**Minutes of the Executive Committee held by Teleconference on Thursday 27 November 2008 at 7.30pm**

**Present:**   
Jim Syme (Chairman), Steve Clark, Margaret Edwards, Graham Keen, Andrew Taylor, Ian Juno, Colin Campbell, Brian Milne and Bruce Robertson (EO)

Jim welcomed our new Executive committee members – Brian Milne, Colin Campbell and Ian Juno.

**Apologies:**Nil

**Minutes of Previous Meeting:**Minutes of the following meetings were accepted as being a true and accurate record.

1. Executive committee meeting of 11 September 2008-12-01  
2. Chairpersons meeting of 11 October

**Minutes of the AGM of 12 October** – Jim spoke to the correction needed on page 5 of the minutes – the minutes should show that Honorary membership of ONZ was bestowed on Alastair Bridge, not Life membership as the minutes had recorded. The correction was agreed and noted.

**Matters arising:**

* From the minutes of our meeting of 11 Sept, Andrew felt we had missed an opportunity to hold a meeting prior to the annual conference.
* Jim agreed and suggested it would be advantageous to meet as an executive just prior to the conference. Ian agreed we should meet prior to the AGM and also the new elected committee could meet briefly after the AGM.
* All agreed such meetings would be beneficial and such changes should be implemented for the 2009 conference.
* Steve Clark – commented on the updating of the IOP manual and that there were some easy amendments to complete, plus some missing pages. Margaret asked if there was a need to close the existing site to undertake the work. In response Steve commented that the corrections needed can be loaded without any downtime of our website.
* Steve agreed to contact Chris Gaelic, discuss the changes we seek and revert to the Executive with the changes/ costs for discussion and then proceed when agreed to.
* Jim raised the topic of Ian Manson possibly being co-opted onto the executive, but in reflection, we should appear to be neutral and not co-opt Ian, who accepts this situation. Ian is continuing as Chair of the Canterbury branch.
* Under rule 13.9.2, Jim commented that that this rule is restrictive in that we have 7 members on the executive for 12 regions- perhaps we should have an Executive member from each region. Jim offered to table a paper on this issue, governance and of the regional and executive structures.
* Andrew suggested an executive of 12 would be too big.
* Andrew commented that prior to his appointment to the executive, he had sought a legal opinion on regional representation as he was nominated and seconded to the executive from members outside the Hawke’s Bay. In his assessment, Andrew has no mandate to represent the Hawke’s Bay region and therefore elected members do not represent specific regions – they represent the olive industry.
* Graham Keen also noted that he was appointed Treasurer as opposed to representing the Canterbury region.
* Margaret suggested we should look at regional representation and re-visit this with the membership.
* Andrew felt that we should leave our structure as it is for the present and perhaps visit it comprehensively in the future but not in 2009.
* Jim offered to review this issue and revert with further comments at our next meeting.

**Re Executive Meetings Schedule and Work Plan**

* Jim discussed the meeting schedule through to the end of 2009. As the June/ July period is traditionally a very hectic period for all members, we should meet during this period only if there are urgent or important matters to discuss and resolve. The plan is designed to give all Executive members time to plan and secure suitable contents and subjects for each meeting.
* The meeting work plan can also be furnished to all the regional chairs so they can input to the meetings if / when required and thereby improve our communications with the regions.
* The work plan is a ‘moving’ document, so we can plan and ensure all issues can be suitably raised and addressed.
* Steve asked if the plan could be placed in the E -News – in response Jim commented that we despatch the agenda for our meetings 5 days prior to the meeting date and we should also send notification to the regional chairs of a forthcoming meeting, seeking their input if they so wish.
* Ian commented that from past experience, Regional Chairs could dial up into our meetings, submit their thoughts/comments and then depart.
* Margaret commented that this had been done in the past- primarily on technical matters
* It was agreed by all we should review this matter as part of our desire to improve communications with the regions.
* Jim sought input as to the nominated dates for meetings being acceptable – if not convenient for members, then please advise Bruce.
* This was agreed that Tuesdays or Thursdays, as the two preferred days for future meetings.
* It was also agreed to hold all future meetings commencing at 7.45pm.
* Andrew expressed a view that we should meet as a group, around a table at least once prior to the AGM (essentially a third meeting). It was suggested consideration be given to holding such a meeting in the South Island.
* Steve suggested meet late August in the SI. Margaret commented that perhaps a late August meeting could be a little to close to the AGM. Andrew impressed upon the executive the value to ONZ in such a meeting. It was discussed that harvesting is a ‘moving target’ as harvesting varies from Northland to Central Otago. Andrew suggested that a meeting in April, prior to harvesting, could be an ideal time. Ian commented that if a meeting prior to harvest could not be possible, then we have no alternative but to meet post harvest. Steve advised that a meeting in April/May would be fine for Central Otago and Graham commented that a meeting over this period could be combined their Field Day. Margaret suggested that the Nelson/Marlborough members could quite happily travel to Canterbury, if not perhaps our 1st meeting could be in Marlborough. Ian suggested early May would be an ideal time to consider – agreed by all.
* Brian suggested that when regions hold a meeting around NZ, we could incorporate discussion on the proposed levy in conjunction with other matters.
* In summary Jim agreed the idea has merit and we could consider   sending 2 or 3 executive members to each meeting.

