

Agri-Women's Development Trust

Annual Report 2022



Our vision

Women are vital partners in world-leading New Zealand primary industries

Our purpose

Empower women to accelerate progress and change in the primary sector and rural communities

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Generation Change programme, Palmerston North

“This has been an incredible opportunity for me to listen to people who are working in the industry positions I didn’t think were even an opportunity for me!

It has provided me with a clear path to achieve what I believe my purpose will be within the industry as well as giving me the confidence to do what is required of myself to get there! ”

Generation Change participant

Chairs’ and General Manager’s **Report**

Tēnā koutou katoa

We are pleased to present AWDT’s annual report for the year ending 30 November 2022. As the effects of the pandemic continued to be felt, the needs of people in our rural communities and the businesses supporting them guided much of our effort.

Resilience has been a key theme in the delivery of our programmes, equipping both women and men the with mindsets, skills, confidence and connections to accelerate progress and positive change.

Leadership development remained a clear focus for building the capability needed to transform the sector to meet future challenges – leaders who are courageous, resilient and connected.

Our talented team of facilitators and dedicated staff continued to make an impact, delivering eight different programmes to 571 people, in-person and online. This was a great effort by our entire team who showed ongoing agility and adaptability as Covid continued to affect programme logistics and delivery modes.

This year saw the first public pilot of the Wāhine o te Whenua programme, hosted by the dedicated team at Ōhaki Marae, in Pawarenga. We thank Trustees Poto Davies and Anne-Marie Broughton for their commitment to this work. Having Trustees engaged in programme facilitation is a powerful message of aspiration to women we work with. This programme is helping us towards our goal of embedding Te Ao Māori values and perspectives in all programmes, further enriching leadership development.

Generation Change, our new workshop and mentoring programme for young women in tertiary study and training came to life both online and in-person, with more than 120 women joining the AWDT whānau including daughters of some of our alumni.

Future delivery of our programmes will continue to evolve. Fully facilitated online delivery is now a strength across the team and has proven impact. At the same time, we continue to see a desire for face-to-face delivery and the all-important social connections that many people have missed. Programme participants now expect choice, and AWDT is well-placed to respond to this.

In addition to programme delivery, we worked on two strategic projects alongside our partners and other sector

not-for-profits, with benefits on both sides in gaining better insights on how to better meet the sector needs.

We delivered a report and toolkit on primary sector not-for-profit organisational performance, alongside KPMG with funding from AGMARDT. We also served on a industry-led initiative working to achieve a more a cohesive and effective approach to supporting primary sector wellbeing.

Collaboration in all its forms was the glue for these two initiatives and was a recurring theme for the year. The KPMG work has posed the challenge for small and large primary sector organisations to collaborate more effectively, to meet the challenges the sector faces, as well as maintain viability.

The year end result will be as budgeted, close to a \$40k deficit. This reflected continued investment in maintaining and evolving our offerings, particularly online, and delivery on our commitments during the ongoing covid disruption.

A highlight of the year was the honour of winning the inaugural Beef + Lamb New Zealand award for People Development in the red meat sector, testament to the passion, creativity and commitment of our extended team, partners and participants over the years.

As a charitable trust, our mahi simply would not happen without the investment and support of our partners. Thank you for standing shoulder-to-shoulder with us and our participants.

We pay tribute and extend heartfelt thanks to Chair Linda Cooper who stepped down in May 2022 after three years as Chair, and trustees Fi Dalgety and Jenny Vernon who finished their terms on the board in November.

We also acknowledge and farewell staff members Joanne Kerslake, Diane Falconer and Keri Holmwood and thank them for their dedication and service over the past few years.

Finally, thank you to our entire team of staff, trustees, facilitators, alumni, partners and supporters who do what they do because they care deeply about our sector and rural communities, and the role of women in shaping a better world.

The focus for the year ahead will be reviewing AWDT’s business model to ensure future financial sustainability. We will continue to build leadership and resilience across all sectors and parts of the value and supply chains.



We believe there is opportunity to collaborate more substantively with willing parties who share our values and have complementary services, capabilities and networks. In doing so, we aim to meet the needs of current and future audiences, while retaining our focus on women. Growing cultural competence and connectivity will become an important element of future collaboration for change.

E hara taku toa I te toa takitahi, he toa takitini – my strength is not as an individual, but as a collective.

Ngā mihi nui

Keri Johnston & Murray Donald, Co-Chairs

Lisa Sims, General Manager



AWDT team and alumni celebrate winning the People Development Award with Sam McIvor, Beef + Lamb New Zealand CEO

Board of **Trustees**

As part of succession planning and a maturing governance model, Co-Chairs were appointed in June 2022 and the number of trustees reduced to more closely reflect AWDT's size.

