

OLIVES NEW ZEALAND
MINUTES SYNOPSIS
14 DECEMBER 2011
VIEW ROOM, CONFERENCE CENTRE, WELLINGTON AIRPORT
11-15AM – 4PM

1. Present:

Andrew Taylor (President), John Arthur (Vice President), Bob Marshall, Roger Armstrong, Chris Moore, Allan Frazer, David Walshaw, John Dunlop, Gayle Sheridan (Executive Officer).

2. Apologies

Craig Leaf-Wright

3. Business Plan

6.1 Communication and Membership – Andrew

Andrew tabled a paper on Communication and Membership.

He said that historic data (e.g. Awards) and research projects should be available to members via the website. There is a wealth of information in the old newsletters and the archives.

Andrew said that ONZ had 'Pioneer Awards' in the past to recognise member contributions but none had been awarded since 2001. He said these should be re-established. It was suggested that a new award should be an 'Achievement Award'.

6.2 Executive Co-ordination – John Arthur

John reported that this has been happening.

6.3 Certification – John Arthur and Executive Officer

Planning for 2012 is in hand.

6.4 Finance – Craig Walshaw

In hand.

6.5 Sponsorship – Chris Moore and Allan Frazer

Chris said the aim was to have proposals out in February so that companies could budget accordingly. Chris said he would circulate a list of potential sponsors and asked that he be advised of any others.

6.6 Constitution – David Walshaw

The updated Constitution had been circulated and was approved for dissemination to members.

The updated Constitution would be loaded to the website on Friday and the first notification sent to members via the Newsletter. Second notification would be sent in January and it was agreed that the final date for submissions be 24 January.

6.7 Field Days – Bob Marshall

Bob said this was an information and co-ordination role.

Andrew said the field days should follow the theme of conference, which is to improve production, processing and viability. Field days could also be promoted via the newsletter.

6.8 Awards – Allan Frazer and Executive Officer

Allan tabled an updated action plan for Awards 2012.

6.9 Focus Groves/Benchmarking – Roger Armstrong

Roger tabled a document which he said proposed simplistic, achievable measures as a start.

6.10 Conference 2012 – Executive Officer and John Dunlop

Gayle said a full Programme and Registration pack would now be finalised and posted to the website. The Conference would be promoted via the Newsletter and other channels.

6.11 Food Safety – John Arthur

John tabled a list of presses in NZ, this list is available from the Executive Officer. He was in the process of collating a list of brands.

6.12 OliveMark – David Walshaw

David said the trademark approval was in process with the lawyer. He asked for a brainstorm on promotional opportunities and there were a number of suggestions.

6.13 Grove Census – Allan Frazer

Allan tabled the updated Census form. He advised that the Executive Officer was working on pre-filling the form with information held in the ONZ Contacts Database.

The form would be sent out by email and non-respondents followed up by phone by Regional Chairs.

Summary

It was agreed that a synopsis of the Business Plan be prepared for the website.

The meeting closed at 4pm.