissa Frost joined the Society in August 2022 having come from the travel and tourism industry. Mel was tasked with the Fieldays ticketing and vehicle pass system and had to untangle and understand a myriad of different tickets and passes. Within a couple of months, Mel had already showcased her can-do attitude and excellent customer service. She proved she was highly organised, confident, and capable, and has made a positive impact on the team and the Society.

“I was very honoured to receive the Rookie of the Year award as I was a ‘Rookie’ alongside many other incredible members of the team, each of them extremely deserving of this award – tough competition! To be recognised for my work and contribution to the business within my first year is greatly appreciated and has meant a great deal to me.”



Awarded to Marie Rechner, presented by Bryan Corfield

EMPLOYEE CHOICE - Marie Rechner

The Employee Choice award is peer-nominated with the team member being able to demonstrate exceptional performance, consistent dedication, and a positive attitude towards their work and colleagues.

Recipient: Marie Rechner is a well-liked manager and member of the team, who does a great job supporting her colleagues. Marie places great importance on the value of people both at the Society, and in the wider community. She is professional with extremely high standards and ensures the standard of our offering to clients is at its best across the organisation, working tirelessly to bring together all the events at Mystery Creek Events Centre.

“I couldn’t have been more honoured than to be the recipient of the Employee Choice Award for 2022. It is one thing to be recognised in the industry you work in, but to be nominated and recognised by your peers is next level. I was super surprised and delighted with the award, especially when I sit amongst a team who are all talented and well-deserving themselves.”



Awarded to Rob Elenor, presented by Richard Ferdinands

MOST VALUED TEAM MEMBER - Rob Elenor

The Most Valued Team Member award is open to all team members who have been awarded the monthly internal Copper Award throughout the year.

Recipient Rob Elenor has put an enormous effort into the upkeep of our venue, to support the vision of Mystery Creek Events Centre being a world-class venue. He is always looking for improvements and better ways of working to present our venue in the best possible light. As the sole grounds person, he largely achieves this on his own, and we celebrate his dedication to this role.

“It’s been an honour to receive the award considering all the other worthy candidates.”

SOCIETY MEMBERS

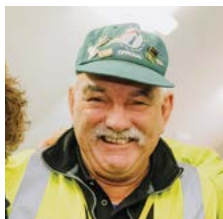
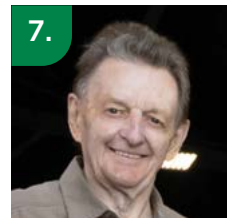
The Society has three types of membership starting with **Volunteer Membership**, which is open to any volunteer who has assisted the Society from time to time and is offered membership by the Society Board. **Financial Membership** is available to those who choose not to volunteer but would still like to have a connection with the Society and lastly, **Honorary Life Membership**, which is awarded to Volunteer Members by the Society's Board and recognises the member's outstanding service and contributions to the Society. The number of Honorary Life Members at any one time does not exceed 20.

Life Members

Our Life Members have contributed an enormous amount of passion and commitment to the Society throughout their lives and we are eternally grateful for their continued support. Several active members were even part of the original group that created the first Fieldays event.

Current Life Members:

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



SUSTAINABILITY

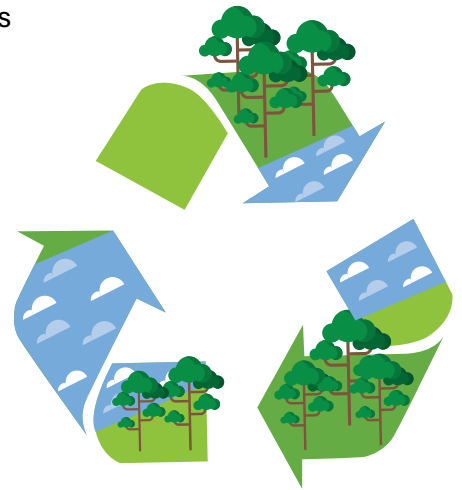


SUSTAINABILITY AT FIELDAYS 2023

Our unwavering dedication to sustainability in our operations and events remains a central focus for the Society. We are continually striving to refine our practices to be more environmentally friendly, and have taken significant steps to broadcast our stance on the urgent need for collective action to curtail our impact on the environment and confront the challenge of climate change.

In recent months, the Society has seen significant progress in the sustainability sector, marked by the initiation of several projects and the ongoing support and effective maintenance of others.

