

# Forum Members Guide

2017 / 2018



## **NZKGI Forum Members Guide**

The current NZKGI rules state that representatives will:

- Make themselves available, at reasonable times, to Growers who wish to make representations to NZKGI through that Representative;
- Fully and fairly represent their constituent Growers or, as the case may be, appointors to the best of their abilities; and
- Consult their constituent growers or, as the case may be, appointors:
- In order to become aware of the views of Growers on matters relating to the kiwifruit industry; and on issues requiring a vote at the Forum before the vote is taken, except where an urgent decision is required.

## **Additional guideline for NZKGI representatives**

### **Forum Members interaction with growers**

- Make an effort to get to know a reasonable number of growers in your region.
- Get feedback from growers who are relatively unvocal.
- Communicate with growers of your region to inform them of specific regional issues.
- Seek information and make yourself available for growers (e.g. preferably face-to-face, by providing your contact information and being available at events) and take any issues to the Forum.
- Consult with the Communications Manager<sup>1</sup> about how to best communicate with growers.
- Leverage secondary networks (e.g. supplier grower services reps, Zespri reps call centre etc) to enhance the understanding of growers and/or provide opportunity to gauge opinions.
- Communicate via the Weekly Update when appropriate.
- Wear NZKGI clothing (polo shirt and/or jacket) and name tag at grower and industry events.

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<sup>1</sup> Mike Murphy

## **Crisis**

- Support the Communications Manager in a crisis through the gathering of intelligence and distribution of communication.

## **Portfolios**

- Adhere to other representative's requests to find out about grower issues pertinent to their respective portfolio (you may use the Communications Manager to support you in this).
- Communicate portfolio findings amongst Forum Members at the Forum meeting and, when relevant, to the rest of the grower population (with support from the Communications Manager).
- Make requests for information from Forum Members clearly to growers so that they know what is required from them.

## **Communication with external stakeholders:**

- Unless expressly stated otherwise by the Chairperson, CEO or relevant NZKGI staff Member, only the aforementioned individuals can speak on NZKGI's behalf with external stakeholders such as media, local, regional and national government and social media.
- NZKGI representatives who speak with media can request media training from the Communications Manager. This can include training across a variety of channels from interviews with journalists to the use of social media.

# NZKGI's work is divided into six portfolios

## INDUSTRY STABILITY

NZKGI works with all industry players to understand the different operational and cultural dynamics to help establish and maintain important industry relationships and to actively support and protect the Single Point of Entry.



## COMMUNICATIONS

For almost quarter of a century, NZKGI has been the voice for New Zealand's kiwifruit growers, helping to make key decisions within the industry and acting as an advocate for the industry at government level.



## EXTERNAL RELATIONS

The target of the external relations portfolio is to build on community and local government relationships whilst being the advocate for kiwifruit growers on wider issues such as health and safety and resource management.





## PERFORMANCE

The Performance Portfolio aims to increase independent monitoring of Zespri, supply chain performance, equity between growers and ongoing research and development, whilst maintaining relationships with industry related bodies. NZKGI aims to achieve this through increasing transparency, robust KPIs and reporting.



## LABOUR & EDUCATION

It is estimated the industry will need another 2,000 permanent employees and 4,000 seasonal employees within the next few years. This future growth is dependent on the ability to attract and retain young people who are highly skilled and enthusiastic and develop them to become our industry's future leaders.



## ORGANISATIONAL MANAGEMENT

In 2016, NZKGI embarked on a strategic review which has seen a revision of high level strategy including a vision, mission statement and objectives. Guiding principles have been established to assist when considering specific projects.





# NZKGI

NEW ZEALAND KIWIFRUIT GROWERS

• MISSION • STATEMENT •

**To advocate, protect and enhance the commercial and political interests of New Zealand kiwifruit growers.**

• OBJECTIVES •

To develop an active and engaged membership base of growers across New Zealand.

LABOUR & EDUCATION

To facilitate effective communication between NZKGI and the wider industry and community.

EXTERNAL RELATIONS

To be the voice and credible advocate of New Zealand kiwifruit growers.

COMMUNICATIONS

To actively support and protect the single point of entry.

INDUSTRY STABILITY

To act responsibly and ethically on all economic, environmental, social, and regulatory issues to the benefit of NZKGI and the wider community.

ORGANISATIONAL MANAGEMENT

To be accountable for increasing transparency, robust KPI's, and reporting on Zespri and postharvest performance.

PERFORMANCE

• VISION •

**A strong grower advocacy organisation that leads growers and engages with industry partners.**