



# GROWING NZ



Annual report for the  
Primary Industry Capability Alliance  
**YEAR TO 30 JUNE 2018**

Primary Industry Capability Alliance (PICA) - industry, educators and government working together to attract and grow a diverse range of talented people in our innovative primary sectors.

Founded in 2014, PICA is a not-for-profit incorporated society funded by its members.

Our members are:



Profitability. Sustainability. Competitiveness.



Ministry for Primary Industries  
Manatū Ahu Matua



# MESSAGE FROM THE CHAIR

## My new role

I feel fortunate to have been appointed as PICA's Chair at a time of increased awareness and focus on the importance of people in the future of our primary sectors. Since taking up the role as Chair in February 2018, I have gained an increased understanding of PICA's principles and goals, and the critical role our members play in its success. Our members are not only valued for the financial contribution they make to PICA, but also for the huge 'in-kind' contribution they make via our Board, Advisory and Working Groups, and by participating in our activities. Their generosity and expertise create value for all members.

## Changes to the board

I would like to acknowledge our previous Chair, Mark Paine (DairyNZ), and previous board members Di Falconer (Beef + Lamb New Zealand) and Terry Copeland (New Zealand Young Farmers). Their contributions and influence has guided PICA to where it is today.

Mark stepped down from the board in May 2018. Since becoming Chair in 2014, he played an instrumental role in supporting PICA's CEO. As a result, PICA is in good heart - fiscally, operationally and strategically.

Di resigned from the board in October 2017 (at the time I joined) and in June 2018 we welcomed Jenny Jago (DairyNZ). I look forward to working with Jenny, and board member Arthur Graves (Taratahi), in the year ahead.

## The past year

With input from our Advisory Group, we redefined PICA's vision and purpose and developed a new set of principles and goals. We now have a strategic and operations plan in place and with input from our members we are finalising a set of KPIs to measure our success.

In February we welcomed our newest member The National Council for New Zealand Wool Interests Inc. A small group with limited funding, their commitment to PICA is evidence of the value we can offer by working together.

Our increased focus on research, knowledge and insights has significant implications for PICA and our members. A range of initiatives has helped position us as a valuable source of independent information on capability - capitalising on our members' research expertise; organising events such as the Research Forum; commissioning research into career changers; and collating relevant research by our members and other organisations into an online research resource. Sharing the right kind of information with our members will allow them to make the best possible decisions.

We identified the opportunity to develop a more robust and collaborative programme to promote primary sector careers to secondary schools. Working together and drawing on the strengths of other organisations, enabled us to focus on target audiences and expand our secondary school programme throughout New Zealand. As a result, I am pleased to report that we achieved better outcomes for members, teachers and students.

## The year ahead

I believe that our future success will depend on our ability to collaborate. Finding ways to harness the goodwill and expertise of our members while engaging with our wider community is crucial. We and our members need to encourage other organisations with strong connections to our primary sectors to climb aboard.

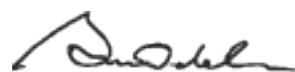
While it will be important to continue attracting young talent to our primary sectors, career changers with skills and experience from other sectors will also play a significant role in shaping our future. For that reason we are committed to connecting with them too.

Evolving our membership structure will ensure our long-term sustainability. In my role as Chair, I look forward to promoting a more diverse representation of members and independent board members on our Board and Advisory Board. Members making a financial contribution to PICA is only one part of the equation. Contributing their expertise via our Advisory and Working Groups, and by participating in our activities, are equally as important.

## Thank you

PICA would not exist without its members. I would like to thank everyone for the time, energy and expertise they have contributed to our Advisory and Working Groups. We look forward to working with you in the year ahead.

Finally, I would like to acknowledge our CEO, Dr Michelle Glogau - for her professionalism, leadership and engagement with members and other organisations interested in New Zealand's primary sectors. With the support of a small, talented and flexible team (that delivers programmes and activities and supports our members' initiatives all over the country) Michelle has taken PICA to a new level.



Richard Wakelin  
Chair, PICA

# OUR PEOPLE

## THE BOARD

PICA's board is made up of representatives of governing members and a representative of the Advisory Group. Richard Wakelin was welcomed onto the Board as the new Beef + Lamb New Zealand representative taking over from Di Falconer, and Dr Jenny Jago as the new DairyNZ representative taking over from Mark Paine in June 2018. Arthur Graves, Chief Executive, Taratahi Institute of Agriculture continued in his role as the Advisory Group representative.



