



Forum Members Guide 2021



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.
- consider the views of the New Zealand kiwifruit industry ahead of the views of their appointor when casting his or her vote.

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 Manager¹ about how to best communicate with Growers.
- Leverage secondary networks (e.g. supplier Grower services reps, Zespri reps, call center 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.

¹ 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 Portfolios:

Industry Stability: Through the Industry Stability portfolio, NZKGI supports the marketing structure of the Single Point of Entry (SPE) as requested by the vast majority of New Zealand kiwifruit Growers. The portfolio does this by developing strong relationships with Government, industry and international counterparts while identifying and mitigating threats.

Performance & Supply: NZKGI monitors Zespri and industry performance to ensure the industry works in the best interests of all kiwifruit Growers. NZKGI works with all industry players to understand the operational and economic dynamics and establish and maintain important industry relationships thereby positioning NZKGI as a credible voice for effective representation of Growers.

Communications: NZKGI Communications portfolio is the voice to and for New Zealand’s kiwifruit Growers. NZKGI gathers Grower views and presents them externally to give NZKGI a strong, collective representative voice. We also communicate important information to kiwifruit Growers to support the growth of a profitable and sustainable business.

Education: NZKGI works to attract, retain and develop new and existing members of the industry by working with schools, training providers and industry organisations. The portfolio promotes careers in the kiwifruit industry through events and resource materials. The Young Grower competition and Future Leaders provide further career development opportunities.

Labour: NZKGI works to identify future seasonal labour requirements and represent the industry within working groups and to a broad range of stakeholders, including Government. This includes coordination of the Recognised Seasonal Employer scheme, advocating worker welfare and focusing on areas such as transportation and accommodation.

External Relations: NZKGI's External Relations portfolio enhances the commercial and political interests of New Zealand kiwifruit Growers and works on the industry's behalf to lobby change in policy and wider issues such as Health & Safety and resource management, while maintaining community, local and central Government relationships.

Organisational Management: The Organisational Management portfolio ensures the organisation is professional and well run, with maximum benefit for the levy investment received. Communication of Member responsibilities, review of rules and management of NZKGI's finances all ensure seamless advocacy and the enhancement of New Zealand kiwifruit Growers interests.



NZKGI

NEW ZEALAND KIWIFRUIT GROWERS

· MISSION · STATEMENT ·

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

· OBJECTIVES ·

LABOUR & EDUCATION

To attract, retain and develop new and existing members of the industry & identify future seasonal labour requirements.

EXTERNAL RELATIONS

To enhance the commercial and political interests of New Zealand kiwifruit Growers.

COMMUNICATIONS

To be the voice to and for New Zealand's kiwifruit Growers.

PERFORMANCE & SUPPLY

We monitor Zespri and industry performance to ensure the industry works in the best interests of all kiwifruit Growers.

INDUSTRY STABILITY

To support the marketing structure of the Single Point of Entry.

ORGANISATIONAL MANAGEMENT

Ensures the organisation is professional and well run, with maximum benefit for the levy investment received.

· VISION ·

Innovative leadership succeeding through change.

· VALUES ·

*Integrity, Respect,
Accountable,
Independent*