Linda Cooper stepped down from the Chair, and serving Trustees Murray Donald and Keri Johnston were appointed Co-Chairs in June. Trustees Fi Dalgety and Jenni Vernon stepped down in November.

We pay tribute to and extend heartfelt thanks to Linda, Fi and Jenny for their leadership, service and support of our kaupapa over the years.

"I am excited for the trust's future with the new programmes rolling out, the continued support of our partners, new developing partnerships, and the talent around the board and staff tables."

Linda Cooper - AWDT Chair 2019 - 2022



Keri Johnston
Co-Chair



Murray Donald
Co-Chair



Anne-Marie Broughton
Trustee



Poto Davies
Trustee



Jenni Vernon
Trustee



Fi Dalgety
Trustee



Linda Cooper
(Chair, retired May 2022)



Lindy Nelson MNZM
Founder

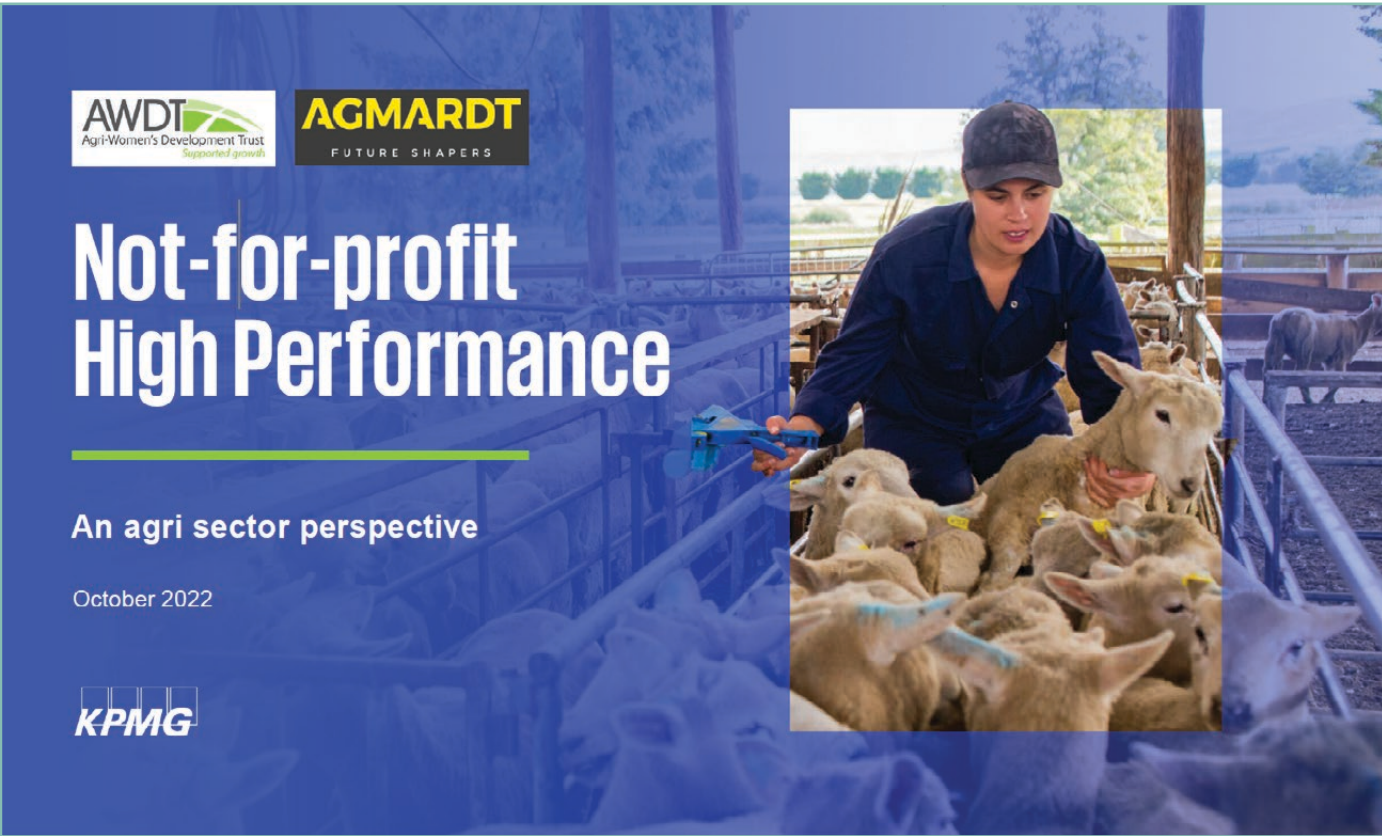


Mavis Mullins MNZM
Patron

Stronger not-for-profits

"Not-for-profits play a critical role in New Zealand's society and economy. They are significant contributors to our GDP, employment, and overall wellbeing – fulfilling needs that might not have otherwise been met."

