



**A&P Shows – where people get together to create something special to illustrate our agricultural reality at a glance.**

**Welcome to the January 2019 issue of my notes.**

*Approximate read time: 15 minutes*

## **Introduction**

I am on the countdown now to the end of my term as President with mixed feelings. I have certainly found our Federation Model frustrating. Federations are by nature more complex.

Issues found in federated structures include confusion about roles and responsibilities; challenges of compliance; disparity in performance; duplication of efforts and resources and overlapping or mixed messages.

Federations often focus on the wrong problem for those reasons.

Conversely I feel very lucky to have gotten to know some people that will be hard to say goodbye to, and for the relationships and friendships that have happened as a result of the pursuit of our cause.

The season has progressed with its weather ups and downs and every now and again I have caught an exciting glimpse of the future in the form of young people ranging from 5 years of age. I have absolutely loved travelling to shows to meet wonderful people so passionate about what they do. I have deeply appreciated the opportunity to learn so much from the agriculturalists, the people the movement was established to serve.

## **Vision without execution is just hallucination**

The owner / members strategy is now in place and presentations are being made to Districts, which in turn, are in the process of thinking what they need to do to contribute toward and deliver on their strategic plan.

Had my term continued, my focus would have been laser like on that plan and its achievement. There are probably two things, in my view, which will see the plan succeed. Values and Collaboration.

In any organisation values are the most important principles that guide the way we work. These help us choose between the right and wrong ways of working, and they help us make important decisions. The values set the tone of our culture and identify what our organisation as a whole cares about. This common purpose and understanding helps build great working relationships. Values alignment will help the organisation as a whole and to achieve its core mission.

When values are out of alignment, people work towards different goals, with different intentions and with different outcomes. This damages relationships, productivity, work satisfaction, and creative potential.

The other important element of ensuring the Vision is not just a hallucination, is that of collaboration.

Knowledge, opinion and ideas are important elements of collaboration, yet if we only bring our own and see our job as only to enlighten others, and leave taking nothing, collaboration is far off on the horizon.

The collaborator creates a master stock with the ingredients of the group. The collaborative space adds to our own learning and the learning of the collective.



When you are working with others next, ask yourself; What did I bring? What did I learn and take away? What did WE learn? What did WE achieve? At the end of each meeting answer those questions and rate where you believe your group is on the Collaboration Continuum, from Corrosion to Collective Capacity.

Corrosion, at the bottom of the scale, is described as – “*Power plays and egos run rampant, creating havoc with any plans to work together derailed by lack of trust and poor behaviour.*”

At the top of the scale is Collective Capacity, described as, “*Skill building for team members is not seen as a comparison of skills but a building of collective capacity to continue to evolve and transform the work of the team. There is a high level of learning and quality feedback between peers.*”

In my November Notes, I provided a link to an excellent depiction of the Collaboration Continuum, from resentful involvement to high functioning capacity building. Why don't you use that to create a scale for a confidential rating of meetings to help you improve your meetings and teamwork?

<https://twitter.com/traceyezard/status/719095453812305920>

### Encouraging the next generation of Paraders



It has been interesting seeing the positive approaches for dealing with the *Mycoplasma bovis* threat.

Although there were no stock at the Nelson show they decided to continue with calf classes but hold the classes on farm.

The judges for the various classes visited the entries at home and put them through their paces. The prize winners were presented their

ribbons and awards during a special ceremony on the main entertainment stage at the show. I had the privilege of assisting the show president Wil Darling, present the awards.

All the competitors had kept a diary of their rearing of the calf. These were on display and this guy, James (5) took out the top award for his story. He is also pictured with 'Bubbles'. I reckon it won't be long before Grandad will find James getting pretty serious about this showing business.

### The secret to leading a fulfilling life

A Harvard study tracked two groups of men over a period of 75 years and those with the most fulfilling lives had one thing in common. Two studies tracked the physical and emotional wellbeing of two populations: 456 poor men growing up in Boston from 1939 to 2014 and 268 male graduates from Harvard's classes of 1939 – 1944.

