



# Bringing Two Organisations Together

## Showing Waikato - Our First Year

# The future of your A&P Association - Part 1

- ▶ How stable is your Association?
  - ▶ 1 Super Stable - “we got this”
  - ▶ 2 OK - “we have a few worries”
  - ▶ 3 Worried - “the next 3 years are daunting”

## The future of your A&P Association - Part 2

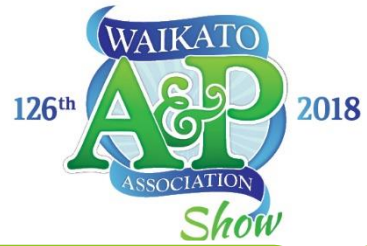
- ▶ What are your 3 top concerns about your Associations future?

Sometimes you need to  
look at things from a  
different perspective.





# A&P



Changing  
nature of  
Volunteering



Older Experts



Marketing



Genuine  
Approach to  
Safety  
Legislation



Access to  
grants/funding



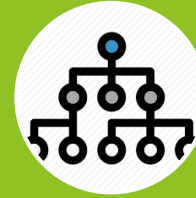
But wait... there's more

# WWSA

  
waikato  
show



A Show too hard to describe



Complex org structure





But wait... there's more

# SWL

— SHOWING —  
WAIKATO



Get a team



Exist



Working  
Space



Genuine  
Approach to  
Safety  
Legislation



Plan for  
financial  
sustainability





So what did our challenge really look like?

A&P



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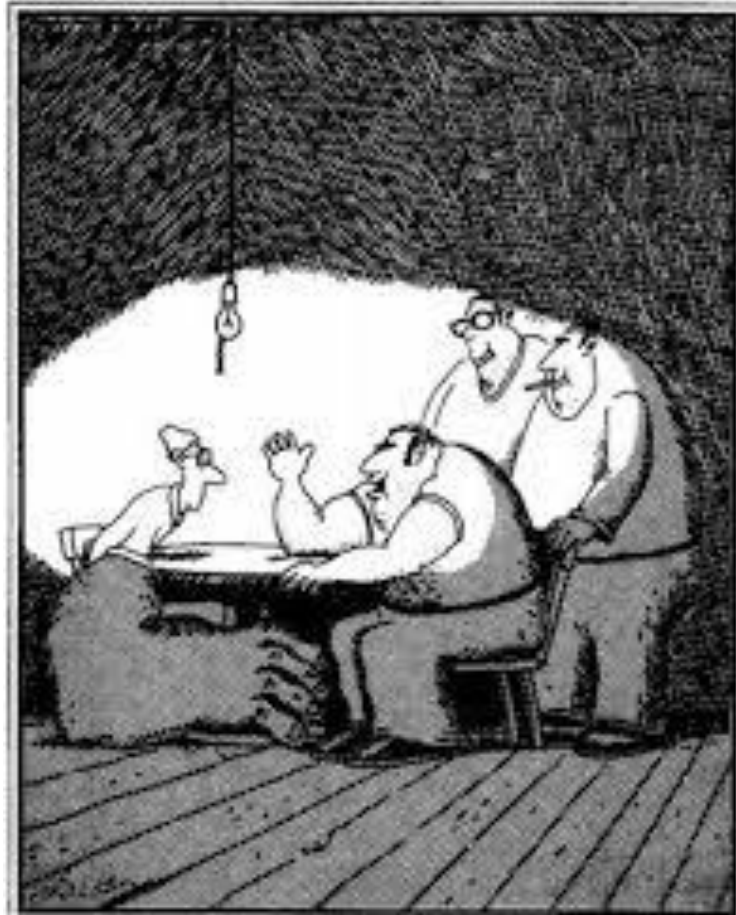


Genuine Approach to  
Safety Legislation



Plan for financial  
sustainability





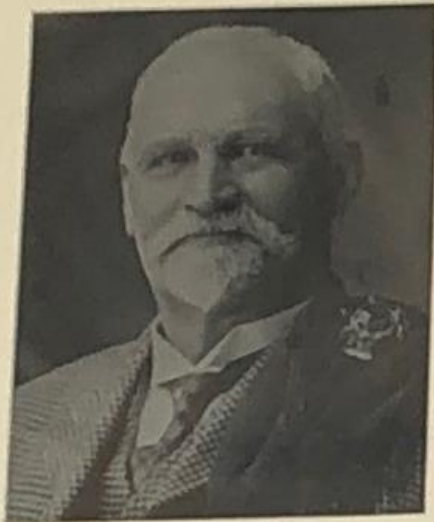
“Okay, Buddy, then how ‘bout the right arm?”

