

MINUTES OF THE 34<sup>TH</sup> ANNUAL GENERAL MEETING OF THE NEW ZEALAND MARKETING ASSOCIATION INC. HELD ON TUESDAY 31 MARCH 2009 AT CROWNE PLAZA HOTEL, 128 ALBERT STREET, AUCKLAND, COMMENCING AT 4.00 PM

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**PRESENT**

Adrienne Bonell, New Zealand Post; Amanda Partington, Jericho; Amie Thomas, Message Media/Marketing Impact; Amy Bullen, NZMA; Ant Rainger, Rainger Connect; Ant Salmon, Big Communications; Ben Goodale, justONE; Boyd Wason, Tango Communications; Brendan Jarvis, Chrometoaster; Bridget Lamont, Progressive Enterprises; Carmen Vicelich, Property IQ; Carolyn Finny, NZMA; Charles Coxhead, Netconcepts; Charlotte Morris, ACE Insurance; Debra Hall, Synovate; Derek Ward, Gardyne Holt; Diane Clark, PMP Micro-marketing; Gemma Cullen, MessageMedia/Marketing Impact; Graham Sergent, Acxiom (NZ); Hamish Travers, Twenty; Helen Rudolf, Nestlé New Zealand; Jonathan Symons, ASB Bank; Katie Theed, TEQUILA\; Keith Norris, Life member; Kim Pick, Rapp; Kyle Meszaros, Chrometoaster; Lisa Fitzpatrick, NZMA; Marie Ciccone, PMP; Michael Carney, The Media Counsel; Michael Goldthorpe, TEQUILA\; Nathalie Morris, Ubiquity; Nick Whiteacre, Jericho; Phil Clemas, APN Outdoor; Rachael Lloyd, NZMA; Robyn McArthur, CCH; Rochelle Leigh, NZMA; Rory Watt, New Zealand Post; Roseanna Sprague, Datamine; Sarah Brown, Ubiquity; Sharon Jefferies, Marketing Impact MessageMedia; Simon Wedde, Individual member; Simone Iles, Telecom New Zealand (Chairman); Sue McCarty, NZMA; Susan Needham, Westpac; Sylvia Devlin, NZMA; Tim Deane, Fonterra; Toby Hilless, ASB Bank; Todd Hunter, Turners Auctions; Tony Bozzard, New Zealand Post; Vanessa Marklew, TEQUILA\; Wayne Pick, Rapp; Zac Pullen, Tango Communications

**APOLOGIES**

Alan Hard, Marketing Impact; Ally Savill, Individual member; Andrew Walker, Individual member; Angela Buckley, Experian QAS; Angelique Sparnaay-Martin, Geon Group; Brent Martin, Martins; Brent Wenlock, Database Communications; Brooke Borkan, Brave New World; Bruce Waldin, National Heart Foundation; Christine Young, Young Communications; Colin Rabairo, Rapp; Darron Jermy, Critchlow; Darryn Melrose, AIM Proximity; Dennis Lindsay, Direct Mail Solutions; Desiree Keown, Cavalier Bremworth; Elizabeth Higgs, Progressive Enterprises; Emma Newell, Marketing Impact Message Media; Fiona Woolley, New Zealand Post; Garry Browne, Trio Group; Glenda Wynyard, The Media Counsel; Greg Radford, Reach Media; Hans Beyer-Rieger, New Zealand Post; Jane Healy, Auckland Zoo; Jen Rolfe, Saatchi & Saatchi; Jo Patterson, Individual Member; Joseph Silk, Silk Direct; Mark Williams, NZ Automobile Association; Matt Cowie, Datamine; Matt Scott, Draft FCB; Matthew Cody, AMI Insurance; Michael Griffith, Marketing Impact; Michelle Harrison, Splash Group; Natalie Greaves, Jericho; Nicholas O'Flaherty, Bullet PR; Paul O'Connor, Datamine; Peter O'Connor, Medical Assurance Society; Richard Penny, Fuji Xerox; Sally Carey, Datamine; Sandra O'Neill, The Marketing Division; Sarah Risell, Fonterra; Sarah Watt, CCH; Scott Fuller, Life Member/Database Communications; Simon Breed, Twenty; Simon Ellis, Republik; Sonya Crosby, New Zealand Post; Stuart Jamieson, The Nielsen Company; Thomas Subritzky, Orangebox; Victoria Forrest, Department of Labour

