



## October 2018

Email all queries and feedback to: [kotuku.media@xtra.co.nz](mailto:kotuku.media@xtra.co.nz)

### Congratulations to our 2018 winners

Congratulations to the winners of the various journalism awards.

This is the complete list:

- \* **Ministry for Primary Industries Rongo Award** recognising excellence in agricultural journalism, for a joint entry by Hugh Stringleman and Neal Wallace (pictured below with MPI's John Walsh) in *Farmers Weekly*. This is the second Rongo Hugh (inset photo) has won, the last one 30 years ago. Runners-up were two entries, placed second equal, from RNZ *Country Life* programme staffers, Susan Murray and Carol Stiles.
- \* The **AgResearch Science Writers Award** was won by Kate Evans, for articles appearing in the *New Zealand Geographic* and *Forests News*.
- \* The **Rural Women New Zealand Journalism Award** was won by RNZ *Country Life*'s Carol Stiles who also won the **Federated Farmers Broadcast Journalism Award**.
- \* The **Dairy Industry Award** was won by Jackie Harrigan for articles in *The Dairy Exporter*. She won this award last year, as well.
- \* The **AGMARDT Agribusiness Award** was won by Sonita Chandar, for articles which appeared in the *NZ Dairy Farmer*.
- \* The **Zespri Export Journalism Award** was

won by *Stuff* journalist Gerald Piddock. He also won the **Rural Women New Zealand Rural Connectivity Award**.

\* The **Alliance Group Ltd Red Meat Industry Journalism Award** was won by Sally Rae, of the *Otago Daily Times*.

The **Beef + Lamb New Zealand Hard News Award** was won by Wellington freelancer, Ali Spencer, for two articles in *FoodNZ* magazine.

\* The **Federated Farmers Rural Photography Award** was won by freelance photographer, Emma McCarthy, for a photo which appeared on the cover of *NZ Dairy Exporter*.

\* The Guild's own award, the **Agricultural Journalism Encouragement Award**, was won by Esther Taunton (pictured with Guild president Elaine Fisher), of Taranaki, for articles which appeared in *Stuff*.

\* The **Horticulture New Zealand Journalism Award** was won by Elaine Fisher for articles in *Coast and Country*. This is the third year Elaine has won the award.

The Guild's thanks go to our wonderful family of sponsors, and the dinner sponsors, Beef+Lamb New Zealand and the Meat Industry Association.

Special thanks to all the judges of these awards for their hard work. It isn't an easy task, judging these awards, and without them they wouldn't happen!

### Past presidents at the dinner

It was great to see six past presidents at the Awards Dinner on Friday night, and to acknowledge their contributions to the guild over a number of years. They helped ensure that the Guild is in the good heart it currently is.







Back row, from left: Mick Calder, Peter Burke, Janet Tyson.  
From row, from left, Debbie Gee, Elaine Fisher (current president), Ali Spencer, Trevor Walton.

## Officers elected at the AGM

President	Elaine Fisher
Vice president	Jackie Harrigan
Treasurer	Mick Calder
Secretary	Sue Miller

*Re-elected to executive:* Ali Spencer, Sara Passmore, Gerald Piddock, Neal Wallace, Sam Halstead. *Newly elected:* Tim Fulton, Anne-Marie Case-Miller, Sheryl Brown, Hayley Gavan.

And a sad farewell to Leigh Catley whose work at Federated Farmers has occupied more of her time than she expected. So she has stood down from her vice-president role, and also as a member of the national executive. We are sad to lose you Leigh, for all your contributions – but particularly, for me, during the planning for Congress 2015.



**New vice-president Jackie Harrigan**

## New associate membership

A gradual drop in membership over the past couple of years has partly been the result of a number of former members now working as freelancers or as contractors, where agriculture is only part of their work.

While we have been able to rebuild numbers a bit in the past year, a decision was made to introduce a new associate membership category, and submitted it to the AGM for approval. This category is for people working as journalists, communicators and allied occupations and who spend less than 50% of their working time

working in the agricultural or primary industry sector. It can be in writing, editing, filming or recording.

The rate for associate membership is 60% of the full membership fee.

