



2020 SURVEY RESULTS

Membership, Sponsorship and Awards

Methodology

Our membership, sponsorship and awards survey was emailed on 2 December 2020 to 159 people on our mailing list.

By 31 December 35 people had completed the survey.

84% of respondents are currently members. Nearly 40% attended the awards, 75% had entered an award, and 19% had sponsored an award.

Topline result

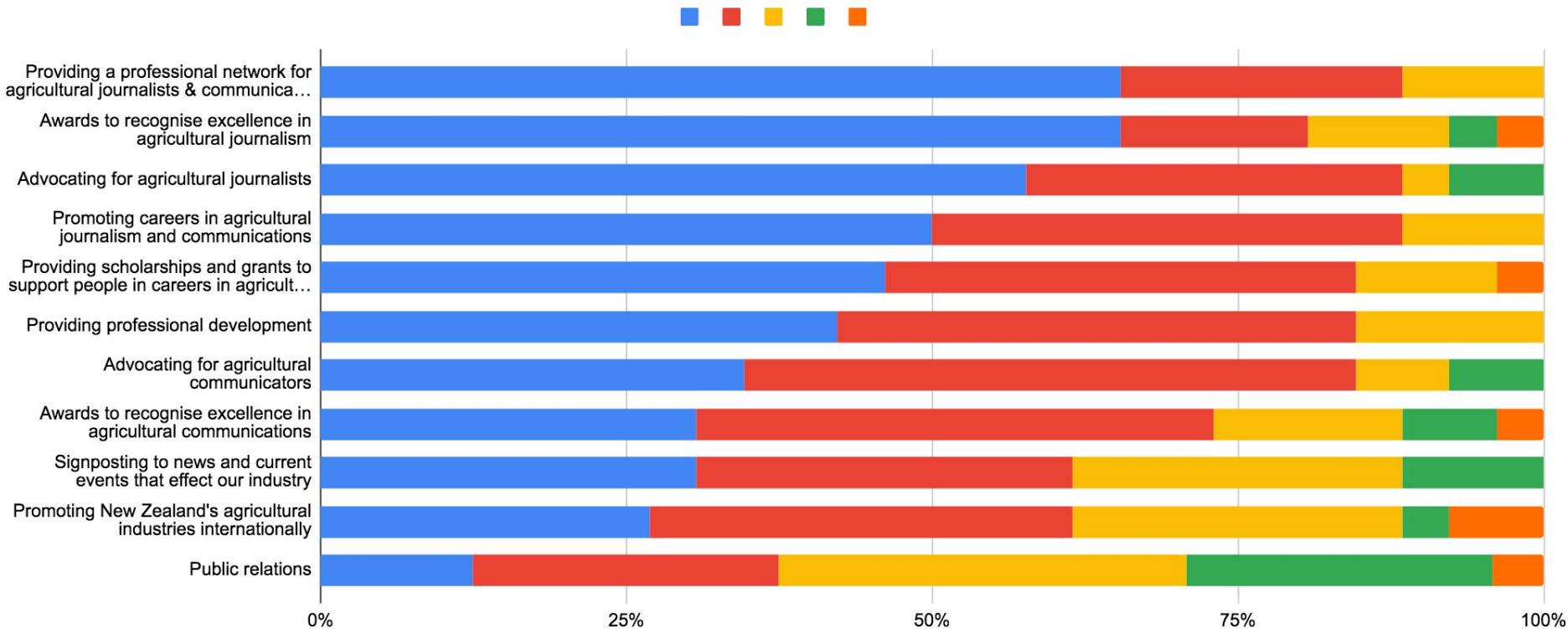
- The purpose of the Guild is seen as providing a professional network, offering professional development, and promoting and celebrating agricultural journalism
- The annual awards evening is, on the whole, meeting its objectives
- Entering awards is motivated by encouragement from others, the opportunity for recognition from peers in the industry, and the prizes available
- Award sponsors see the benefits as brand recognition and the opportunity to network with journalists and communicators

Membership

Key findings

- Only 2 of the 35 respondents had never been a member, and 4 had been a member in the past.
- 58% of respondents have been members for over 10 years. Only 11% have been members for less than a year.
- Providing a professional network for agricultural journalists & communicators was ranked the highest in terms of importance
- PD, networking/regional events and inspiring young journalists were listed most frequently as services the Guild should provide

What you consider to be the most important things the Guild should do for its members?



What is one thing you want to get out of your membership in the next 12 months?