Richard Wakelin  
Chair  
(from Feb 2018)



Dr Mark Paine  
Chair  
(to Feb 2018)



Arthur Graves



Dr Jenny Jago

## ADVISORY GROUP

PICA's Advisory Group is made up of representatives of all its members. With a wealth of industry expertise and a commitment to a 'joined-up' and collaborative approach, PICA's Advisory Group helps to set the Alliance's direction and shapes its activities and initiatives.

Current Advisory Group members are:

- > DairyNZ – Greg Murrow
- > Beef + Lamb New Zealand – Doug Macredie
- > Ministry for Primary Industries – Thea Wallace/Dr Richard Lynch
- > Primary ITO – Mike Stephens
- > Lincoln University – Jaime Shone
- > NZ Young Farmers – Terry Copeland/Trevor McIntyre
- > Taratahi Institute of Agriculture – Richard Wanhill/ Arthur Graves
- > Ara Institute of Canterbury – Leonie Rasmussen
- > Foundation for Arable Research – Anna Heslop
- > Forest Owners Association – Venise Comfort/Glen Mackie
- > National Council of New Zealand Wool Interests Inc – Philippa Wright

## WORKING GROUPS

An important part of PICA's work is that of its working groups which help us to structure and execute our work programme. Composed of staff from our member organisations, their input and contributions are important and appreciated.

### SCHOOLS WORKING GROUP

The secondary schools working group has a vision of:

- > Increasing the understanding in school communities of the importance of the primary sectors in New Zealand, and;
- > Attracting talented people into primary sector careers to meet current and future capability requirements.

We are pleased to also have representatives of the Ministry of Education and the Tertiary Education Commission on this group, providing valuable connections and input.

Members of this working group are:

- > DairyNZ – Susan Stokes
- > Beef + Lamb New Zealand – Doug Macredie
- > Ministry for Primary Industries – Dr Vicki Compton/  
Dr Jaimie-Leigh Jonker
- > Primary ITO – Derek McCullum/Kellie Lavery
- > Lincoln University – Jaime Shone
- > NZ Young Farmers – Christel Chapman/Trevor McIntyre
- > Taratahi Institute of Agriculture – Tess Appleby
- > Ara Institute of Canterbury – Leonie Rasmussen
- > Foundation for Arable Research – Anna Heslop
- > Forest Owners Association – Venise Comfort/Glen Mackie
- > National Council of New Zealand Wool Interests Inc.  
– Allan Frazer
- > Ministry of Education – Miriam Gibson/Margaret McNie
- > Tertiary Education Commission (CareersNZ) – Chris Travers

### COMMUNICATIONS AND MARKETING WORKING GROUP

This working group focuses on the communications and marketing aspects of PICA's work, which includes considering messaging, channels, and developing collateral.

Members of this working group are:

- > DairyNZ – John Willats/Belinda Jeursen
- > Beef + Lamb New Zealand – Doug Macredie
- > Ministry for Primary Industries – Shelley Biswell/  
Kelly Lowe
- > Primary ITO – Charlotte Steel/Kellie Lavery
- > Lincoln University – Jamie Shone/Kate Flower
- > NZ Young Farmers – Trevor McIntyre
- > Taratahi Institute of Agriculture – Tess Appleby
- > Ara Institute of Canterbury – Leonie Rasmussen
- > Foundation for Arable Research – Anna Heslop
- > Forest Owners Association – Glen Mackie/Don Carson
- > National Council of New Zealand Wool Interests Inc.  
– Allan Frazer

## OUR TEAM

L-R: Dr Michelle Glogau,  
Sarah Connor,  
Deb Lynch,  
Desrae Ngatai



# CHIEF EXECUTIVE REPORT

PICA is a collaborative organisation with a simple proposition: by joining forces and working together we can achieve far more than any one of us can on our own.

There are positive signs that this approach is starting to have traction. By positioning ourselves collaboratively under the positive and inspiring "GrowingNZ" brand at career events we're well on our way to changing people's perceptions of the career opportunities available in our primary sectors. We're becoming recognised for the value of our shared data, research and the unique insights these can offer our members and stakeholders. And as PICA and its members become more aligned strategically, our 'voice' is getting stronger. We're also pleased to see the workforce we need moving in the right direction. Along with the increase in workforce numbers, our latest data also indicates that we are attracting more talented people, and retaining them for longer.