IF I HAVE SEEN FURTHER,  
IT IS BY STANDING  
**ON THE SHOULDERS  
OF GIANTS.**

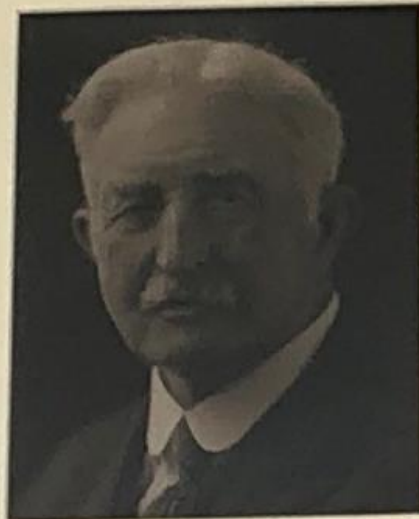
- ISAAC NEWTON







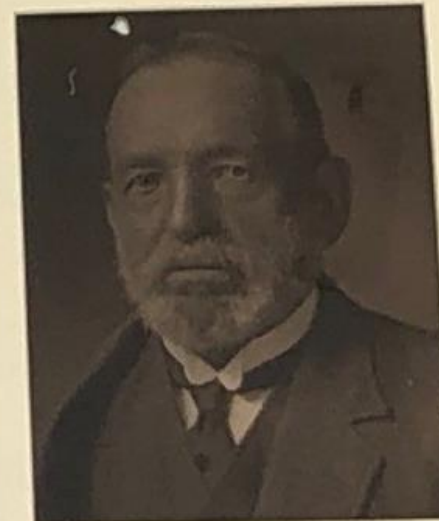
**J. GORDON**  
1904 - 05



**J. BARUGH**  
1903 - 06



**I. COATES**  
1902



**HON. J. FISHER**  
1899 - 1901



**J. HUME**  
1892 - 98







Doug Lineham - Past President



Ian Maslin - Current President







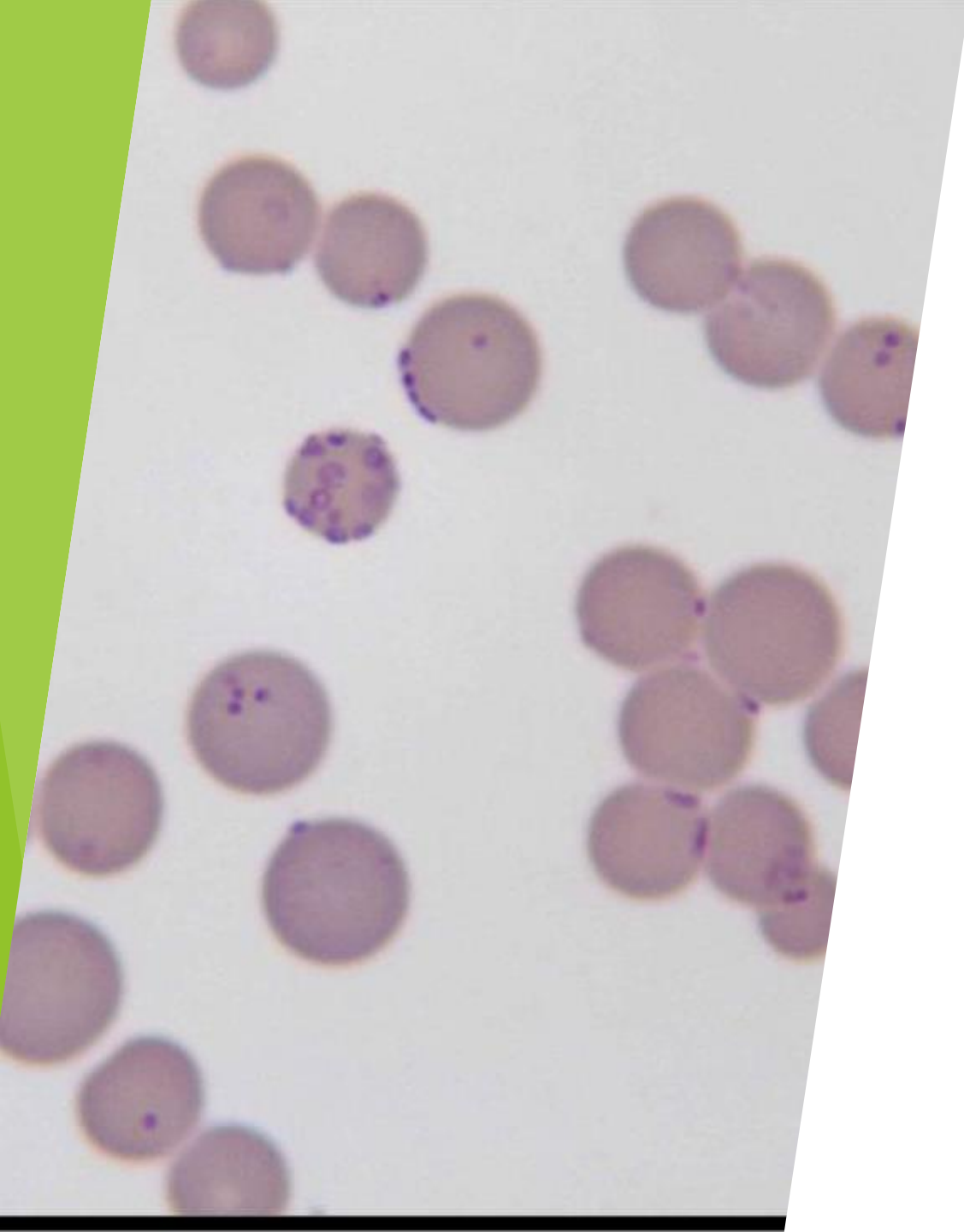
It's all about a 2 for 1 team!