The conclusion? The one thing that surpasses all the rest in terms of importance – The good life is built with good relationships.

### Do we align more with State Fairs in the US?

Paul Guerra is the CEO of The Royal Agricultural Society of Victoria (Aus). Late last year he was overseas in Canada and America to, among other things, see the diversity of shows across the region.

He notes that Australian shows are more aligned with the US and Canadian Fairs than with the UK Shows. The State Fairs are a combination of agriculture, competitions and entertainment, whereas the UK Shows are more heavily grounded in agriculture, without a focus on entertainment.

### **Learning on the Land Waitaki College**

Fraser Farm has become an extension of the classroom for agricultural students of Waitaki Boys High School, who can learn skills and contribute to practical research. Agricultural teacher Elizabeth Prentice works closely with Farm Manager Murray Isbister to ensure the farm work is linked to the agribusiness course she has developed for the year 9-13 students. (RNZ Country Life).



I sense opportunity here for A&P Shows.....

### **Volunteer First Responders**

I live in a rural area like many of us who support our local A&P Show. We are often quite a way from services and rely on community volunteers to be there quickly when we are in need. I suspect many who volunteer at shows are also those First Responders (FR), most often volunteer Fire Fighters. It is reassuring to hear the siren go off at some ungodly hour and know that good people will be at the scene within minutes to help.

I came across this video clip, Tribute to First Responders. It is an American FR, Kevin Davison, however the message is equally important here, especially given the majority of First Responders in NZ are volunteers. Have a listen, it will take 4 minutes of your time, and spare an appreciative thought for those volunteers. Maybe even say thank you to any you know.

[https://www.youtube.com/watch?v=4q7uQxxxd18&feature=youtu.be&fbclid=IwAR0Kulf1KKm6FYcaAN-h7xBEf3qGk6iCDQV5WjK3apZQ\\_aBBTIVsXQcnKC8](https://www.youtube.com/watch?v=4q7uQxxxd18&feature=youtu.be&fbclid=IwAR0Kulf1KKm6FYcaAN-h7xBEf3qGk6iCDQV5WjK3apZQ_aBBTIVsXQcnKC8)

### **A Special Award for Francis Smith**



*(Thanks to Melissa Jebson for her notes)*

Frances Smith has been an avid supporter of the Malvern A&P Association since she moved into the community as a new bride nearly 60 years ago. Over this time Frances has been a driving force in the Decorative Flower Section as well as supporting Donald with their entries in the Grain and Seed and the Sheep sections of the Show.

Frances Smith is pictured at a special ceremony, which her whole family attended, receiving her Royal Agricultural Society Excellence medal from RAS Executive member Melissa Jebson.

The Sheffield Garden Club is responsible for the organisation of the Flower section at the Show. Frances has been a major supporter of the Garden Club for nearly 60 years and a major exhibitor in both the Cut Flower Section and the Decorative Section during this time.

She has encouraged many locals to enter their cut flowers but in particular has inspired others with her love for the creative art of the Decorative Section and has readily given ideas, inspiration and encouragement.

Along with her husband Donald, they both assist with the set-up of the floral section of the Indoor Produce Shed.

Frances's dedication to this section has been inspirational.

She is a prolific competitor in both the cut flower and Decorative sections with her name etched on many of the Association's Trophies. For many years Frances would be the only exhibitor in the Open Decorative section and in some cases would put in two or three entries to bulk up the display. She actively encourages new exhibitors to have a go, especially in the Novice Decorative classes, giving ideas and motivation along the way.

The Malvern A & P Association Show Committee believe Frances epitomises what the showing movement is all about. Her dedication to excellence in showing in the Floral Decorative Section has been extraordinary.

### **Seven ways your local agricultural show can cheaply promote itself**

*(By Lyndsey Douglas, a Director of ASA, in the September issue of Agricultural Shows of Australia Member News)*

Over 580 agricultural shows are run annually across Australia. Some have big budgets, big crowds, and big ticket entertainment whilst others run on a shoe string and are operated entirely by volunteers. But they all face a similar challenge around attracting attendance from the local community; promoting a variety of reasons to attend for a broad range of ages and interests.