If anyone is interested in becoming an associate member, or knows of someone who could be interested, please email me at [kotuku.media@xtra.co.nz](mailto:kotuku.media@xtra.co.nz)

Membership did increase since the last AGM, because of the efforts of the National Executive, particularly Ali Spencer. It currently stands at around 100 made up of: seven life members, 66 ordinary members, four corporate members (with a minimum of three per company, that is 12 members), and two group members (which between them have nominated 19 individuals).

\* Corporate membership is for companies and corporate bodies in the agricultural field that have an interest in furthering agricultural journalism and its associated forms.

\* Group membership is designed for agricultural publishing companies, and other similar organisations, which employ/retain at least 9 agricultural journalists.

## Briefing sessions successful!

**Anna Jones – special guest speaker**

Anna Jones, whose travel from the UK for the Guild's 60th anniversary celebrations was funded courtesy of AGMARDT, addressed one of the briefing sessions, took part in a panel discussion, and was guest speaker at the awards dinner.

She spoke of the serious disconnect in many countries, between those living in the cities and larger towns and the farmers who produce much of the food they eat. And of the farmers who still expect them to value, understand and appreciate what they do. Also, there is a lack of concern about productive land on the fringes of cities and towns being swallowed up for housing developments

This was particularly evident in much of the USA,



where most of the population is four or five generations from the land, and in the UK where they are eight or nine generations from the land. But in developing countries, such as Kenya where three quarters of the population still have close links to the land, most people understand farmers and know how to grow crops or feed animals.

In 2016, she applied for a Nuffield Farming Scholarship, which enabled her to study the coverage of agriculture topics in the mainstream media, bridging her two worlds – farming and agriculture. After years in newspaper journalism, researching and presenting for television including BBC, she has recently established an organisation called Just Farmers in which she provides media education, underpinned by a database of farmers willing to comment on issues or contribute to media stories.

She said NZ does not seem to have the same urban-rural divide as Britain because of the importance of the primary sector and NZ's smaller population.

**Jeff Grant, Red Meat Sector Brexit representative**

The red meat sector's Brexit representative Jeff Grant took up the London-based position in July. The Guild was lucky to nab him during a whirlwind trip back to New Zealand to speak frankly at the briefing day. The clock is ticking in the Brexit negotiations, he noted, which are further apart now than when they started in June 2016, when the British public voted to exit the European Union. He explained a complex web faces the UK and EU trade negotiators.

An early agreement to simply split the World Trade Organisation's tariff-rate quotas between the two has resulted in strong protestations laid by New Zealand and other third countries and it will take time to resolve the issues. New Zealand is not seeking more

WTO quota, he is arguing, simply the status quo – any changes to tonnages, will need to be made in the two separate free trade agreements, firstly the EU-NZ FTA, and secondly the UK-NZ FTA, for which negotiations cannot start until the UK formally exits the EU.

Currently, three

options for Brexit are on the table – soft or hard Brexit and no deal – with a more hard Brexit or no deal looking like the most likely outcome. Fundamental to the EU and UK solving the issue is finding a resolution to the Irish border problem. As an optimist, Grant was confident, however, that a deal could be found and it will all come together at the eleventh hour. The EU Council will meet on 17-18 October to discuss the UK proposals, and again in November if no resolution is agreed in October, and the final EU Council meeting will take place on 13 December. If that all goes well, the UK Parliament must pass legislation through by Christmas. If that happens, and a hard or soft Brexit is agreed, the UK will leave the EU officially on 29 March 2019 and begin a 21 month transition period prior to its untethering from the EU at the end of December 2020.

If it doesn't, it's a no deal and everything's off the table. The UK becomes a third country like everyone else, said Grant. His sense is they've got time to get it right, "but the damage is already done," he said, noting Brexit is costing the British economy £500 million a day and commercial decisions are being made, including by New Zealand meat exporters, in a vacuum.

**Steven Carden, Chief Executive, Pamu**

The Earth can't wait another 30 years for humans to take action on climate change – was among the messages in Steven's address to the seminar. The next 10 years will be crucial in the battle to stop further global warming. Without action the Earth's climate and environment, and the polar ice caps in particular, will be irrevocably altered, he warned. Despite those dire predictions, Steven said he was not overly pessimistic about the future for both New Zealand primary industries and Pamu.

Steven's address was thought provoking, and informative with supporting facts and figures. His relaxed style of delivery made it easy to follow and engaging.

