



September 2018

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

60th Anniversary special

The 60th anniversary of the establishment of the New Zealand Guild of Agricultural Journalists and Communicators is nearly here, and the planning is pretty much completed. This is an important occasion for the Guild – still going strong after 60 years, with some ups and downs over the years.

The day starts at 9.30 in the morning of Friday, 5 October, with briefing sessions through the day, the AGM, followed by the annual awards dinner and celebrations to honour the winners of this year's journalism awards.

Briefing sessions

Special guest of honour at the briefing sessions and the dinner will be Anna Jones, a former British BBC and Radio 4 agricultural journalist who won a Nuffield Farming Scholarship in 2016 aimed at bridging her two worlds, farming and journalism.



Her report, published last year, was entitled "Help or Hinder – how the mainstream media portrays farming to the public". Her travel to

New Zealand is sponsored by AGMARDT, for which the guild is extremely grateful.

To read her report, go to nuffieldinternational.org/live/Report/UK/2016/anna-jones

The day will be opened by the Hon Damien O'Connor, the Minister of Agriculture, Biosecurity, Food Safety, Rural Communities and Trade and Export Growth. Following him will be Anna Jones, and then Mike Petersen, New Zealand's special agricultural trade envoy.



Damien O'Connor



Mike Petersen

Other speakers during the day will include Steven Carden, Chief Executive of Pamu; Dr Suzi Kerr, senior fellow at Motu; MPI; Federated Farmers' president Katie Milne; BLNZ; and a forum on the

the part agricultural media can play in helping to reduce the rural / urban divide.



Steve Carden



Suzi Kerr



Katie Milne

AGM

The AGM, hopefully as short as usual, will start at 5pm.

There will be the usual reports which you will receive in the next few days, the election of officers, and a recommendation from the national executive for the establishment of a new category of members, associate membership, for people working as freelancers or on contract, or whom agriculture makes up only a portion of their working day.

Our long-time treasurer, Mick Calder, has indicated this will be the last time he is standing for election in the role. So if there is anyone out there who would be prepared to take it on next year, working with Mick over the next 12 months, please let me know! It isn't arduous or time-consuming, and with new software, it is easier that it was when I did it!!

And if you would like to join the national executive but can't be at the meeting let me know, as well.

Awards dinner

The Journalism Awards dinner, sponsored by Beef + Lamb New Zealand and the Meat Industry Association, will start at 6pm with pre-dinner drinks and the dinner itself starts at 6.30 pm.

The guest speaker will be Anna Jones, our keynote speaker from the briefing sessions, and the winners of 11 journalism and one photography award will be announced.

Costs

There will be charges to attend the briefing day and the dinner. For the briefing day, it is \$50 for members and \$75 for non members. This covers morning and afternoon tea and a working lunch.

For the dinner, there is a charge of \$65 for members and partners and \$75 for non members. This covers the dinner and wine on the table, pre-dinner drinks and hors d'oeuvres.

To attend both there is a charge of \$100 for members and \$150 for non members.

Please let me know urgently of your bookings for the briefing day and the dinner! Email, kotuku.media@xtra.co.nz, ph 04 2331842 or 0274 510 339.

Guild memories

After the Silver Jubilee events are over, work will continue on putting together some memorable memories about the the guild, membership or even your early days in agricultural journalism. They could be amusing, challenging even, interviews with older colleagues. If you have items you would like to contribute, get in touch with me. There are a lot of stories out there. You could interview earlier communicators of the year, send photos of guild events, IFAJ activities etc.