**PROXY FROM :**

Christine Young, Young Communications  
Glenda Wynyard, The Media Counsel  
Jo Patterson, Individual member  
Sarah Risell, Fonterra  
Sonya Crosby, New Zealand Post  
Michelle Harrison, Splash Group  
Bruce Waldin, National Heart Foundation  
Dennis Lindsay, Direct Mail Solutions  
Jane Healy, Auckland Zoo

**PROXY TO :**

Board Chairman  
Michael Carney, The Media Counsel  
Keith Norris, Life Member  
Board Chairman  
Adrienne Bonell, New Zealand Post  
Zac Pullen, Tango Communications  
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It was moved D Hall, seconded T Hilless "that the apologies and proxies be accepted".  
CARRIED

## **MINUTES OF THE PREVIOUS MEETING**

Having been circulated in advance, the minutes were taken as read. It was noted that the minutes should correctly have been shown as the minutes of the 33<sup>rd</sup> Annual General Meeting. With the amendment made, it was moved T Bozzard, seconded K Norris "that the minutes be accepted as a true and correct record".

CARRIED

## **CHAIRMAN'S REPORT**

In her report, the Board Chairman, Simone Iles, outlined what the key focus areas were for 2008, along with some of the key achievements of your Association, including :

- Implementing a product-to-market process for all products and services to ensure ongoing commercial viability and market relevance
- Introduction of valuable, long-term and exclusive sponsorships and principal business partnerships
- Negotiation to enable an internationally-recognised and exclusive accreditation programme for NZ marketers to be implemented
- Development of a comprehensive online knowledge-base strategy and commercial model
- Implementation of ROI measurement for all event and education programmes
- Identifying and addressing resource continuity issues to improve business efficiency, create focus and meet financial requirements
- Conducting senior marketing focus groups, launching "Thought Leaders Forums" and "Network of Executive Marketers"
- Launching Certificate of eMarketing and the Brainy Day one-day seminar
- Launching the List Warranty Register and splitting the Name Removal Service into Do Not Mail and Do Not Call registers
- Revisiting the charter for Special Interest Groups and Regional Committees
- Launching the new Direct Marketing Special Interest Group
- Engaging an agency to move the MA's marketing to a new level
- Running 55 events and education programmes
- Continuing to successfully negotiate with Government to maintain a self-regulatory environment and avoid potential barriers to taking brands, products and services to market
- A 2008 year-end result that delivered a \$16,029 improvement against budget

Mrs Iles commented on an industry-wide shift in how the Marketing Association is perceived. The year had been a busy and productive one and there is confidence that the Association is well placed to face 2009. She expressed thanks to Chief Executive, Sue McCarty, and management accountant, Carolyn Finny for their financial acumen and persistence in recovering overdue debts.

Mrs Iles moved the adoption of her report.

CARRIED

## **FINANCIAL REPORT**

Chief Executive, Sue McCarty presented the financial report for the year ending 31 December 2008 which led to the improved performance against budget. These are detailed in the handbook being distributed to all member prime contacts and published on the Association's website.

The budget for 2009 was tabled showing an overall contribution of \$36,601. It was moved Ben Goodale, seconded Toby Hillless "that the financial report and budget be accepted."

CARRIED

## **APPOINTMENT OF AUDITORS FOR THE 2009 FINANCIAL YEAR**

It was moved the Chairman "that Gilligan Sheppard be re-appointed as the Association's auditors for the 2009 financial year." CARRIED

## **CHIEF EXECUTIVE'S ADDRESS**

The Chief Executive's address is also detailed in the handbook being distributed to all member prime contacts and published on the Association's website. During this address Mrs McCarty reiterated the Association's Mission. She also presented on four key areas of capability that form the foundations of the marketing industry in New Zealand, and therefore the focus areas of the Association's strategy moving forward:

- Knowledge management
- Talent development
- Celebration of achievement
- Self regulation

Mrs McCarty covered in some detail the activities being progressed this year, by the Association, to build the infrastructure that best supports the four key areas of capability.

