



July 2017

Email all queries and feedback to: kotuku.media@xtra.co.nz

Ravensdown Agricultural Communicator of the Year

An enthusiastic group gathered at The Verandah in Hamilton a month ago to celebrate the first Ravensdown Agricultural Communicator of the Year. Zespri's CEO Lain Jager's win was a popular one and he was delighted to have been recognised

for his work in communicating with Zespri staff, kiwifruit growers, business groups, the Kellog Rural Leadership

programme and many others. He is due to retire from Zespri later this year, and at this stage, plans to remain in the Bay of Plenty.

He donated the \$2500 award prize to Child Cancer Foundation, and will care for the greenstone trophy

until next year when it is handed to the next winner. He is pictured with Ravensdown General Manager Innovation and Strategy, Mike Manning.

The Guild acknowledges with gratitude Ravensdown's sponsorship of this award.

Zespri Export Journalism Award

The winner of the 2017 Ravensdown Agricultural Communicator of the Year, Lain Jager, announced at the dinner that Zespri will be sponsoring a new journalism award for the Guild.

The Zespri Export Journalism Award has been established to recognise the vital

importance of primary exports to the New Zealand economy. Primary sector exports must be seen in its broadest sense – from on-farm, processing, marketing, packaging, transport, research, through to increasing market share. Articles might include innovation and must demonstrate value to the New Zealand economy.

The award covers the primary sector in the widest meaning of the term, and includes horticulture, wine, dairy, red meat, forestry and aquaculture, machinery and technology. It will include features on people involved in these sectors.

There will be a \$1000 prize for the winner of the award.

60th Anniversary

In 2018, the Guild will be celebrating 60 years since the group of forward-looking ag journalists set the organisation up.


ravensdown



We are looking at a range of different activities to mark the event and the year, and will happily consider any suggestions from members. Send them to kotuku.media@xtra.co.nz

A recent death

The guild acknowledges the recent passing of a past member, Hildred Carlisle, a well-known voice on farming programmes on the old NZBC.

Heugh Chappell recalls: "I owe my career in the NZBC and Radio New Zealand to Hildred as he was the one who interviewed me for a job as an Assistant Rural Broadcasts Officer in early April 1971 – In those days the NZBC was in three divisions, Hamilton being in the Northern Division and Hildred received permission from the Supervisor of Rural Broadcasts Fred Barnes, to interview and appoint a successor to the ARB who had left to join Wright Stephenson as it was called then.

"As I said in a tribute on the NZ Herald family notices website, we lunched together every working day for almost two years and shared the highs and lows of life. (He not only smoked cigarettes in the office in those days but also lit his pipe every so often.)

"Most people didn't realise that Hildred was landed gentry and inherited a Baronetcy. However he rejected taking on the title much to his mother's chagrin, and that is why he came to NZ in the early 1960s. I used to have to cajole him every so often to write to his mother who had basically disowned him."

Membership directory update

The Guild's Membership Directory is being updated. Thanks to those who have already let us know new contact details. For those who haven't, you can expect an email in the not-too-distant future to double-check your entry.

You can help the process by going to [http://www.nzgajc.org.nz/uploads/MEMBERSHIP%20LIST%202015%20\(updated%20November\).pdf](http://www.nzgajc.org.nz/uploads/MEMBERSHIP%20LIST%202015%20(updated%20November).pdf), checking your entry, and emailing any changes to Ali Spencer ali@spencerpr.co.nz, with GUILD MEMBERSHIP DIRECTORY in the subject line.

It'll take two minutes. Go on, get it off the "virtual desk"!!

Early Warning

This year's Beef and Lamb Awards Dinner and the Annual General Meeting will be held on Friday, 13 October in Wellington. Put the date in your diary.

NZ Order of Merit

Congratulations to Marlborough farmer Doug Avery, the 2013 Agricultural Communicator of the Year, who was created a Member of the New Zealand Order of Merit in the Queen's Birthday honours last month.



He says his Queen's Birthday award of the Member of the New Zealand Order of Merit (MNZM) is recognition for the work he has put in to highlight mental health problems in the rural community. Now largely retired from the day-to-day running of his farm, Avery, 62, devotes most of his energies to helping farmers develop resilience in the face of multiple challenges.

Journalism awards opening soon

Entry forms for the Guild's journalism awards will be released progressively from Monday next week. Keep a look out for them.

Future-proofing the guild

Every second year, the guild president stands down at the AGM, and a new president is elected, often the vice president. So this year, Ali Spencer will be standing down as president after two year in which a lot has happened, in particular Congress 2015. Elaine Fisher is vice president, and has indicated she is likely to stand for president, which will be great as she is a working journalist, and very enthusiastic about the guild.

The treasurer, Mick Calder, and the secretary, Sue Miller, have indicated they are prepared to stand again, but . . . they both want to ensure that if anything unexpectedly happens to them, someone can step into their shoes.

If anyone is interested in learning what these roles involve, please contact Sue, 04 233 1842, or kotuku.media@xtra.co.nz. Some systems are being put into place to simplify the process, and more will be done over the next few months.

No P.O.Box

Please remember to mail anything for the Guild to 112 Pope St, Camborne, Wellington 5026