



Conference Call 20 June 2010

Apologies

1. Andrew Taylor (apologies for lateness), Ross Legh

Matters Arising

2. Action Points:
- a. Missing minutes – still waiting response
 - b. All Minutes sent to Steve apart from last meeting as only one reply
 - c. Set-up Xero
 - d. Received report from Ian Turk for AgMardt funds
 - e. Marquees for conference found
 - f. Booked rooms at EIT for conference inc lecture theatre for AGM; Budget done
 - g. Rung Ross re Judges for awards
 - h. Need to get quotes for red dots
 - i. Bottles distributed
 - j. Cert docs are on website
 - k. Chris: Judges for the awards. Is there a timeline for the judges to be appointed? Queries around international judges.
 - l. Graeme: get chief judge from Australia (last years scrutineers) Richard Gall was suggested as chief judge and use someone from NZ as a scrutineer.

Incoming

3. Olive processors magazine, accounts, information from Ryan publications, letter from HortNZ regarding ETS and Nick Smiths response to Andrew Fenton's queries

Outgoing

4. Letter to people who won the LA Olive Oil Aware

Financial	<ul style="list-style-type: none"> 5. Reports tabled. 6. Still to pay Orton catering. 7. Lesley to check on Sponsors from O2O. 8. SFF update. Plant and food have asked for an extension on the final report till December therefore this pushes out final payment. Have a large amount to pay at the closure; we have paid \$44,000 so far out of a total of \$75. 9. Plant and Food are putting a bill in June of \$46K and we have remaining in the fund of \$31k so there is a shortfall there then there will be another bill for the final report. 10. The net effect is that ONZ will have to find \$32K by the end of the year. 11. Graeme to put together the budget together highlighting this. 12. Agmardt: \$7.5K still to come. All those funds to be used to update website. Mogul requires \$50% upfront. 13. Lesley working with Andrew re: contract. 14. Lesley to send out accounts and reconcile database with returns. 	
Conference	<ul style="list-style-type: none"> 15. AGM 56 days. Notice of AGM. 16. Elections: Steve, Chris and Ross, Graeme, President and VP elected last year for a two-year term. <ul style="list-style-type: none"> a. Regional reps are one-year term and reelected by regional chairs. b. No elections this year apart from regional representatives. 17. Period of notice of AGM; constitution says s11.2 Constitution states that notice of every GM stating the nature of the business...shall be given in writing to every member to the 	

	<p>members last known address in New Zealand ...not less than 56 clear days of notice...</p> <p>18. Query around need for covering letter with subs. Lesley noted this not possible with putting the invoices through Xero.</p> <p>19. Go 60 days prior. Get all notices out for AGM Early August</p> <p>a. Put this as Agenda Item for meeting in Wellington.</p> <p>20. Conference programme out shortly.</p> <p>21. Next meeting 10th of July in Wellington</p> <p>22. Link to conference on June Newsletter.</p> <p>23. Thought needs to given to speakers and an MC for the event.</p> <p>a. ? Bertie for dinner.</p> <p>b. Tone at conference and award dinner should be celebratory.</p> <p>c. Lesley to pursue Graeme Avery and Rod Drury re regional branding and Andrews idea for EIT</p> <p>d. John going to pursue First Light foods.</p>	
Australian NZ Standard for Olive Oil	<p>24. Invitation has been given to us to attend Australian Standard for Olive Oil</p> <p>25. General response is that we want someone to attend,</p> <p>26. David: We need to have some involvement; proposed Laurence Eyres</p> <p>27. Noted that If we are not involved we can't argue. Doesn't think we have a choice; believe we have to be involved.</p> <p>28. Executive agreed</p> <p>29. Laurence may be able to do some of this via teleconference.</p> <p>30. Lesley and John to approach Laurence and Aus Standards authority.</p> <p>31. Get cost structure from Laurence</p> <p>32. Query if NZFSA are involved.</p> <p>33. NZ Standards Institute... Lesley to see if they have funds to help</p>	

2010 food bill	<p>34. There is misapprehension that the previous government had presented the new Food Safety bill to parliament</p> <p>35. A bill has been presented May 2010, our decision is now open for review.</p> <p>36. We don't know what's in the food bill, the food act after government has passed it nor do we know what's going to be in the Act.</p> <p>37. NZFSA has confirmed that the earliest that our sector can come under the act is 2015 . Too premature to make ONZ growers comply by 2011.</p> <p>38. There is also doubt as to whether all the regions in New Zealand have access to processors with FSP's</p> <p>39. Steve to put a paper together for July 10th meeting</p> <p>40. Andrew entered meeting: John briefed Andrew on discussions so far.</p>	
Promotion of the ONZ Olive Mark	<p>41. Steve: previously bought up a couple of aspects of OM; one was lack of promotion and education of NZ consumer and the other is the copy on the sticker.</p> <p>42. Promotion: when the system was first introduced the red stickers were sold 7c each. (5c to promotion and 2c to pay for cost of stickers.) NZ olive oil production 250, 000 litres, if we assumed 100,000 l is certified and sold within NZ and we sell the stickers (5x for promotion) revenue is between \$10-\$20K depending on the split in sales of bottles.</p> <p>43. Details were given about cost of advertising the red dot in various magazines.</p> <p>44. Also thinks that we get an ad agency to get shelf talkers to tell consumer about certification system (and posters). Need them to be digital and downloadable.</p> <p>45. David: Intend to review the red seal in Wellington.</p> <p>46. Steve to present something at 10th of July</p>	
NZ Olive Festival	<p>47. Have all been sent revised budget of NZ Olive Festival. Exec have major concerns surrounding what happens if it's not profitable.</p>	