KPMG Not-for-Profit High Performance report 2022



During the year, AWDT commissioned and led a project designed to build sustainability and resilience of the food and fibre sector's essential not-for-profit organisations.

Produced by KPMG and funded by AGMARDT, the report provides insights into the opportunities the current sector trends present and practical tools to challenge current not-for-profit performance and future resilience.

As evident in the report, opportunities exist for agri not-for-profits to build on our strengths and magnify impact by harnessing the collective power of the sector: cultivating talent, leveraging synergies, fostering innovation, and lifting executorial discipline.

As well as using the report to help shape AWDT's own future, we look forward to quality conversations and collaborations between entities of all stripes, committed to meet future sector needs.

Thank you to AGMARDT for funding this project, Charmian Mead and Ian Proudfoot (KPMG), Mandy Armstrong (AWDT) and all the organisations and individuals who provided insights and input.



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wāhine leading ahuwhenua, iwi and hapu development

Wāhine o te **Whenua**

“I thought I didn’t ‘fit’ the primary sector, but the programme has lit up my enthusiasm for connecting back to the whenua. I’m now looking for opportunities and seeing things pop up. It’s important – I didn’t grow up on the whenua but am returning to it and am helping my hapu set vision and goals.”

Wāhine o te Whenua participant



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women knowing their ‘leadership why’ & stepping up

Next **Level**

“I had all the puzzle pieces but was having trouble putting them together. Next Level solidified the trajectory I was on.

It’s the ability to build a network of like-minded people, the wisdom in the room, that’s invaluable. It’s the little pieces of gold that you pick up on the way that will stick with you forever.”

Jenna Smith, CEO Pouarua Farms



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women accelerating progress and change

Escalator

“My Escalator journey has and will continue to have a huge impact on the way I lead. I now have a deeper understanding of my why and my strengths, and a kete of leadership tools to help me become a greater enabler of the collaboration necessary to create positive change in our sector. I’ve also gained amazing bunch of cheerleaders and challengers through my cohort.”

Kelly Forster, Programme Director
He Waka Eke Noa



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young women – bringing purpose to food & fibre

Generation **Change**

“A great reminder to follow my passions, be authentic, try new things, be open to opportunities and to create and keep working on a career plan.”

“Inspiring; makes me proud to be a woman in the agricultural industry.”

Generation Change participants



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women and men prioritising wellbeing

Know your Mindset. **Do what Matters**

It wasn't a massive course, not a massive commitment, so you're going to get a lot out of it in a short space of time. At all different levels, there's going to be something that you can pick out of it, useful little gems – whether it's identifying stress in yourself or thinking about how you can help someone else who might be going through a tough time.

Alice & Dave Trevelyan, The Native Dairy Farmer

The most valuable part of the programme...

"Leaning how to notice stress responses and change choices"

"Clarity on how values impact how we can make behavioural changes"

"The authenticity of the facilitators and their relatability to the farming sector"

"Making the action plan, making us accountable"

Beef + Lamb New Zealand Farmer Councillors



Beef + Lamb New Zealand Farmer Council Conference delivery

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farming partners building resilient businesses

Our Resilient **Farming Business**

We've used tools from the programme, and it also helped us learn how we all respond when we go through challenging circumstances and how we can move on from events faster.

We have learnt to focus on things we can control – such as training staff, looking after livestock and having a good understanding of our financials – and changing things when we need to, instead of worrying about what we cannot control such as the weather, interest rates, climate, etc.

Ann & Scott Henderson



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women finding their true value and direction



It's all **about YOU**

"The programme meets people at whatever stage they are at. If you don't quite know your place in this world or are looking for direction, then it will meet you there. If you've already got a lot of hats that you wear outside of the farm, career or family and you are just wanting to grow yourself, then it will meet you in that space.

This year our cohort has been together and supporting each other for nine years. It is a privilege to be connected with a group of women on this journey; together, we have been through some of life's big challenges. The group support means we have collective strength and we grow together through the tough times. I think that strength comes from sharing our stories, and the collective oomph that we get when we are together. This kind of support is invaluable."

Katherine Gillespie, GrowForte

Strategic Partners



Programme Partners

Ministry for Primary Industries
Manatū Ahu Matua



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