



## Soil & Health AGM July 2020

Management Report – Peter Huggins

### **Membership**

Our current membership is 1700. We also have about 200 non-member magazine subscribers (for example people who have been gifted a subscription, or who join via the iSubscribe online system).

#### *Membership growth*

We have experienced a downward trend in membership over several years. To help reverse this, management has set itself an informal target of reaching 3000 members in the next 24 months. This will be pursued through efforts to improve member retention and to attract new member growth via referrals, promotions and advertising.

Members may also wish to consider how local activity (e.g. branch or community activity) could help us to grow our membership. The importance of growing the membership is twofold:

1. to improve our sustainability as an association through the involvement of more people, and
2. to cement the financial sustainability of the magazine by improving our revenue.

We look forward to reporting progress against this goal next year.

#### *IT support for membership subscriptions*

Many members will be aware of the problems the society has had with a legacy database system that became obsolete some time ago. We are pleased to report that a new system has now been implemented which is proving entirely reliable and easy to use.

The new system is fully integrated with the Organic.NZ website and allows us to accurately record membership information directly via that website. This integration will be used in the future to curate and give access to members-only content and discussion forums.

### **Financial**

Please see the annual performance report filed separately.

Our financial position shows a relatively large balance of accounts receivable; these are primarily magazine advertisers. Since year-end management has successfully pursued a number of these outstanding debtors and our accounts receivable balance is now much lower.

## **Advocacy**

The main thrust of our advocacy is via our magazine and our social media presence (Facebook.) As noted in the chairperson's report, we've also been closely involved in work with the Parliamentary Select Committee looking at the Organic Products Bill.

Since year-end, National Council has also agreed a high-level plan and budget for a glyphosate advocacy campaign. Members can expect to see this rolling out from now. Campaigning infrastructure will continue to be developed, potentially including new social media accounts and a revived email database/newsletter resource.

Pete Huggins

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