**Sub Committees.**

The following sub committees were agreed upon, with the following executives contributing to each sub-committee as follows:

* **SFF**   Margaret, Colin, Bruce and Jim
* **Website**  Steve, Colin offered to assist as/when required.
* **Technical** Margaret, Dr Lawrence Eyres (co-opted advisor), Andrew
* **2009 Conference** Bruce, Margaret and Ian also volunteered to assist, plus members who at the AGM had offered their expertise in this area
* **Levy**Brian, to liase with Ian Turk and Hort NZ.
* **PR/Editorial**  - Promotion & Publicity - recognised that we need this sub committee for contribution to magazines etc. Colin, Steve and Margaret offered to contribute. It was agreed that there is considerable value in enhancing our profile in various publications etc.  
  It was agreed that Colin would co-ordinate our contribution to the Australian Olive Growers & Processors magazine.

Steve felt that we should have a marketing sub-committee to promote consumption of NZ EVOO.  
Jim stated that he envisaged that the PR/Editorial committee would definitely include the promotion of EVOO and the Olive mark as part of it’s work.  
Jim also said, that we need to boost our inter-regional communications as part of our PR effort.  
All acknowledged that this was a valuable idea.

Steve asked that any information/contributions for the next E News be into him by 12 December, due to be released on 20 December. Margaret offered to secure a report for the newsletter on the recent Olive oil promotion held on Waiheke Island.

**Commodity Levy Timetable**

* Jim opened the discussion by stating that the goal is, as determined at the last AGM, to present a full proposal at the 2009 AGM for the full approval of those at the AGM
* Brian will table at the December meeting of the executive, a timetable for proceedings on the levy. A supporting information paper will also be composed, that could possibly be ready for the Regional Chairs meeting planned for late Feb 09 in Hawke’s Bay.
* Brian advised that he would be able to table an outline of a discussion paper for our December meeting. Jim advised that after the December meeting an information paper would be composed.
* Margaret commented, that we need to have a totally informative paper, full of enthusiasm for submitting to the members. Andrew commented that he was aware that some comments from the Wairarapa region regarding the levy that had yet to be responded to.

**Combined Regional Chairs Meeting**

General discussion was held on this subject. Colin advised that we should avoid 21 Feb 09 as this is the scheduled date for the Olivetti Group. Bruce was asked to seek confirmation from Tony Casey re the proposed two-day meeting of 14/15 Feb and revert to the executive. Ian confirmed that neither of these two proposed dates would conflict with proposed activities in the Wairarapa.

**The 2008 EVOO Awards**

In opening discussion on the recent awards, Jim commented that we need a structured report on the awards, which Margaret agreed to provide.  
Andrew suggested that we should seek comment/input on the awards from the regional chairs. Colin agreed with the suggestion, commenting that this would give the chairs the opportunity to comment on the AGM and opens communication on the subject.  
Margaret commented that from past experience when seeking views, responses tended to be few and far between.  
Andrew suggested a questionnaire, before the review of the awards and then despatch the questionnaire to the regional chairs.  
Discussion was held on this suggestion, with the general opinion being it would be ideal to get the responses to the questionnaire, prior to the review.  
Steve suggested that the main issue from the chairs could well be the issue of an entrant into the awards, also being a judge.  
In response, Colin commented that the review needs to cover more than a single issue and Steve agreed noting that we need to clearly define what the review would cover and include.  
Margaret commented that the questions need to be quite broad and cover all aspects of the awards- the wider the picture presented, the better for ONZ and hopefully some members would not then just focus on a single issue.  
**Steve suggested we could place the questionnaire in the forthcoming E-News and offered to compose some thoughts on the contents of such a questionnaire and revert to the EO for circulation to other executive members.**It was agreed Steve would compose a questionnaire, discuss with EC then publish in December E letter and we would complete the review at our regional/EC meeting in Feb 09.  
Ian suggested that we should consider despatching our review out to the regional chairs for further comment once completed, but this suggestion was not supported.