Although these statistics are heartening, we've still got a way to go. To stay on track, over the past year, the Board and Advisory Group refocused PICA's strategy which resulted in a new vision and purpose. We also identified a set of five principles to guide our operations – essentially a code of conduct for both members and PICA staff. We also clarified our strategic goals – three interlinked themes of Growing Demand, Influence and Active Alliance. We have built our operational plan to deliver on them. The last piece of work, in its final stages, is to put in place Key Performance Indicators (KPIs) to measure our success against our goals.

The combination of these many activities has given PICA a clear purpose and strategic direction for the next four years.

To help deliver our work programme over the past year, we've been fortunate to have gained the skills, expertise and enthusiasm of a small but effective team. Desrae Ngatai, joined us as the Events Manager and Administration in October, and quickly stepped up to co-ordinating our working

groups and collaborative events. This has enabled us to take on a broader range of programmes. Sarah Connor joined us in September as our Marketing and Communications Manager to help us tell our story and make the most of our messaging and branding opportunities. To round out the team, Deb Lynch joined us in November, initially as a Project Manager to work on our data collection projects (scholarships, research, school engagement), but as soon we discovered she was a digital native we quickly tasked her with managing our online presence.

Working collaboratively takes effort but opens up huge opportunities for everyone. We appreciate the many contributions our members make – not just financially, but also through bringing their expertise to our Advisory Group and Working Groups, sharing information and data, and participating in our joint activities and initiatives. By working together over the past year, we're proud of what we've achieved. A summary of our shared successes is outlined in the following pages.

We have an exciting programme planned for the 2018-19 year which builds on our recent success, and explores new areas of research, initiatives and focus.

Thank you for all your support. I look forward to working with you in the year ahead.



Dr Michelle Glogau  
Chief Executive, PICA

**83% - 88%**

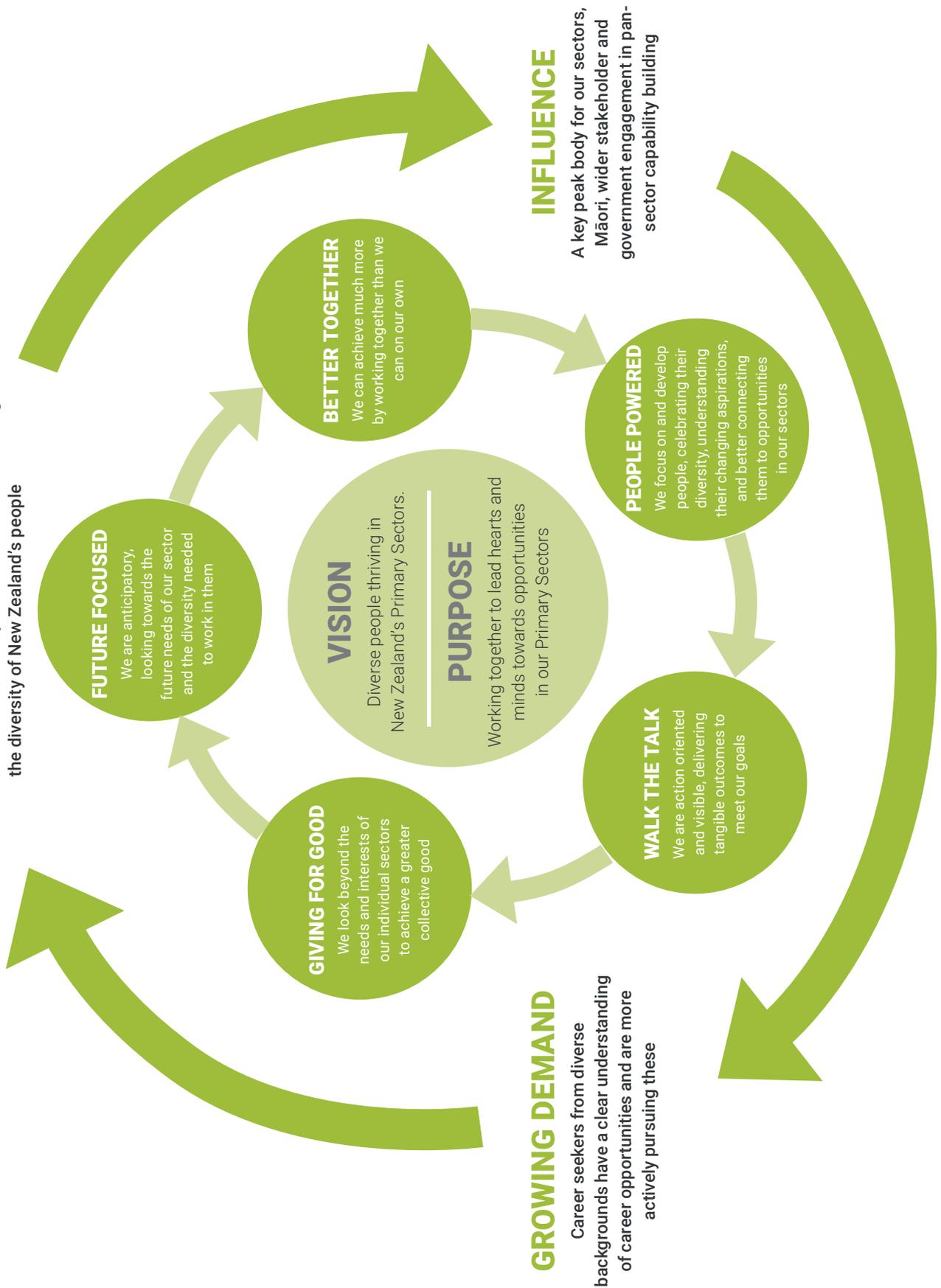
of students are more aware about primary sector opportunities after a GrowingNZ intervention