This article notes seven ways, basic marketing ideas, "*stolen shamelessly from the many shows I attend,*" says Lyndsey. The aim is to ensure your community knows your show is around the corner, whilst enticing them to attend. The ideas include - Staging an outrageous preview; Asking your acts to spread the word; Video is vital and encouraging online reviews on Face Book. Read the full article here - <https://agshowsaustralia.org.au/seven-ways-your-local-agricultural-show-can-cheaply-promote-itself/>

### **Bridging the Urban/Rural Divide**

*(From Country Life RNZ 30 Nov 18)*

Former BBC journalist Anna Jones used a Nuffield Scholarship to look at how the urban / rural disconnect influences the mainstream media's reporting of farming stories.

She says an urban bias in terms of how farming stories are covered was "endemic"; they tended to see all large scale or intensive farming as bad, had little appreciation of how farming life really is, and general knowledge of key farming issues wasn't seen as important compared with education / politics / health rounds. Anna also notes that agricultural journalists are now rare in mainstream media.

However the farming community was also to blame for the rural/urban divide. Farmers tended to think they were "owed" good press, they were unnecessarily defensive when questioned and not always transparent with their farm operations.

You can hear the report here - [https://www.radionz.co.nz/audio/player?audio\\_id=2018673584](https://www.radionz.co.nz/audio/player?audio_id=2018673584)

It prompts me to think maybe the various agricultural and farming organisations could better and more proactively use A&P Shows to engage with a wider community audience first hand. How many people attend A&P Shows throughout the country during the season?

### **Thoroughbred Horses**

In his opening remarks at the Thoroughbred Racing Club Conference and AGM, the Rt. Hon Winston Peters (Deputy PM & Minister of Racing) noted that of the submissions made on the Messara Report, one of a number of recommendations receiving the most support from submitters was, "Introducing robust processes to establish traceability from birth and rehoming of the entire thoroughbred herd".

The ambitious 'rehoming of the entire thoroughbred herd' provides opportunity to develop the RAS Livamol Thoroughbred classes in association with the Thoroughbred Industry

I have already indicated our interest to Justine Sclater (Business & Operations Manager) and Nick King (Vice President), of the Thoroughbred Breeders Association, in us working with them to encourage the rehoming of Thoroughbreds after their racing career and getting them into showing.

### **Failure is fundamental to our growth**

If we can learn from what went wrong and why, we know what to avoid or alter in the future to avoid a repeat. Or as Bill Gates once put it: *"Success is a lousy teacher. It seduces smart people into thinking they can't lose."* Of course failure is no fun when you are living through it, and it is often months or years before we can look back at it and recognize it for the great teacher it is.

Here are four examples of famous "failures" who would not have achieved massive success had they given up.

Before Col. Sanders found success with his Kentucky Fried Chicken Recipe, he had multiple other failed careers. But what is most incredible about Sanders's story is that he reportedly failed over 1,000 times to sell his chicken recipe. It wasn't until his 1,010 time trying to sell the recipe that he got someone interested. If he had given up after his 10<sup>th</sup> or 100<sup>th</sup> or even 1,000<sup>th</sup> "no" the fast food industry would be different today.

Rovio is one of the biggest gaming success stories of all time. Its Angry Birds franchise has been a staple of mobile gaming since its release in 2009. Angry Birds has made the successful transition to merchandising, TV shows and a feature film. You'd think Rovio simply had success built into its DNA.

But not so. From its founding in 2003 until the launch of Angry Birds, Rovio had developed and released 51 previous games – all of which failed to become hits. By 2009 they were practically bankrupt. And then came this 52<sup>nd</sup> game. Because the developers at Rovio didn't give up even after their 50<sup>th</sup> failure, the company now boasts almost 400 employees and had almost \$300million in revenue in 2017.

Then of course one of the most famous failures is the Steve Jobs and Apple story.

Jobs had been very successful then was forced out of Apple in 1985. The company went down, going from being leader of the personal computer revolution in the 1970s to an also-ran by the 1990s.