“Better updates on current events in NZ Ag”

“How the current folk involved with ag news is handling a future of changes in ways of getting information distributed”

“Interact and network with other comms professionals/ members”

“Further develop my writing skills”

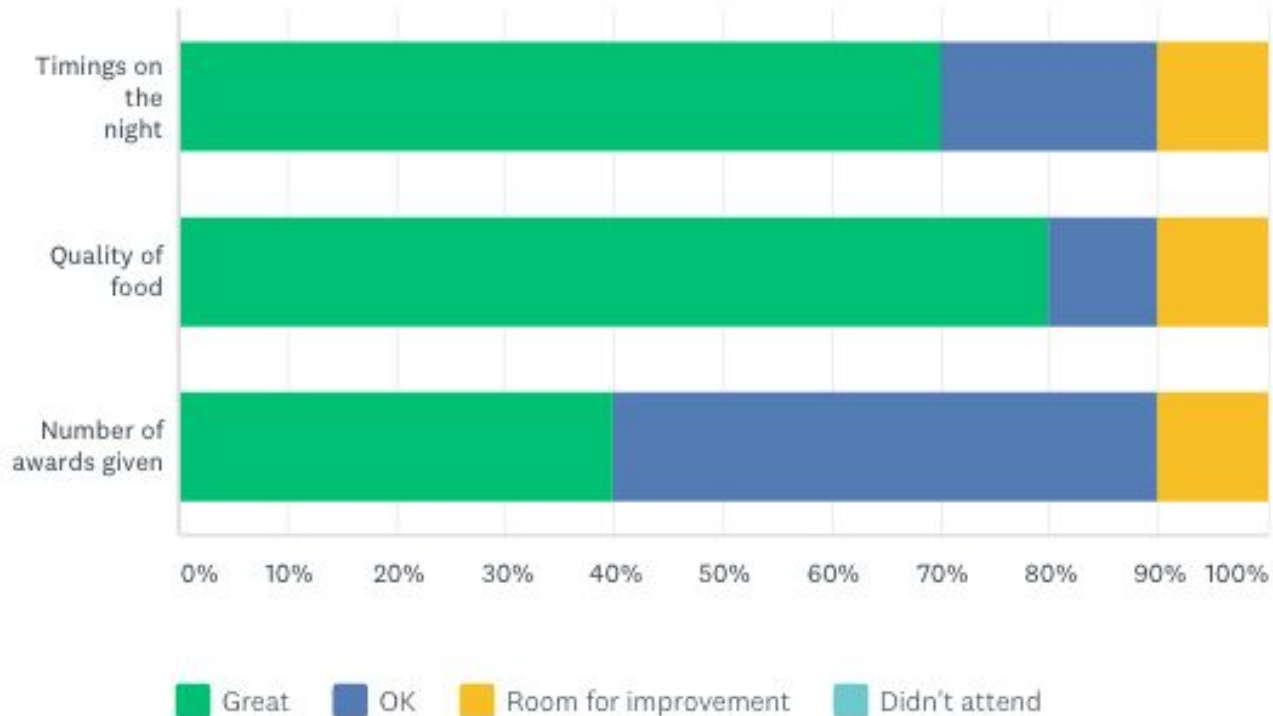
“The encouragement of young people to pursue a career in ag journalism.”

Awards

Key findings

- 65% of respondents didn't attend the awards night.
- Most rated awards night positively in terms of timings, food and number of awards given
- Very few had suggestions for how to improve the awards night

How would you rate the awards night?



Some comments on the awards night...

— — —

“We have GOT to do something about the food - it sucks - we spend all year writing about high quality food producers, only to be served crap at the Awards

Need to avoid making the evening too award heavy and cut back on the sponsors speeches.

It was a very long night. There were opportunities where things could have been faster.

We've got to work hard on getting more diversity and quality of entrants. Judging transparency / criteria could also be better

What can we do to improve the awards?

“Possibly announce what the winner entered...just in case they have forgotten!

More social media. The handles for twitter, insta and FB should be shown around the room and on the tables. People should be encouraged to post throughout the night.

Getting more companies to report on the awards and the winners.

Facilitate mingling and networking

Entering awards

Key findings

71% of respondents has entered an award in the past

Motivation to enter included wanting recognition, status of the awards and prize money. One entrant said “I thought there was a need to expose what the entry covered”

Some comments...

- “
- Some years I may have some work that just doesn't quite fit in the right "box" for an award..but that's just how it rolls sometimes. Other years, no worries
 - The awarding of communicator awards. undermines reader or listener perception of an independent rural media and working for their best interests and not vested interests working through communicators. It is unethical having the top ag journalism awards mixed with propaganda awards.
 - The awards are focussed on winning money, judging criteria is murky so why enter, the guild should adopt blind judging where the author and publication is unknown to the judges.

A better experience

What can we do to
provide a better
experience...

I think our profile has improved in recent years and we need to maintain that momentum.

The guild is a great organisation... but the events are badly timed and frankly not worth the effort of travelling 4 hours to attend

It's way better than it used to be - I think there is a great spectrum of awards now, and it's WAY easier to enter via online (thankyou)....just serve better food!

A better experience

What can we do to
provide a better
experience...

Networking; professional development

South Island event

Tie in with sources of constructive information on New Zealand agriculture, food production, alternative enterprises, marketing plus anything else which ensures a thriving national agricultural industry.



A better experience

What can we do to
provide a better
experience...

Profile the members so people know. Especially as the group grows. Right now it's pretty small. Perhaps that will break down some of the thoughts regarding journos versus comms.

Continue to ensure that daily news providers have journalists / communicators who can knowledgeably impart information on agriculture to the farming community and the general public.