Mrs McCarty recognised the huge contribution of all the volunteers who make up the Association's 'virtual' team – the National Board, the three Regional Committees and the four Special Interest Group committees.

In response to a question regarding the partnership with the Chartered Institute of Marketing (CIM) and the implementation of the formal continuing professional development programme, Mrs McCarty advised that the steering committee would largely determine how and when this would take place. Individuals to form the steering committee are currently being identified and some elements of the project still require sign-off by the NZMA Board, but the objective is to roll the programme out before the end of 2009. The programme has not been included in the 2009 budget and will be treated as a stand-alone item. The launch of the programme into NZ will be under-written by the CIM.

The Chairman thanked the Chief Executive for her report. She also thanked those who had taken the time to attend the Annual General Meeting and those who were standing for positions on the various committees. She also extended personal thanks to Board members who had served with her during the past 12 months.

## **DECLARATION OF ELECTION RESULTS**

The following members were elected to fill vacancies :

<b>BOARD</b>	CHAIRMAN :	Simone Iles, Telecom New Zealand
	BOARD :	Ant Rainger, Rainger Connect Keith Norris, Life Member Toby Hillless, ASB Bank Debra Hall, Synovate Bridget Lamont, Progressive Enterprises

## **REGIONAL COMMITTEES**

NORTHERN	CHAIRMAN :	Phil Clemas, APN Outdoor
	COMMITTEE :	Jo Patterson, WHK Gosling Chapman/Individual Member Robyn McArthur, CCH

CENTRAL	CHAIRMAN :	Daniel Glover, ACC
	COMMITTEE :	Debbie Thom, Database Communications Andy Walker, AdPlus/Individual Member Keith Newton, ANZ National Bank Insurance

SOUTHERN CHAIRMAN : Patrick Murray, EECA  
 Jilly Lind-Thomas, ANZ National Bank  
 Sally Duckworth, Litmus  
 Jon Boyer, New Zealand Post  
 COMMITTEE : Tim Kerr, Meridian Energy  
 Sandra O'Neill, The Marketing Division/Individual Member

**SPECIAL INTEREST GROUP COMMITTEES**

AGENCY COUNCIL CHAIRMAN : Ben Goodale, justONE  
 COMMITTEE : Simon Breed, Twenty  
 Angela Day, Affinity iD  
 Jane Eagles, AIM Proximity  
 Mike Larmer, TEQUILA\  
 Robert Limb, Rapp  
 Simon Wedde, DDB/Individual Member

DATA ADVISORY CHAIRMAN : Carmen Vicelich, Property IQ  
 NETWORK COMMITTEE : Helen Rudolf, Nestlé New Zealand  
 Roseanna Sprague, Datamine  
 Simon Pohlen, AIM Proximity  
 Susan Needham, Westpac  
 Brent Martin, Martins  
 Darron Jermy, Critchlow

E-MARKETING CHAIRMAN : Michael Carney, The Media Counsel  
 NETWORK COMMITTEE : Rory Watt, New Zealand Post  
 Hamish Travers, Twenty  
 Helen Rudolf, Nestlé New Zealand  
 Kim Pick, Rapp  
 Amanda Partington, Jericho  
 Nicholas O'Flaherty, Bullet PR  
 Nathalie Morris, Ubiquity

NB : Hamish Travers and Helen Rudolf stood down to serve on Data Advisory Network and Direct Marketing Network respectively. Adrienne Bonell, New Zealand Post and Charles Coxhead, Netconcepts were co-opted to fill these two places, having received the next highest votes.

DIRECT CHAIRMAN : Hamish Travers, Twenty  
 MARKETING COMMITTEE : Hans Beyer-Rieger, New Zealand Post  
 NETWORK Matt Cowie, Datamine  
 Sheena Ewing-Brown, AML Insurance  
 Michael Griffith, Marketing Impact Message Media  
 Richard Penny, Fuji Xerox  
 Wayne Pick, Rapp  
 Matt Scott, DraftFCB  
 Fiona Woolley, New Zealand Post

In accordance with the Association's Constitution, it was moved by the Chairman "that the voting papers be destroyed." CARRIED

There being no items of general business, the meeting concluded at 5.00pm followed by refreshments and networking.

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Dated this the ..... day of March 2010

Chairman : .....