GROWING  
**NZ**

# PICA STRATEGY 2017-2021

## ACTIVE ALLIANCE

A collaborative and effective pan-sector alliance reflecting the diversity of New Zealand's people

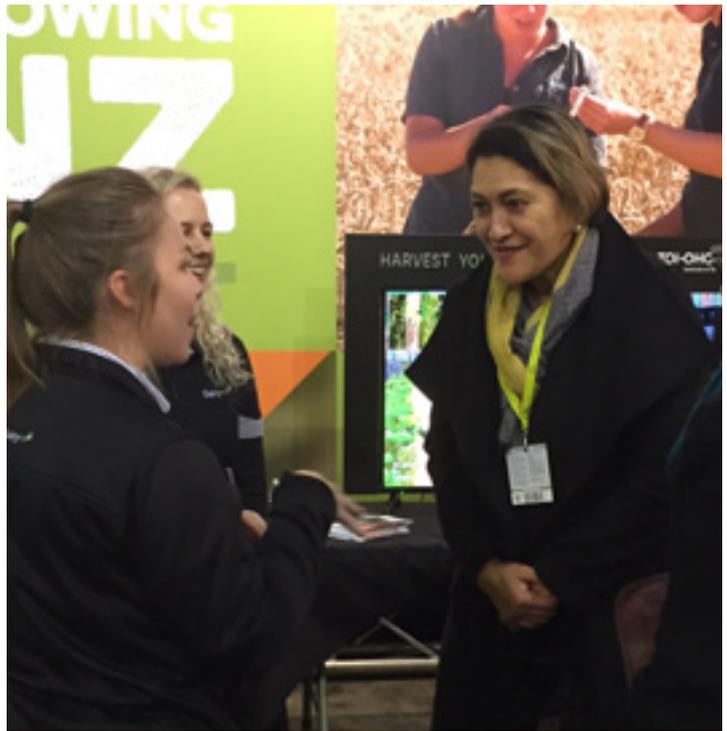


# GROWING DEMAND

## PROMOTING PRIMARY SECTOR CAREERS

Careers expos provide us with a great opportunity to promote primary sector careers to a broad range of students and career changers, and often their influencers too (teachers and parents). With expos being held in New Zealand's main centres, regionally, clusters of schools, and even individual schools, there is no shortage of opportunities to engage with students. This year, alongside the national events, we also trialled GrowingNZ stands at two regional and two combined school expos. Each were a great success primarily because they allowed us to have more in-depth conversations with students, and the chance to engage with their parents at the same time.

We also promoted careers in the Education and Careers Hub at Mystery Creek Fielddays. This year, our presence was expanded by joining up with the Forest Owners Association's stand and the Tertiary Education Commission (CareersNZ). As well as promoting careers to visiting students, the Hub and our stand proved to be a success amongst politicians with visits from Associate Minister of Agriculture Hon Meka Whaitiri and MPs Simon Bridges and Barbara Kuriger.



Engaging and enthusiastic role models, DairyNZ scholars telling their story to the Associate Minister of Agriculture, Hon Meka Whaitiri.



  
**58%**

of students said they would be likely or very likely to consider a primary sector career after visiting the GrowingNZ stand (up from 22% baseline).

The GrowingNZ careers expo campaigns are a shared effort. GrowingNZ provides the backdrop while our members and young professionals sourced through members' networks help front the stand. Together, members and young professionals engage students to raise awareness of potential careers and share their expertise about a range of education and career paths. Over the past year, our joint efforts at careers expos enabled us to potentially get in front of over 40,000 students from 275 schools. Our recent visitor surveys confirmed that expos can be successful in raising awareness and changing student's attitudes towards primary sector careers.