Then in 1997, with Apple close to bankruptcy, Jobs returned and by 2011 not only turned Apple into the biggest company on the planet, but fundamentally computing, music and smartphone industries. Jobs certainly did not let failure get the better of him. He said, *"I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me."*

One of the most iconic entertainment companies to have ever existed is the Walt Disney Company. Thank goodness he never succumbed to earlier failures, such as being fired from a newspaper in his early 20s for "not being creative enough". His first animation studio went bankrupt within two years. He followed his dream to Hollywood and after picking up the pieces from his past failures, Disney founded the Disney Brothers Cartoon Studio, later becoming the Walt Disney Studio. Over the course of his life Disney received 59 nominations for the Academy Awards, winning 22 of them.

As Walt Disney said, *"All the adversity I have had in my life, all my troubles and obstacles, have strengthened me... You may not realise it when it happens, but a kick in the teeth may be the best thing in the world for you."*

Whilst these are 'extreme' examples, you know why I am telling you this, don't you?

The art of remaining relevant and successful requires experimentation, and experimentation often involves failure. Rather than just write a failure off as such, a conscious review and learning from the failure often provides a startlingly simple revelation which points the way forward to that sometimes elusive success.

Some simple things you can do to make a difference –

- Ban the bagging of ideas the minute they are mentioned.
- Focus on how to make things work, not producing an exhaustive list of negatives.
- Pay close attention to the person who doesn't often speak much at the meeting then suddenly announces this idea – do not laugh! Shut-up and think about it. It may just be the next big thing for your show.

## Faulty Logic

So called logical fallacies creep into so many of our conversations, arguments and plans. This faulty logic is the product of sloppy thinking, or in some cases, deliberate intellectual dishonesty designed to make a weak argument appear stronger. These logical fallacies are like microscopic fractures in the structure of an argument or a plan: They may not be visible at first, but they could ultimately cause it to fail. You probably are already aware of some of these, but here are a couple of examples from a list of 24 of the more common ones that I have seen used regularly during my time with the organisation:

- Criticising the person making the argument rather than the argument itself.
- Playing on people's heartstrings or anxieties instead of arguing the merits of a position.
- Supporting an argument with weak sources or spurious information.
- Ascribing a single cause to something that is complex and has different, interrelated causes.
- Assuming a premise is true simply because you want it or need it to be true.

There is also a handy list of questions to dissect any argument, ensuring your decisions are not being coloured by common logical fallacies, and thereby risk a greater chance of decisions/plans failing.

These examples come from a book, 'RED Teaming' by Bryce G Hoffman. If you would like a copy of both the Common Logical Fallacies and Argument Dissection questions email me.

## Charities Commission Governance Project

Charities Services reports their research and engagement with registered charities showed that putting good governance into practice is an issue for many charities, but particularly for smaller charities. Although they have launched their governance project 'to help charities improve their governance', my read is you had better be getting it right!

Through their research, Charities Services have found that:

- The drive to do good is high, but knowledge and skills to effectively run a charity is low
- New committee/board members often don't understand their obligations
- A wide range of resources are available, but not easily accessible
- There is a need for clear guidance for NZ charities
- Collaboration with the sector is essential to tackle the issue.

In case you missed them, here are the key clues to a tightening up of charity governance:

1. Good governance isn't being put into practice
2. There is low knowledge and skills
3. It needs to be put right
4. The issue is going to be tackled

Another significant clue is their advice that they will be creating induction and handover materials for committee/board members. And Charities Services will be working closer 'with funders and other government agencies to align our requirements.' Do you need me to spell out the implications of the word 'align'? And don't be surprised if funders start asking about governance as part of considering your grant application.

Without doubt they will work with the sector to provide training, mentoring, and materials. My advice is check it out. It might be we should be looking ahead and thinking how we can work better together to meet these expectations.

<https://charities.govt.nz/news-and-events/blog/update-on-our-governance-project-december-2018/>

## Districts & Executive Meeting

One of the my most important meetings of the year is in March where the RAS Executive meet with the Chairpersons and Managers of the 6 Districts. This is the first of two meetings I instituted during my time term as Vice President.

