



ORGANIC FARM NZ

Refresh

Group Interview Results & Next Steps

OFNZ AGM
August 2022

Overview

From the results of our 'Refresh Survey' in May, the NCC undertook five (5) 'Group Interviews' to find out more from our membership...a bit of a deep dive.

The five groups we identified were:

- i) Growers aged under 45 years old
- ii) Auditors and Certification Managers
- iii) Individually certified members
- iv) Successful Regions
- v) Those leaving (actual or thinking of)

Overview cont

The semi- structured 1-hour discussions were based off three critical questions:

- i) What is your vision?
- ii) What is the most important thing we must really focus on?
- iii) What are your biggest needs / things to do / next steps?

A written record of the interview's were shared, summarised and analysed by the working group members.

These help give us a clear direction forward.

The following is a summary of the results and conclusions.

Overall:
everyone
asked for
greater

- Consistency
- Clarity
- Cohesiveness
- Logical approach
- Standardisation

There was a very positive atmosphere across all interviews and people said they had a positive experience



From
listening to
your voices
OFNZ will

Enable younger members to make a difference

by involving them, and ensuring genuine stories are told widely about their livelihoods, their values associated with being certified organic with OFNZ, and how this is making a difference.



From
listening to
your voices
OFNZ will:

**Focus on going
digital with our
approach, process,
communications
and marketing**

with a simple and elegant
design to support
members and impress
consumers.



ORGANIC FARM NZ

From
listening to
your voices
OFNZ will

**Make OFNZ
certification more
accessible and
recognisable.**



From
listening to
your voices
OFNZ will

Focus on undertaking an extensive brand identity exercise

We will be known for
being a cohesive,
transparent, trustworthy
organisation that
operates in an honest and
supportive environment
for new and existing
members and the
consumers we serve.



From listening to your voices OFNZ will

Standardise our processes and provide professional development

for key OFNZ decision makers. We will do this with the help of others. As a result, members, consumers and MPI will recognise us for being organised, with trusted, nation-wide, consistent decision-making processes.



From
listening to
your voices
OFNZ will

**Educate, inform and
take everyone with us
on this journey –
including PODs &
individual members**

We will design, build and deliver with our members and key stakeholders to get agreement on steps in our action plan, take them together in a consistent manner, with good communication at all stages.

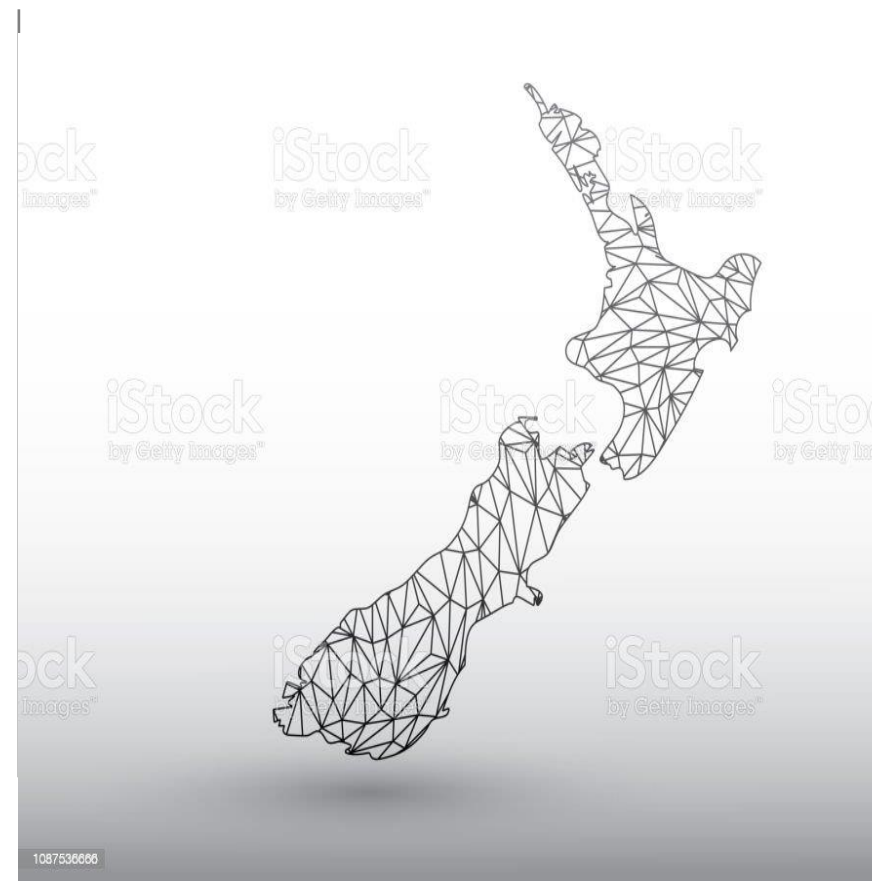
Our processes are uniform, accessible, national and aligned with MPI's emerging process – which we will influence.



From
listening to
your voices
OFNZ will

Create a strong national CM and auditor network

that supports and is supported by the leadership team. Together, local education and technical help in growing and marketing of produce will be developed.



From
listening to
your voices
OFNZ will

Develop a new Constitution

to ensure that our
organisation's refreshed
purpose, brand,
governance structure and
operational structures
and systems are properly
set

THE NEW ZEALAND CONSTITUTION ACT.

ENGLISH VERSION.

"THE NEW ZEALAND CONSTITUTION ACT, 1852."—
15 and 16 VICTORIA, CAP. 72, SEC. 71.

Her Majesty may cause Laws of Aboriginal Native Inhabitants to be maintained.

Passed 30th of June, 1852.

SECTION 71.—And Whereas it may be expedient that the Laws, Customs, and Usages of the Aboriginal or Native Inhabitants of New Zealand, so far as they are not repugnant to the general principles of Humanity, should for the present be maintained for the Government of themselves, in all their relations to and dealings with each other, and that particular districts should be set apart within which Laws, Customs, or Usages should be so observed. It should be lawful for Her Majesty, by any Letters Patent to be issued under the Great Seal of the United Kingdom from time to time to make Provisions for the purposes aforesaid, any repugnancy of any such Native's Laws, Customs, or Usages, to the Law of England or to in any part thereof, in any wise notwithstanding.

A Constitution for Aotearoa New Zealand

We propose a written, codified Constitution for New Zealand. That Constitution aims to set out in an accessible form and a single document the fundamental rules and principles under which New Zealand is to be governed. It defines the powers of the basic institutions of government and the rights of individuals. It deals not with individual elements of the constitution in isolation, but sets out the constitutional world as a coherent whole.

Constitution Aotearoa identifies the bedrock principles by which public power is to be exercised in New Zealand . . .

Geoffrey Palmer
& Andrew Butler



ORGANIC FARM NZ

Action Plan – next steps

We propose to use existing allocating budget to make immediate starts on key actions and use this to enhance our proposal and demonstrate action.

Action	When
1. Working group conclude findings, conclusions and actions	Monday 15 Aug
2. Finalise adjustments and prepare in PowerPoint format	Tuesday 16 Aug
3. Present to NCC and get their buy-in agree to any changes	Tuesday 16 Aug
4. Present AGM and get their approval – sign off	Saturday 20 Aug
5. Engage with key stakeholders – including MPI secure agreed seed funding	Mid November
6. Develop full proposal and action plan – requires full funding	End December

Questions?