Our 'imagine life without...' campaign highlighted a range of roles associated with everyday products related to our primary sectors – ice cream, toilet paper, beef patties and cereal.



**Our campaign successfully raised awareness about career opportunities in our primary sectors by**

**83%**

**amongst visitors.**



**“GrowingNZ provides an identity for members wanting to send the same, clear message. Working together gives us the strength and support we need to change people’s perceptions of education, training, and career opportunities across our primary sectors.”**

– Susan Stokes, DairyNZ

## ATTRACTING TARGET STUDENTS

One of the key findings of the People Powered report is that we will need a workforce with more professional skills, particularly in science, technology, business and management. To engage and attract students with these skills, the GrowingNZ Innovation Challenge Days were created with funding from DairyNZ and Beef + Lamb New Zealand, the talents of the Young Enterprise Trust and input from our members.

The fast-paced facilitated days give Year 10-11 students the opportunity to use investigative research and their practical knowledge of science, technology and business to solve a series of real-life challenges facing our primary sectors. Teams of four students are presented with one of 17 diverse challenges ranging from keeping cows cool in hot weather and developing a traceability system for tracking timber products, to finding new innovative uses for cross-bred wool.

Sector experts provide background information about their challenge then the students are left to brainstorm, design and build a rough prototype solution using at least two enablers. At the end of the day, the teams present their solution back to the representatives for judging, with the winners of each challenge then presenting to everyone.

Over the past (financial) year, we've held 8 Challenge Days throughout New Zealand, with 581 students and 76 teachers from 76 schools attending. It's obvious that the students enjoy them (they rated them a 4 out of 5), and they're effective - 88% of students had a greater awareness about career opportunities in our primary sectors after attending. However, what really impresses us is the feedback from everyone involved – sector representatives, students and teachers.

To broaden our reach, the Challenge Days are also available in a DIY resource for teachers to use in the classroom over a series of lessons. As an extra incentive, their students can submit an entry for judging at the end of each term. We've been delighted with the response - 10 teachers have already used the resource to date in 2018. Students have also taken up the challenge, and an increasing number are entering the competition with 33 team entries in Term 2.

To continue our engagement with this target group of students as they progress through secondary school, the MPI GrowingNZ sustainability YES award – food and fibre for the future, encourages students to apply their business and entrepreneurial skills to our primary sectors, with a focus on sustainability. Sponsored by the Ministry for Primary Industries, it attracted entries from 47 schools.

**“Now I know there are so many problems to solve, I’m excited about the idea of having a job that requires me to come up with the solutions.”**

– Student attending the Wellington GrowingNZ Innovation Challenge.

**“What a wonderful experience to see such creative ideas from such young minds.”**

– Laurie Boniface, wool sector representative at the Auckland GrowingNZ Innovation Challenge Day.



**It's a winning combination – the GrowingNZ Innovation Challenge Days provide a unique opportunity for us to inspire one of our target audiences (science, technology and business students) about careers in our primary sectors.**

## ENGAGING WITH TEACHERS

Over the past year, we significantly increased our engagement with teachers given the key role they play in influencing students in career choices (PICA research). In addition to engaging teachers and careers advisors accompanying students to careers expos and events such as the GrowingNZ Innovation Challenge, we also targeted technology and science teachers to complement our focus on students with those skills. To this end, together with our members, we presented plenaries, hosted workshops and/or had stands at the National AgriBusiness, NZ Association for Environmental Education (NZAEE), Technology Education NZ (TENZ), and Science (SCICON) teacher conferences, as well as the Careers and Transition Education Association (CATE) conference.

To support our face-to-face engagements, and to provide our target audiences with additional information on career opportunities and educational pathways in our primary sectors, we developed a GrowingNZ teacher resource kit. This contains information about PICA, its members, activities, resources and members' promotional material which we customise for different audiences. The kits are also available for members to use in their programmes. Since we hold promotional material from most of our members, it saves them time and money by providing a one-stop shop for information about potential careers.



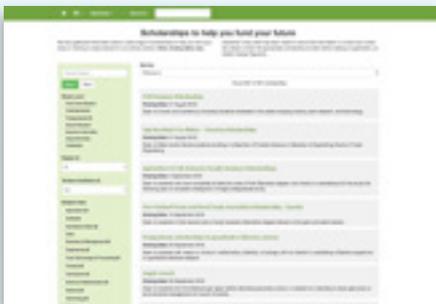
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GrowingNZ resource kits containing information from all our members about careers, activities and resources have been distributed to teachers.



