



# 2019 President's Annual Report

## Kath Cherrie

Last year's annual report started "As I come to the end of my last year as NZATD President" as Diane Edwards signed off from the role she had held for the previous six years. One year further on, I am penning an annual report at the end of my first year in the role. And what an amazing year it has been.

During her time as president Diane literally saved NZATD from dissolution. Under her leadership, the organisation has turned around and is thriving once again. Diane was ably supported during this time by a number of people, and particularly Beryl Oldham. As both of these wonderful women took steps back from active roles in our organization, I did wonder how the new National Executive would fare. I need not have worried.

Our new team of National Executive people got underway with a planning session in January. And it was an ambitious plan we put together to build on the place of strength the organization was at, moving it forward into our modern world.

We looked at the pillars that had been used to rebuild our organization, and decided they were still relevant. However, we did make a small but significant change. As it was obvious that viability had been taken care of, we decided community was a better focus.

The pillars we thought reflected our current place are:

**Value** – we are valued by the community and we provide value to L&D professionals

**Visibility** – visible within the industry and recognised outside the industry

**Community** – reflect the needs of Aotearoa

To help us move along the path to achieving these pillars we put a range of projects in place.

- Website
- Industry survey
- Communications
- Awards
- Competency Framework
- Conference
- Mentoring
- Diversity and Inclusion
- Reviewing all our MOUs

We also wanted to work on a range of BAU activities

- Magazine
- Event management
- Newsletter
- Membership expectations
- Membership management

*That was a huge list. Especially for a group of people who also have four branches to manage and run.*

We knew this was going to be an ambitious task and I am proud to advise we have had lots of wins throughout the year. Some significant outcomes have been achieved in some projects while others are progressing well. Some changed focus as we got to work on them. We even combined some projects. All in all, a huge amount of progress has been made.

1. We have reviewed and re-signed most of our agreements with similar organizations to work together – MOUs. We also added to our partners with a new agreement.
2. We have changed our approach to the newsletter. The second edition of our national newsletter is due out shortly. Very positive feedback was received for the first one, which was published in August.
3. Our event management is an ongoing work in progress. This is tied in with our communication. We are far more active in social media. Recently we implemented a new approach to

being in touch with our members and supporters. Weekly emails collating information from various sources have started. This is a change from the adhoc approach we had used as we were concerned we were bombing those very people.

There are a few teething issues with this new approach. We are working through these to ensure we continue to communicate with people in a timely manner.

4. Industry survey – after much work and planning with Russell Wordsworth from Canterbury University, the industry survey was distributed. The results were published recently. And plans are already underway for the 2020 survey.
5. The website has had a major revamp. And we have streamlined the process for updating it. Considerable extra traffic is already being drawn to it. So that is a huge initial win.

We are also working on a membership tool to add further services to the website. This will allow our members greater control over their membership, as well as provide better service to our Provider Directory. More will be coming about this soon.

6. Training and Development magazine – this is published by AITD. We are delighted to have re-established a positive working relationship with our colleagues in Australia. We have been actively promoting New Zealanders to submit articles for the quarterly magazine, and will continue to do so.

*I am sure I haven't covered all our progress this year, but that list is enough for now.*

### **What's next? More of the same!**

The membership tool on the website is our next big target. This will enable us to take the next step with the Competency Framework and the mentoring programme.

We also want to focus on Diversity and Inclusion as we work through what that means for NZATD and our members.

Immediately prior to the AGM the National Executive team are having a 2-day meeting. I am sure the result of that will be shared with you all early next year.

All of this work, plus the amazing events that have been happening in the Branches during 2019, have been undertaken by our amazing team.

From Auckland: Helen Reid (who has been our Vice President as well as Auckland Branch President), Joanna Smith and Heidi Lance and a great team on the committee.

From Waikato/Bay of Plenty: Karen Bain, and her small group of dedicated committee

From Wellington: Anna Wilton and Ron Batcup and an active committee team

From Canterbury: Karen Betony and Geoff Ngataierua along with a group of committee and supporters.

Janette Stewart has provided another year of sterling service as our Executive Officer. Carolyn Burns also has completed another wonderful year as our contract administrator.

Beryl Oldham has continued to work as an ex-officio member of the National Executive in the role of Treasurer. And Diane Edwards has been in the background providing advice and support as Immediate Past President.

I am incredibly grateful to all these people who have worked so hard for the NZATD members. And for the amazing support they have shown me during the year.

Thank you to the members who have taken the time to be in touch to let us know what they thought of our progress. I am delighted to say most of the feedback we have received has been positive.

2019 has been a great year for NZATD, and I am sure 2020 will be even better.