	<p>48. Monthly budget presented June-Oct. Always in credit significantly. 9 exhibitors already and more keen; have only just started phoning.</p> <p>49. Have formalized the money trail.</p> <p>50. ONZ logo has been removed from promotion.</p> <p>51. Graeme: What' stopping HB region becoming an incorporated society.</p> <p>52. Andrew: Nothing; but if Olives New Zealand want to distance themselves from this event then the local committee may not wish to be part of ONZ.</p> <p>53. Graeme: Open a separate account at ASB for NZ Olive Festival all monies in and out of that. – agreed.</p> <p>54. Signatories are President and EO</p> <p>55. Steve: concern about liability.</p> <p>56. Graeme: needs clean and transparent funding.</p> <p>57. Lesley to go and set up separate account.</p> <p>58. David noted that while the account will be clean and transparent Olives New Zealand will still be in the firing line</p> <p>59. If left over money then it is tagged for the next festival. Who's liable for loss? HB region is underwriting it by \$1500.</p> <p>60. Public liability insurance</p> <p>61. \$23k comes in by the 20th of July</p> <p>62. By the end of august we will have a very good idea on how the festival is going.</p> <p>63. Lesley to check that Grants are exclusive.</p> <p>64. Andrew: WE as a national organisation need to talk about whether we want to support regional events. My own view is that we do however want to hear exec views too.</p> <p>65. David: there is a case for doing so.</p>	
--	--	--

	<p>66. David: noted that he felt that this was dumped on the exec. Feels it's a fait a compli.</p> <p>67. Andrew: We have the opportunity to say no.. Explained that he is aware of the process but did believe that ONZ would be able to assist regional initiatives.</p> <p>68. David: we should be involved in things that promote olive oil in NZ, Olive oil use in NZ (NZ Olive Oil). But this is a precedent but we should have had a whole lot of discussion around whether this is something that we want to be involved with. And it might be; but we are doing this off the cuff and we will take whatever comes from this.</p> <p>69. Andrew: lets have those discussions. The festival was put onto the HB committee at short notice too</p> <p>70. Chris: in favour; concerned about liability. After seeing the budget with 2/3s of income coming from Venture HB and HDC believes little possibility that it run at a loss. Lesley needs to be very hands on. Good promotion of Olives, Olive Oil and ONZ.</p> <p>71. Keep an eye on over's and variable expenses.</p> <p>72. Steve: thinks it's a fantastic opportunity. Going to require tight financial control.</p> <p>73. Move that we open a bank account to support NZOF...Chris</p> <p>74. Seconded: Graeme</p> <p>75. Lesley keep an eye on progress and talk about drop dead dates.</p> <p>76. Lesley to tell NZOF stuff has supported by New Zealand Olive Festival on the bottom</p> <p>77. Resolution to support the Olive Festival by being the conduit for their finances all in favour.</p> <p>78. ONZ is going to exhibit. To ask that it is free.</p>	
--	--	--

Sponsorship	<p>79. Lesley sent out revised document.</p> <p>80. Aim to send out to principal sponsors next week.</p> <p>81. Covering letter aimed at that target principle sponsor.</p> <p>82. Need to decide tonight who is going to be key person for each of the potential sponsors.</p> <p>83. Lesley to re-revise sponsorship document.</p> <p>84. One Exec member to call their potential sponsor and Lesley then follows up with letter and document.</p> <p>85. Chris has contact for Pieralisi.</p> <p>86. We have a large list of potential sponsors.</p> <p>87. Banks as sponsors: don't usually go with small programmes.</p> <p>88. Lesley to go to local branch to see if they have discretions.</p> <p>89. Chris suggests we approach Kiwibank.</p> <p>90. Already have an ad for Agririsk at the moment on the website. Need someone to go the Agririsk to see if they can confirm their annual payment.</p>	
General Business	<p>91. Certification: with Margaret Edwards running the sensory panels, Lesley needs to talk with Margaret as to what will be put in place for confirming or denying certification.</p> <p>92. Needs something put in the newsletter re costs of certification and what the costs of running ONZ are.</p>	

	<p>93. David: is unhappy with ONZ communication performance.</p> <p>a. Andrew has written a president's comment in the past three newsletters. And is writing an article each month for the Aus NZ processors magazine.</p> <p>94. David unhappy that Database hasn't been put together. Lesley noted that she is continually working on it. David noted that this should have been done way last year.</p> <p>95. Lesley noted that the primary form of communication is the website but the current database is not functioning.</p> <p>96. Lesley talked about the number of databases she is working with and issues we are having</p> <p>97. John: members need to know we are increasing costs.</p> <p>98. Chris: we can very clearly say that we have inherited a financial system and note liabilities.</p> <p>99. Note from President written by John and Lesley to be published in the newsletter regarding the financial situation.</p> <p>100. Andrew asked that we be mindful and not aggressive. We do not want to cast aspersions.</p> <p>a. Communications to be an agenda item on 10th of July.</p> <p>101. Minutes from the last meeting passed.</p> <p>a. David moved Chris seconded.</p>	
	Meeting Closed 8.45pm	