Teachers experience the Innovation Challenge at our SCICON workshop.

## MORE ACCESSIBLE SCHOLARSHIPS



Although "fees-free" may have reduced the financial pressure on first-year students, scholarships still provide an effective way to attract talented students to primary sector fields of study and careers, particularly when scholarships offer benefits such as mentoring, work experience or networking opportunities. Scholars play a vital part in our careers promotions programmes. As role models they inspire and encourage young people to consider future study and career options in our primary sectors.

One of the most visited pages on our website [growingnz.org.nz](http://growingnz.org.nz) is our Scholarship database. Originally developed in 2016, we relaunched it earlier in the year, doubling the number of scholarships to 280 (worth over \$3 million) and extending it to include internships, cadetships and apprenticeships. We added new functionality to help potential applicants narrow down the scholarships of most interest or relevance to them. Other filters allow them to select special criteria such as scholarships for students from a particular region, or wanting to attend a specific tertiary institution, or for Māori and Pacifica Peoples. To make the connection between scholarships and career opportunities, we've added links to potential roles that each scholarship, or field of study could lead to.

Supported by a 'scholarships to help fund your future' campaign, in the first 2.5 months after launch, we drove a 55% increase in visitors to our website and an 11-fold increase in visitors to the scholarship pages. An added benefit for PICA members is that their scholarships are highlighted to give them more prominence.

# INFLUENCE

## SHARING RESEARCH

A new and joint initiative in the past year was PICA's research forum which focussed on human capability. Co-hosted with DairyNZ, it provided a unique opportunity for industry, government agencies, and educators to access valuable research and knowledge. Attendees also had the opportunity to contribute their ideas about areas for future research which would help them achieve their goals.

Opened by the Associate Minister of Agriculture, Hon Meka Whaitiri, the forum addressed three key areas:

- > What kind of workforce do we need to meet the primary sectors future needs?
- > Return on Investment into capability – if we invest in human capability what is it worth?
- > Measuring success and progress towards our sector capability goals.

With over 40 delegates attending from PICA members and non-member organisations, the forum was a great success (85% of participants surveyed rated it as very valuable or extremely valuable). Feedback from the closing sessions highlighted the need for ongoing research into capability, and scope for future forums to be expanded into more practical sessions. With PICA taking an increasing role in carrying out research and facilitating the sharing of research and knowledge, plans to host a research forum in 2018 are already underway.



PICA's inaugural Research forum, co-hosted with DairyNZ, started a valuable conversation about several key research themes and highlighted areas that need further investigation.

**“The forum helped me get up to speed with the latest research and was a valuable networking opportunity. I’ve since had 5 – 6 delegates contact me about our initiatives and how we can work together. The sense of partnership throughout a wide-range of discussions amongst people from different sectors was fantastic.”**

*– Peter Hampton, Deputy Headmaster at St Paul's Collegiate School*

## NEW ONLINE RESEARCH RESOURCE

Access to relevant research and reports is critical for us and our members to make evidence-based decisions. It also informs effective strategies and investments. Our research forum highlighted the value in sharing and discussing research between our members. To facilitate the sharing of research and reports at other times, we've embarked on a project to collate current and relevant research and reports into a database. This includes research commissioned by individual primary sectors (which is not usually available to others). In its final stage of development, the research and reports will be available in an online resource on the GrowingNZ website in the coming months.

## PROFILING CAREER CHANGERS

Previous research has identified “career changers” as an important source of highly valuable recruits. They make up the largest group of new entrants to our primary sectors, bring skills and experience from other sectors, and potentially continue to have successful careers in our sector. However, little is known about career changers – which sectors they come from, how long they stay, what demographics they represent, or whether they accept a reduced salary when they make the change. To better understand this group and to find ways to engage with them, we commissioned the management consultancy firm Scarlatti to identify attributes of successful career changers using IDI data.

Note: a career changer was defined as having at least one year’s work experience within any other sector.

The following are highlights from the research. A full report is available to all members, as well as individual sector reports.