The Society has worked hard for over a decade to make the Fieldays event as sustainable as possible, and this year we are proud to share that we have achieved the following at Fieldays 2023:



Sixteen cubic metres of milk bottles (#2 plastic) were repurposed

Food scraps, compostable packaging, and coffee grounds were taken to a local commercial composter

Eight hundred and eighty kilograms of aluminium cans were collected

All coreflute materials were generously donated to a local community club, to reuse

Soft plastics, tetra paks, and coffee cups, collected for recycling

Plastics # 1 and 5, timber, glass, and metal were recycled through Waste Management

United Nations Sustainable Development Goals

We continue to intergrate the Sustainable Development Goals (SDG's) into our Society practices aligning with our core business.



The introduction of the first-ever Sustainability Team at Fieldays, comprising of volunteers, has revolutionised our sustainability efforts. The team engages with exhibitors, to educate them about sustainable practices and conduct various surveys to calculate our carbon footprint.

An exhibitor generously donated Rimu trees they had used on their site to the Society. These trees will be planted in restoration areas at Mystery Creek Events Centre.

Virtual workshops were conducted leading up to the event with Food Court vendors, Fieldays Pantry exhibitors, and other participants, focusing on waste management practices at Fieldays. Valuable feedback from these sessions prompted the implementation of a back-of-house recycling system for Food Court vendors, resulting in an effective and efficient waste management process.



Commitment to Sustainability Award at Fieldays

Pure by the Barrelman, a Fieldays Pantry exhibitor was recognised for their dedication to the environment taking out the Commitment to Sustainability Award for their mission to be 100% sustainable. Pure by the Barrelman, owned and operated by husband-and-wife team Darryn and Tania Candy, repurpose oak wine barrels in their entirety to create a range of eco-friendly products, including platters, plant stands, and furniture. Any leftover materials are donated to local restaurants for use in their smokers. Their commitment to minimising waste extends to their site packaging and display props, which are reinforced using recycled wool blankets and coffee sacks.

Repurposing vegetable seedlings from the Fieldays Sustainability Hub

Demonstrating genuine collaboration and community engagement, NZNFS staff members Steve Chappell, Beth Jobin, Kelly Lloyd, and Janine Monk, joined by orchard workers from the Ngaati Haua Iwi Trust and the Community Advisor for the Matamata-Piako District Council, planted donated vegetable plants at the Rukumoana Marae near Morrinsville. These 150 plants, originally featured at the Fieldays Sustainability Hub site, highlighting the organisation's dedication to sustainability. This serves as a testament to the positive outcomes that can arise from such collaborative efforts, making a meaningful impact on local communities.

SUSTAINABILITY IN THE COMMUNITY

The past few months have been fruitful for the Society in the sustainability and community space, with several projects kicking off, and others continuing to be supported and well-maintained.



Mystery Creek Community Environmental DNA (eDNA) initiative

Supported by the Society, this is a concerted effort to engage in the Wai Tuwhera o te Taiao – Open Waters Aotearoa programme, which supports connections with science and local environments. This project leverages environmental DNA (eDNA) to inform and unite our community in safeguarding our waterways and the broader environment.

Benchmark water testing was conducted at the Mystery Creek Events Centre jetty on the Waikato River and at three other locations along the Mystery Creek stream. Simultaneously, AquaWatch installed their innovative 'Waka', enabling real-time monitoring of water quality.

With the insight from testing, we aim to collaborate to form a five-year plan for the restoration of our local waterways.

To date, the Society and the New Zealand Landcare Trust held workshops with local stakeholders to discuss the results and the long-term trajectory of the project. During Fieldays 2023, the Environmental Protection Authority organised daily workshops in the Fieldays Sustainability Hub, showcasing this project as an exemplar of best practices on a national and global scale, while providing insights into what other communities are busy trying to achieve.



Mystery Creek Community Gully Restoration

The Waipa District Council Heritage Fund has allocated funds to facilitate a Biodiversity Management Plan for the Mystery Creek Community Gully Restoration Project. This includes the restoration efforts focused on the gullies around various businesses within the Mystery Creek area and Waipa District Council land. A report outlining the project is currently being written. The project is expected to take anywhere between 5 to 10 years.

A colouring-in competition was held between local rural schools to find a piece of artwork for the front cover of this report. The winner has been announced, and because of the high calibre of art received, the other entries will be showcased on pages throughout the report.



Mystery Creek Predator Free Community Hub

Since the project started nearly three years ago we now have 343 traps out in the community that are checked regularly.

