



December 2019

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

Message from president

I am excited to embark on the journey of being the Guild President, having been on the Executive for the past few years and a member for the past 10 years.

I have been working as an agricultural journalist for 10 years, and as an editor for the past 6 or seven and really think that the changes in the media have made our job even more important.



Having a credible and balanced set of facts and the ability to tell the story of New Zealand farmers is a crucial job for the future of our farmers and for the wider ag industry.

At the Dairy Environment Leaders Forum last week Jacinda Ardern addressed the delegates and said that "all farmers need to get to where our best farmers are". This requires education and information and who does this the best? - agri journalists and communicators. She also said we need to amplify the good work that farmers are doing. She remarked that she has seen some great examples of environmental initiatives and that we need to show and tell others - both within and outside of the industry. Once again - it's a job for the agri journalists and communicators.

We have all enjoyed the guild functions over the years but with declining numbers I think the time is right to start to increase our promotion of the careers available in the agri media and to look at professional development opportunities to support our members as the media continues to change and evolve. These will be my focus in 2020 and 2021.
- Jackie

Christmas greetings

Another year is almost over and many of you will be looking forward to a well-earned Christmas break – or maybe looking forward to a holiday later in 2020 and

be dreaming of it while you cover events over the Christmas New Year holiday time.

We hope you have had a successful and enjoyable 12 months and that you are looking forward to the next 12 months.



Christmas greetings to you all and your families. Have a relaxing holiday, safe travels, plenty of scrummy food!

Guild travel grant to IFAJ Congress

Every year the Guild offers a travel subsidy for a member to attend the IFAJ World Congress. This is part of its members' benefit programme from the surplus made from Congress 2015.

Next year, the IFAJ Congress is being held in Denmark, from 24-28 June, with the theme, *Farming today for the society of tomorrow*. It will focus on how Danish agriculture is an important part of the solution to the problem of how agriculture can produce enough for the world's future population without destroying the planet and climate while satisfying consumer demands.

There is a website, ifaj2020.dk. More will be added over the next few weeks.

The Guild will provide either the cost of registration and accommodation for the Congress, or travel costs to and from the Denmark. An applicant must be a Guild member, must have a current passport or be able to get one, and must be able to travel to Denmark in June next year. Information on the Travel Grant and an application form are attached. Applications for the Guild Travel Grants close on 31 December.