The purpose is to hear from the District representatives who bring that front line perspective to our governance thinking.

It is also the time they present their District Plans which we will publish this year. The Executive runs their thinking by the District Representatives who provide valuable advice and opinion. The aim is to ensure we all have a clear view and shared understanding of where the RAS needs to be heading, both from a National and Districts viewpoint.

One of the other initiatives I had hoped (albeit unsuccessful so far) is a similar meeting at least once a year, with the United Breeds Society (UBS), to develop that focus in our organisation.

### Harmony

The word harmony carries some serious baggage. Soft, namby-pamby, liberal, weak. Successful people are lauded for being argumentative, self-interested, disruptive.

Harmony is a springboard. Harmony supports teamwork. And teamwork creates energy. An energy that fuels creativity.

When focusing on harmony, success becomes defined by different terms. Contribution. Dedication. Cooperation.

Harmony creates a workplace where you and all the people around you love to be.

*(Jack Covert- Head of 800ceoad)*

### Pictorial History



This is one of three Murals commissioned by the Horowhenua AP&I Association for the celebration of their Centennial Show in 2006. They were commissioned to graphically show some of the changes and development of the Horowhenua Show over the past century – each mural spanning 25 years. The ideas for the mural were researched by Peter Nightingale and painted by local artist Des Comyn.

This is Mural No.1 and shows the land settlement, new farms and the start of supporting industry.

## Using Story Telling to Ignite Curiosity

EMA (Employers & Manufacturers Association) run the FRESH Marketing Breakfasts which are often interesting. For example, in Auckland on 27<sup>th</sup> February, individual non members are able to attend for \$89 to get practical how-to on building content for bite sized stories and short form narratives to build brand and product stories that demand your customers attention.

Find more information here: <https://freshmarketing.nz/>

## Sales Tips That Won't Leave You Feeling Slimy

Abby Clemence of Infinity Sponsorship is the guest author for Techsoup NZ providing 5 Sponsorship Sales Tips.

She asks, "Does the thought of approaching corporate partners and asking them to invest in your organisation make you feel like you are begging, make your mouth go dry, or help you suddenly 'remember' a bunch of other tasks that need completing?"

In her article for Techsoup, Abby provides a few ways to comfortably set yourself up for sponsorship success without feeling like you are selling out. She provides 5 sponsorship sales tips to help you expand your networks and create the best possible impression of your organisation.

Find the article and information about Techsoup NZ here:

<https://www.techsoup.net.nz/blog/5-sponsorship-sales-tips-won-t-leave-you-feeling-slimy>

You can also download a free ebook, '8 Tips to Give Your Sponsorship Strategy a Headstart'.

<https://www.infinitysponsorship.com.au/free-ebook-checklist/>

## Royal Agricultural Society Commonwealth

The RASC Conference was held in Edmonton Canada last year. It seems that no matter where we are in the world we all share the same problems: retaining volunteers; maintaining links to our community and providing an event that educates our communities on agriculture and food. Almost every country has one of those stories on the misconceptions of children and adults on the source of milk and dairy products.

Just as I spoke at the opening of the Horowhenua show about the world population increasing needing us to increase agricultural production by 60% to feed them, the conference also discussed the implications.

All the best for the rest of the season. I'll be all around the country, including three shows in Central Otago, Horowhenua, Rotorua, KatiKati, HOY and Rangiora for the Golden Fleece to name a few. I look forward to seeing you there.

*Geoff Smith*

President  
Royal Agricultural Society NZ (RAS)  
<http://www.ras.org.nz/>

*The future of the planet is becoming less about being efficient, producing more stuff and protecting our turf and more about working together, embracing change and being creative.*

Check out the RAS -Harcourts Referral - it means \$\$\$ for your Association  
[www.ras.org.nz/wp-content/uploads/2017/12/RAS-Harcourts-referral.pdf](http://www.ras.org.nz/wp-content/uploads/2017/12/RAS-Harcourts-referral.pdf)