Uniforms donated to Ark Quest Trust

In September, Jan Dean, representing Ark Quest Trust, collected three large boxes and six sacks filled with expired branded uniforms. These donations will accompany her to a small rural Kenyan village in July 2024. Recycling expired branded uniforms aligns with our sustainable practices by reducing textile waste and will serve as an essential item for these farm workers.



HEALTH & SAFETY

Our goal is for zero harm with everybody going home to their families at the end of the day and again we have achieved this.

We are now able to offer our online Health and Safety app to other event owners to maintain a high standard of health and safety in all activities on-site. The many other events at Mystery Creek Events Centre are held under our Health and Safety guidelines which ensures the highest safety standards are maintained for event operators and their staff.

Health and Safety inductions completed: 7,492

Completed on-site: 1,308

Completed via online app: 6,184 (82.5%)

Training & Compliance

Throughout the year, our staff and volunteers remained committed to ongoing training. This ongoing training is essential to guarantee that everyone is fully compliant and up to date in various crucial areas including machinery operation, height safety, and first aid.

The importance of continuous training cannot be overstated. It is imperative to keep our team informed about the latest developments in health and safety, refreshing their knowledge of operating techniques, and preventing any complacency from setting in. This commitment to ongoing education ensures that we maintain the highest standards of safety and competence in our operations.

First Aid refresher course: 14

Forklift Health and Safety refresher course: 5

LPG handling refresher course: 12

Incident Reporting: 21 incidents reported Y/E
September 23

- All minor incidents resulting in either no injury or some first aid required
- Two ACC injury claims
- Monitoring of unsafe practices during event pack in/pack out

GOVERNANCE





**Barry Quayle, Graeme Austin, Margaret Cameron, Mike Chapman, Clint Gulliver, Lynette Pearks, Jo Finan
Tim Hale, Jenni Vernon, James Allen**

OUR BOARD

The Society is a Boardwide member with the Institute of Directors (IOD) demonstrating their commitment to governance in New Zealand and all of our Board holds this membership.

The 2023 New Zealand National Fieldays Society Board is as follows.

Jenni Vernon | President/Chair

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

Tim Hale | Vice President

Tim is employed by AgResearch to manage the research farming operations at Ruakura. Positive about the future of agriculture, Tim believes you need to be involved to make a difference and to positively influence outcomes. Tim completed the Kellogg Rural Leadership course in 2008 and following this a postgraduate qualification in agribusiness management. Tim has been a member of the Society Board for four years.

Lynette Pearks | Chair: Finance, Audit and Risk Committee

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

Margaret Cameron | Chair: Events Committee

Margaret is in her first lead governance role with the Society having been elected to the role of Chair for the Events Committee in early 2023. Having been brought up on a sheep and beef farm in Hawke's Bay, Margaret continues to be on the periphery of farming through her family's involvement with the industry. She has been a volunteer for 15 years, supporting Fielddays and earlier on Equidays. Margaret works for Safety Genius Ltd in a sales support role and is keen to help grow and support the Society into the future.

Barry Quayle | Chair: Structure Committee

Barry has had an extensive career in events management disciplines, leadership, and governance, including a broad range of project management and regional development roles. He has recent regional local government experience including a period as Chairman of the Waikato Regional Council. Barry is a member of the Agricultural Animal Ethics Committee, a Member of the Institute of Directors, Life member of NZNFS and held the role of General Manager for the NZ National Fielddays Society for 20 years between 1991 and 2011.

Clint Gulliver | Chair: Assets and Facilities 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 with the Society as a recipient of the inaugural Fielddays Future Leaders programme scholarship in 2015. Clint has held governance roles within the Society since 2018.

Graeme Austin | Board Member

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

Mike Chapman | Co-opted Board Member

Mike is Chair of New Zealand Ethical Employers Incorporated and is Chair of the Food & Fibre Capability Leadership Group and Forum. Mike assists other organisations with ethical employment, strategy, organisational structure, government relations and labour issues. Mike publishes a monthly blog on topical and sector issues. Previously Mike was Chief Executive of Horticulture New Zealand, of NZ Kiwifruit Growers Incorporated, of Kiwifruit New Zealand and was an inaugural Director of Kiwifruit Vine Health Incorporated.

Jo Finer | Co-opted Board Member

Jo is Chief Executive at the Institute of Primary Industry Management and an Associate Director with Southern Pastures LP. She previously worked at Fonterra where she led stakeholder engagement and policy, global regulatory affairs, and food safety and quality. Alongside her management experience, Jo has spent time dairy farming, both as a share milker and on the family farm.