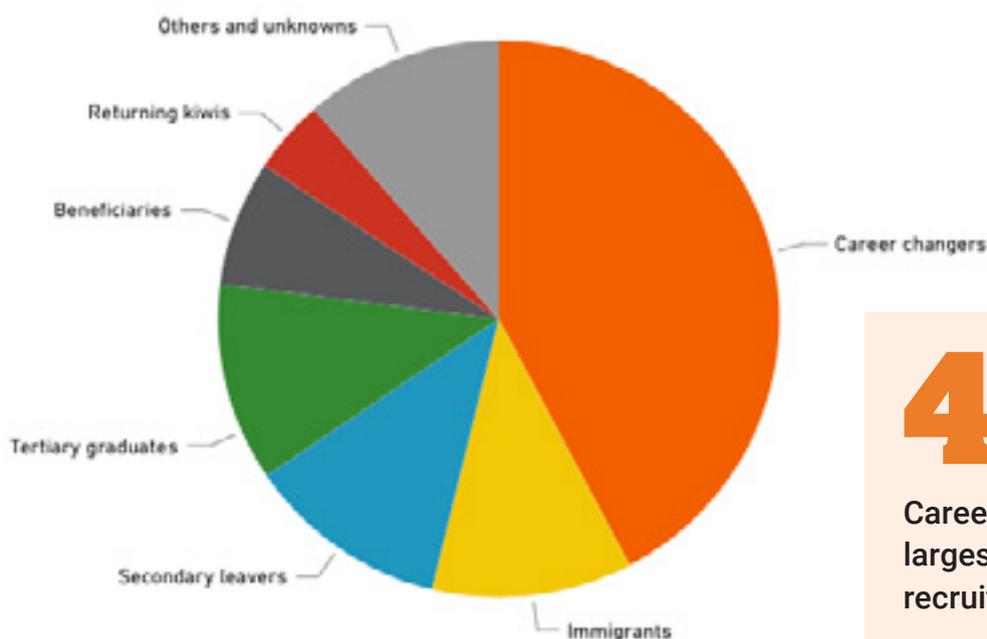
- > Career changers are the largest source of new recruits into the primary sector although the number of immigrant recruits has been steadily increasing since 2012 and now matches the number of secondary school leavers and tertiary graduates (around 11%).
- > Career changers stay slightly longer in the sector compared with other new entrants, and as a rule, recruits in their 30s and 40s are the most likely to be retained.
- > The two most important predictors of a career changer staying in the primary sector are an existing rural location/ family connection with the sector and a stable work history.
- > Career changers enjoy a higher growth in income after starting their new career than in the years leading up to their change.
- > For those motivated by the opportunity to be self-employed, a high proportion of career changers progress quickly into self-employment – higher than any other group of new entrants.

The research provides valuable insights into this important group of recruits and will help inform PICA’s and our members’ strategies in this area. Over the coming year, we’ll be developing an engagement strategy to more effectively connect with this target audience.

**“We can target schools and school leavers relatively easily because we know where they are. But potential career changers? We (members) need to work smartly, and together, to attract people working outside our sector who might already have the skills we need.”**

– Richard Wakelin, Beef + Lamb NZ

## Sources of new entrants



# 42%

**Career changers are the largest source of new recruits to agriculture**

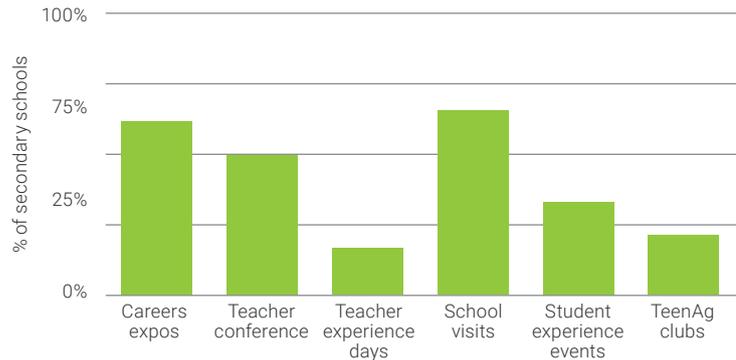
# INSIGHTS INTO SECONDARY SCHOOL ENGAGEMENT

Engaging with secondary school communities has been a key focus area for PICA since it was formed in 2014. Through GrowingNZ and our members' initiatives, we now have in place a comprehensive secondary school career engagement programme of linked activities, resources (including curriculum) and events. These interventions range from creating general awareness of opportunities in our primary sectors through career expos to highly targeted engagement with individual students to recruit specific skills sets into the primary sectors such as the GrowingNZ Innovation Challenge.

Over the year we collate information from our members on their engagement activities with various schools. This shared data provides access to insights into the level of engagement by schools to our collective interventions. Sharing information on engagement also provides us with the opportunity to identify areas of duplication or gaps, and opportunities for more strategic approaches.