# The Ups and Downs of Year 1

## A reality Check!

1. M. Bovis
2. Social Media and Digital Presence
3. Health and Safety - a genuine approach
4. Volunteers & Youth



# Challenge 1: M Bovis

# Beyond Bovis Seminar

10:30am | Sat 27 Oct

Claudelands Event Centre

Show



A not-to-be-missed presentation discussing NZ's biosecurity, from farm gate to the world, following the Mycoplasma Bovis outbreak. Industry leaders discuss innovative strategies to revitalise and renew confidence in NZ cattle farming.

**\$15**

**Early Release Ticket**

Includes Saturday Show Ticket & Lunch

**AM**  
**Guest Speakers**

Visit  
[waikatoaandp.co.nz](http://waikatoaandp.co.nz)  
for full details.



**SPEAKER**

**Hon Damien O'Connor**

Minister of Agriculture, Biosecurity and Food Safety.

*The importance of the NZ Cattle Industry.*



**SPEAKER**  
**Dairy NZ**

Strategies to interlock the Dairy and Beef sectors for a sustainable and profitable future.

*DairyNZ*

**SPEAKER**  
**Beef & Lamb NZ**

Using the Dairy sector effectively as the nursery of a Profitable Beef Industry.



**SPEAKER**  
**Keith Woodford**

Strategies used Internationally that could be replicated in the NZ Cattle Industry.



Your  
**HOST**  
**Ross Hyland**

Previously the head and voice of Seales Winslow, Ross is an in demand agribusiness advisor and author of *Our Land, Our People*.

**PM**  
**Industry Panel Q&A**



**PANELIST**

**Harry Fass**

*Performance Beef Breeders*



**PANELIST**

**Bob Tomson**

*AgFirst Consultants Network*



**PANELIST**

**Andrew McGiven**

*Federated Farmers of NZ*





**26-28 OCTOBER**  
Claudelands Event Centre







## Challenge 2: Social Media & Digital Presence

# Facebook Waikato A&P Show

A&P Page	July 2018	October 2018
Total Page Followers	1,307	1,889
Total Page Likes	1,306	1,881

## 2018 Waikato A&P Event

91.5K  
People  
Reached

4.6K  
Interested

395 Ticket  
Clicks





## Waikato A&P Show

Published by Krista Barraclough [?] · September 5, 2018 · 🌐

"Oh, snap!" The Waikato A&P Photography Competition is now open for everyone who wants to show off their creative talent. There are three categories to choose from - Rural Life, Scenic and Motion. Find out more and how to enter on our website: <http://waikatoaandp.co.nz/.../waikato-ap-photographic-compet.../>



499 engagements

5,553 people reached





## Waikato A&P Show

Published by Krista Barraclough [?] · September 25, 2018 · 🌐

Sheep? Check. Dog? Uhh, where's the dog? Don't forget to get you and your dogs signed up for the Sheep Dog Trials at the upcoming Waikato A&P Show. Spread the word so your mates don't leave home without their dogs either. Now lick, no wait, click here for more information:  
<http://bit.ly/2OtUnrY>