BoardPro

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

Relationship between Management and the Board

The Board and the Society work in partnership to govern and operate in accordance with the fundamental principles and agreed mission, objectives and values; recognise and respect the views, efforts and contributions of members; and act in accordance with the current strategic plan, operational plan, and other policies of the Society. A Board Charter sets out the governance requirements for the Society and provides terms of reference for the Board including responsibilities and authority. The Charter is read in conjunction with the Constitution and Board policies.

The CEO is appointed and is accountable to the Board, through the President for the successful operation of the Society. The CEO reports directly to the President of the Society who acts on behalf of the Board in the capacity of Society employer. The Board delegates to the CEO the authority to manage the business and affairs of the Society and the ability to sub-delegate to other levels of management including but not limited to the Leadership Team. The Board sets annual performance targets for the CEO, based on the strategic plan.

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

Composition of the Board and Succession

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

Committees

The Board has the power to appoint board committees who report back to the full board. Currently, the Board has four permanent committees each with individual terms of reference. These include the Finance, Audit and Risk Committee; the Assets and Facilities Committee; the Structure Committee and the Events Committee. A full review of all board policies is driven by the Finance, Audit and Risk Committee before being ratified by the Board. All policies are reviewed annually. In addition, the Board may, from time to time, establish other committees. Unless explicitly empowered by the Board, board committees cannot make binding board decisions, or speak for the Board. For the most part, the function of board committees is to make non-binding recommendations to the Board.

Conflicts of Interest

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

FINANCIAL OVERVIEW

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

2023 Finance Report

The Society's 2023 financial results include two Fieldays events in the same financial year. This was due to the postponement of the June 2022 event to November 2022, in response to Covid restrictions. This created a significant increase in both revenue and expenditure when compared with the 2022 financial year, which didn't contain a Fieldays event.

The Board has approved a budget for the 2024 financial year prepared by management, which includes a forecast for the next 12 months. The budget shows a return to the traditional event cycle for the organisation.

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

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

- Reducing costs and seeking further efficiencies across the organisation.
- Deferral of all non-critical or discretionary operating and capital expenditure.
- The ability, if required, to divest significant assets of the Society to ensure we can meet debt liability.

Total income for the year was \$16.9 million, an increase of \$15.5 million from the prior year. This increase is a direct result of running two Fieldays events in the 2023 financial year and against the Covid-interrupted 2022 year.

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

Total expenditure for the year was \$13.9 million, an increase of \$8.5 million, which primarily was the cost of running two Fieldays events. Salaries and wages increased with recruitment of additional staff, permanent and fixed-term required for Fieldays. Property expenses increased to \$0.9 million with expenditure to cover some prior years deferred maintenance.

In October, the Society drew down additional term debt of \$750,000 and increased the overdraft limit by \$750,000. The purpose of the debt was to refinance historical losses out of the overdraft and into long-term debt.

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



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

\$320k

Income from the Society's owned event Fieldays

\$16M

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

\$453k

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

Statement of Comprehensive Revenue and Expenses

For the year ended 30 September 2023

	Notes	2023	2022
Major Event - Fieldays		16,142,300	702,100
Mystery Creek Events		453,300	446,200
Interest		-	-
Property		319,500	150,600
Other Revenue	3	500	155,300
Total Operating Revenue		<u>16,915,600</u>	<u>1,454,200</u>
Operating expenditure			
Major Event - Fieldays		7,143,700	247,200
Mystery Creek Events		132,900	196,000
Overheads			
Audit fees	2	38,100	30,300
Interest		187,100	113,100
Salaries and wages		3,285,700	2,329,800
Other overheads		1,064,100	782,400
Property expenses		943,200	639,300
Depreciation		1,085,400	1,079,400
Loss on disposal		5,300	1,500
Total operating expenses		<u>13,885,900</u>	<u>5,419,000</u>
(Loss)/Surplus for period		<u>3,030,100</u>	<u>(3,964,800)</u>
Gain on revaluation		-	-
Total comprehensive revenue and expense for the period		<u>3,030,100</u>	<u>(3,964,800)</u>

CONNECT WITH US



Visit

Come and see the action for yourself by visiting us during one of the many events held at Mystery Creek Events Centre. Fieldays is back on site from 12-15 June 2024, not to mention the many other Society hosted events happening here throughout the year.

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

Hold an event

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

Email us at info@mysterycreek.co.nz



Exhibit at Fieldays

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

Email us at info@fieldays.co.nz to apply to exhibit.

Volunteer

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

Email us at volunteer@nz nfs.co.nz

ACKNOWLEDGEMENTS

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