**Anna Jones 2**

*You Know You're an Ag Journalist When...*

You know you're an ag journalist when you have more than one pair of gumboots.

You know you're an ag journalist when you come home and your partner says: "Your hair smells of pigs."

You know you're an ag journalist when you repeat the same mantra to ever wary farmers: "Don't worry, I'm from a farming background myself."

You know you're an ag journalist when you've balanced precariously in the cab of a moving tractor while writing notes or holding a microphone.

You know you're an ag journalist when you've missed a deadline or got dangerously close to missing one because a farmer won't stop talking and let you leave.





You know you're an ag journo when you look longingly at every farm dog you meet but know, with your working hours, you can't have one of your own.

You know you're an ag journo when you get annoyed at a farming story hitting the mainstream news when you already reported on it months ago.

You know you're an ag journo when you read farming magazines in the hairdressers.

You know you're an ag journo when you bore non-farming friends in restaurants about how the food on the menu was produced.

You know you're an ag journo when you regularly get lost looking for farms.

You know you're an ag journo when you've had near misses with livestock and/or machinery.

You know you're an ag journo when you return to the office with a mic, notebook or camera splattered with mud.

You know you're an ag journo when you wish, deep down, you were actually a farmer. But then you remember why you became a journalist instead.

### **Anna Jones 3**

During her after dinner speech, Anna spoke of a game she created called Farmer Jargon Bingo, which she played with friends one evening at home in Bristol. It required her urban friends to provide their definition of commonly used farming terms

Here are some of the some entertaining answers.

- drilling was assumed to be the impregnation of an animal
- store cattle was a shed
- drenching sheep was dipping to control ticks and mites
- stabiliser cows used a contraption with wheels that was attached to help cows unable to walk.

As entertaining as the game was and the influence of red wine aside, Jones said it illustrated the urban-rural disconnect!

## **Code of Ethics**

Earlier this year the Guild proposed the introduction of a Code of Ethics, part of marking our 60th anniversary. The draft was approved at the AGM but the second half, which outlines disciplinary measures the guild could take in the case of any breaches, was held for legal checking. The approved Code of Ethics is at the end of this newsletter and will appear on the Guild's website soon.

## **Membership Directory**

After all the recent changes in our world, we will shortly be updating the Membership Directory. This is a list primarily designed for members to keep in touch and to help those seeking specialist agricultural journalists and communicators in different fields.

If you have time, please can you check out your current listing in the 2017 Directory at the website (see <http://www.nzgajc.org.nz/uploads/PDFs/MEMBERSHIP-LIST-2017-updated-November-2017.pdf>) and advise changes preferably by email to Ali Spencer [ali@spencerpr.co.nz](mailto:ali@spencerpr.co.nz) (with MEMBERSHIP DIRECTORY in the subject line) OR 04-972 2401.

Ali will be in touch in the not-too-distant future.

(Note: there is an option to opt-out of inclusion in the Directory. Just let us know.)

## **Guild life member and former president dies**

Guild life member Neville Martin, who died recently in Wellington aged 77, was guild president in 2006-07 and Agricultural Communicator of the Year in 2002. Jon Morgan remembers a friend who brought a refreshing humour to any occasion.

I first met Neville Martin in 1971 when he was newly installed as one of a two-man team handling the Dairy Board's communications in Wellington. On the side of his typewriter was a sticker reading "I'm backing New Zealand", a popular slogan among Government departments and major exporters at the time. Underneath, Neville had added, "I've got it with Japan in the second leg". It was an introduction

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**Anna filming the Countryfile Winter Special with Matt Baker, camera man Nigel Bradley and soundman, Stephen Atherton. CountryFile was the most watched factual programme on British television for a number of years.**



to me of Neville's brand of sly ironical humour that he found hard to repress in all aspects of his daily life.

Neville spent more than 30 years at the Dairy Board, only leaving when he was not wanted by the newly-formed Fonterra in 2003, a decision much lamented by journalists who had grown to rely on his open, frank and approachable comms style. He started his own company, Too Write Communications, and became a freelance writer. In 2014, Neville published a humorous 100-page account of his working life.



*By the Seat of My Pants*, and its companion piece on Neville's childhood, *Playing Against the Wind*, which evokes Wellington in the 1940s and 50s, are interlaced with mostly self-deprecating wit and are still available from their publishers and from libraries in the Wellington region.