76 engagements

1,147 people reached



## Waikato A&P Show

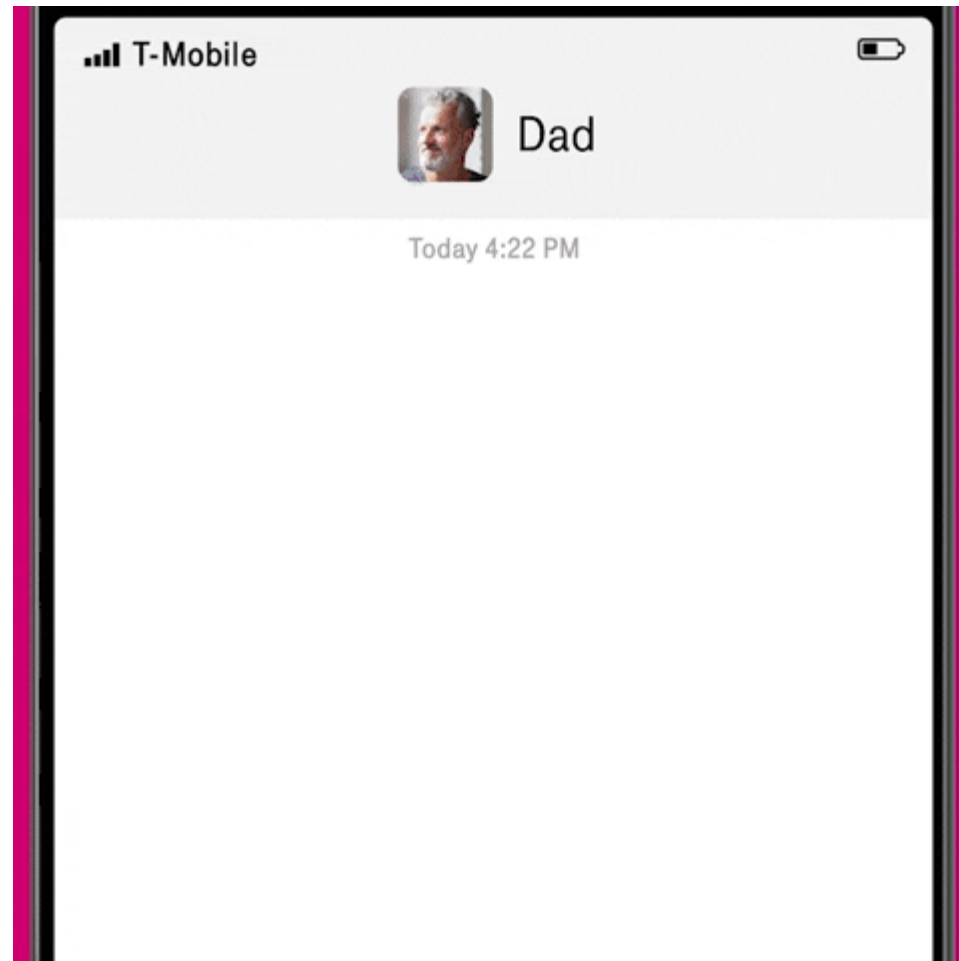
Published by Krista Barraclough [?] · September 29, 2018 · 🌐

Hay, guess what.. We have another horse measuring day on October 24th starting at 1pm. No more foaling around, this is your last chance before the Waikato A&P Show. Don't forget to tell your neigh-bours. Okay enough horsing around, you can get in touch and book a time here: <http://bit.ly/2NkyaA8>



463 Engagements

4,032 people reached



A yellow diamond-shaped sign with a black border and the text "Safety First" in bold black letters. The sign is positioned on the left side of the slide, set against a light gray background with a subtle shadow.

**Safety  
First**

## Challenge 3: Health & Safety







**WHEN YOU'RE THE REASON**



**FOR THE  
COMPANY SAFETY VIDEO**

**WHO WOULD  
FILL YOUR  
BOOTS?**







## Challenge 4: Volunteers & Youth













# So, where are we now?



## Challenges Looming

### ▶ RAS

- ▶ an important relationship...
- ▶ But we have concerns
- ▶ Is it nimble?
- ▶ How welcoming?
- ▶ National Data and Collaboration - what is possible?
- ▶ What's important to other people?