**Financial**

Graham expressed his disappointment at not being able to provide the executive with figures as at 31 October as we are still awaiting information from our bank to assist us in this regard.  
Graham advised that our credit balance as of today was $149k  
Graham sees no reason at present to amend the budget for the forthcoming year from that tabled at the AGM.  
Graham agreed to send the figures for period ending 31 Oct to Bruce once compiled and Bruce to circulate same to the executive as soon as they come to hand.

**Re the Budget:**  
Colin commented that subs appeared to be higher; Graham explained that this is mainly a timing issue.

Jim suggested that albeit not yet determined, we should budget for a Processors Course for 2009. Agreed. Graham suggested we should use the E-News seeking responses from those who would be interested in attending a processors course.  
  
Margaret believes we may not be able to hold the course at Simunovich’s again because of expansionary work they will be undertaking. We could consider holding a course at a smaller processor that may be of more interest to the many small processors in ONZ. Steve thought that generally the smaller processor could relate to Leandro’s comments when conducting a course at the larger processor.  
  
Margaret asked – where should the next processor course be targeted and sought comments from the executive. Steve commented that he was aware that AB had sought interest from our SI members for a course.  
Margaret thought a course in early April would suit Leandro.  
Andrew suggested that the next course could be targeted at the smaller processor for up-skilling. Margaret suggested we could use local speakers or seek guidance from Leandro on smaller operations that could assist.   
It was agreed that Steve would seek expressions of interest in a processors course in the December E News. It was agreed that ideally, the course should  be pre harvest.  
In general discussion it was noted we could hold the course in Marlborough where there is a Peralisi press and if we have a course, April would be the preferred month.  
Andrew noted that we need a sound response to the interest we seek to ensure the course is viable. Discussion was then focused on perhaps a course could be held in the NI (North Auckland/Warkworth) or a course in both islands!  
Steve agreed to insert an article in the E News and with respondents to revert to the EO.  
It was agreed that the course needs to be self-supporting and we require sponsorship for the course.  
Graham to allow for $7000 in the 2009 budget for a processors course.

Graham also commented on the conference costs, the Food Safety Programme costs.

Discussion was also held on the costs for our support of the Orchardist magazine and its comparative value in relation to the Olive Growers and Processors magazine, published in Australia.  
Jim elaborated on the recent approaches from the Orchardist magazine and their desire to still seek input from ONZ (on a generic basis) plus other items of news worthy appeal.  
Brian sought an explanation as to why ONZ moved from the Orchardist, which was responded to by various executives on why this occurred, the advantages to ONZ and ONZ members and it was noted that such a move has not harmed our valued relationship with Hort NZ.  
Bruce to seek clarification on what the Orchardist is proposing and to revert to Jim accordingly.

The budgets were accepted as tabled with some minor changes as discussed.

**World Congress Oils & Fats – Sydney 27-30 Sept 2009**This topic is for the Executives information.

Margaret sought comments on the Congress and suggested that we should advise ONZ members about it and if sufficient interest could be generated from our members to have a delegation from ONZ attend the Congress.  
Margaret suggested that guest speakers at the Congress could be approached to come to NZ to address our conference. **Margaret offered to talk further with Dr Mailer re this.  
Bruce to advise ONZ members of the congress and Steve to include commentary on the Congress in the next E news.**

**General Business**

Steve raised the issue of the ‘Olive’ mark, in that there is very little promotion undertaken in NZ and we need to enhance our Olive mark with greater promotion effort to chefs, etc and emphasised that we need to address this issue sooner rather than later.  
Steve commented that we can do something on a small scale and we need to raise awareness of the Olive mark, through promotional literature etc .  
Margaret elaborated on the recent promotion held on Waiheke Island that was a success.  
Graham explained that he used to use promotional off the website that unfortunately is now no longer available.

It was agreed that we need more promotional literature, brochures etc and Steve will look at putting literature back on the website as POS material. Steve will work with Netlink to undertake this task, to ensure we have a resource we can all access.

It was agreed the Promotional and Publicity committee will put together some suitable literature and circulate to the executive for discussion on 16 Dec.

Bruce raised the issue of an outstanding invoice from Sandy Lang that needs to be addressed. Bruce to consult with AB and revert to Jim with a suggested response for settlement.

It was agreed the next meeting will be on Tuesday 16 December at 7.45pm  
The meeting closed at 10.20pm

Bruce G Robertson  
Executive Officer / Secretary