In *By the Seat of My Pants* he wrote of a world much less restrained by red tape and petty bureaucrats than today's, in which the unconventional, the eccentric, the oddball and even the downright incompetent could still find a job. He started out as a cadet reporter with the *Evening Post* in 1959 and five years later moved to a job as a press officer for the Department of Tourism and Publicity. He told of working for three political parties at the same election and being press secretary to a menagerie of Government ministers before ending up at the Dairy Board.

He described the board post as "one of the best PR jobs in the country".

"The simple truth was that the dairy industry was vital to New Zealand and there was real drama in the fact that it was trying to make its way in the world against huge odds. If I could be accused of trying to put a spin on anything it was to point out the crucial importance of the industry's co-operative structure to the farmers - and to the country.

"Apart from that it was a case of letting the facts speak for themselves. Playing it straight, I figured, would pay off in the long game."

Relations with journalists? "I did my subversive best to encourage hard-nosed professionalism, because in the long-term, a sycophantic media does no favours to anyone. And anyway, to put the running

of the country's most important industry under the spotlight is hardly treasonous."

He also found time to write several revues and a couple of pantomimes, and was a regular contributor to the 1970s anarchistic satirical magazine *Cock*. In later years, he found another outlet for his humour in a steady stream of letters to the editor published in the *Dominion Post*. Outside of this, he pursued a fitness regime centred on running. It wasn't until the 1980s when I encountered him at 10km and half marathon events that I realised how good he was. At this time he would have been in his early 40s but was still good enough to be among the top 10 finishers at lower

North Island events. He kept this up till his late 60s when ill health forced him to stop.

Neville's time as guild president was marked by a sense of fun. He always saw the lighter side of things and while he operated at breakneck speed on formal occasions like the guild agm and awards dinner, his off-the-cuff speeches were things of beauty. I found myself gravitating to his side so not to miss the witticisms that rolled off his tongue with seeming ease.

I last saw Neville at a regular lunch with a few ex-journos at Paekakariki two weeks ago. He moved a lot slower and the repartee was hampered by medication but the twinkle in his eye and a pervasive wry smile was evidence that the Neville of old still lurked beneath the surface. (Thank you Jon)

## Respected journalist dies

Another long-time journalist and for some years an agricultural journalist, Ross Annabel died in early September. A journalist and author, he worked on a number of newspapers here and in Australia, spent time as a journalism tutor, and wrote several books, mainly autobiographical. For some years in his later life, he worked as freelance agricultural reporter for *Rural News*.



## Code of Professional Ethics

Members of the New Zealand Guild of Agricultural Journalists and Communicators are writers, broadcasters and communicators of work relating to this country's primary production sector, which contributes around two-thirds of the nation's exported goods and is a major regional employer.

Members agree to follow the Guild Code of Ethics in their work: To strive to achieve the highest professional standards, respect the truth and to always be accurate, objective, thorough, fair, polite and honest in our work, including on social media, whether with interviewees, colleagues, other agricultural journalists, communicators or clients.

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In meeting the above statement, members of the New Zealand Guild of Agricultural Journalists and Communicators undertake to:

1. Conduct themselves in a way that will not discredit the Guild or any other members.
2. Avoid conflicts of interest that may influence them in their professional duties, as well as any appearance of such conflicts
3. Not allow professional duties to be influenced by any consideration, gift or advantage offered and, where appropriate, to disclose any offer
4. Present work that is fair and accurate and that comment and conjecture are not presented as established fact
5. Respect all confidences received in the course of work
6. Not allow the publication of false or misleading material, or knowingly allow it to be published or broadcast on their behalf
7. Respect the intellectual property rights of others and not knowingly use or appropriate to financial or professional advantage, any material or other intellectual property, whether in relation to written words, photography and graphics, advertising and promotional material, without proper recognition
8. Be aware of relevant legislation, such as copyright and privacy laws, and how it applies to their work
9. Always identify themselves and their employers before obtaining any interview for publication or broadcast and advise if an interview is being recorded.
10. Allow fair correction of errors in the next available edition or broadcast programme or podcast. If online content is corrected after it has been posted, the heading 'corrected or updated version' should be posted at the top of the document, along with an explanation of the correction.