## Insights from this year's survey:

- > 82% of secondary schools engaged in at least one intervention relating to awareness about primary sector careers.
- > The most engaged schools are co-educational, with boarders, from the Taranaki, Waikato and Canterbury regions.
- > Careers expos (national, regional, school and fieldays), teacher conferences (CATE, HATA, AgriBusiness) and school visits (liaison teams, scholars, ambassadors) had the greatest reach.



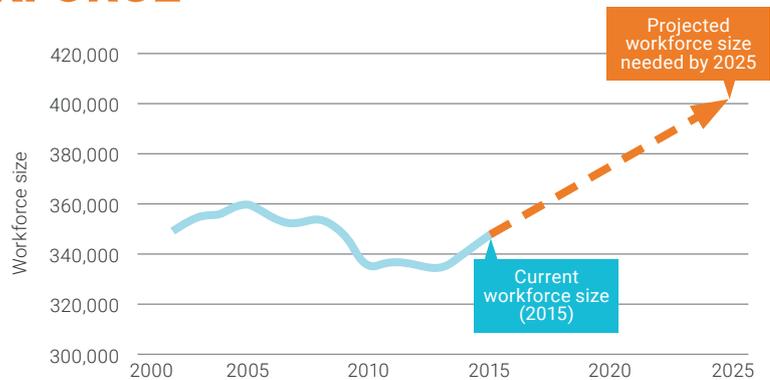
Percentage of secondary schools participating in interventions that raise awareness about primary sector opportunities

# MONITORING THE WORKFORCE

The workforce size and capability are key indicators of our progress toward the strategic projections identified in the *Future Capability* report\*. Our latest figures are published to the right. Individual sector reports are available for members.

Following a period of decline, then a relatively static workforce, we are starting to see an increase in the total workforce. If this continues, we will be on target to achieve the overall workforce size identified in the Future Capability report. Although the increasing workforce size is a good sign, we also need to grow its capability. There are some positive signs – we're attracting more talented recruits (as measured by NCEA scores), and we're holding onto them for longer. However, the number of people completing qualifications in agricultural fields continues to decline, both in pre-employment training (mainly polytechnics and universities), and on-the-job training through Industry Training Organisations. There are several trials underway to make study more accessible and attractive, for example through micro-credentials (short courses) and recognition of prior learning (RPL).

\*Future capability needs for the primary industries in New Zealand (April 2014). Report for the Ministry for Primary Industries.



Total workforce size is increasing after a number of years of decline.



There has been little change in our overall scorecard to attract, grow and retain a skilled and motivated workforce.

# BETTER TOGETHER

## OUR VOICE

PICA holds a unique position as a collaborative organisation - including industry, educators, and government - to present a cross-sector position on primary sector capability needs and pipeline issues. Our collaborative status provides opportunities for our 'voice' to be heard beyond what any member can achieve on its own. It also creates opportunities for us to participate in workshops and events in the wider sector and with other stakeholders.

Over the past year, PICA has provided input into:

- > The Sector Workforce Engagement Programme (SWEP) which aims to improve employers' access to reliable and appropriately skilled staff at the right time and place, while giving priority to domestic job seekers including NEETs (Not in Employment, Education and Training). The Federated Farmer Dairy Apprentice Scheme was an initiative that originated from this group.
- > The Agribusiness Management Working Group which is looking at ways to lift recruitment and delivery of the Level 5 Agribusiness Diploma. Although focussed on dairy farmers, two projects from this group - trialling of micro-credentials (short courses) and recognition of prior learning (RPL) - will have application to other sectors.
- > Primary Industry Training Organisation (ITO) Industry Partner Groups (IPGs) which provides input into qualifications, programmes and training to ensure they meet the current and future needs of the sector. This year we participated in the Dairy, Sheep & Beef, Wool IPGs.

We also participated in workshops initiated by the Tertiary Education Commission and the Ministry for Primary Industries to build capability in the primary sectors in general, and specifically for the One Billion Trees Programme, as well as in member-led strategic groups reviewing the capability building needs of their sector.

PICA has also gained recognition at a political level. This was highlighted at Mystery Creek Fielddays where the GrowingNZ stand was visited by Hon Meka Whaitiri, Associate Minister of Agriculture, and MPs Simon Bridges and Barbara Kuriger. We will continue to build our relationships with them and other politicians with an interest in supporting our primary sectors' capability needs.

**“We can have a bigger impact if we come together as one voice. We need to influence different people at different levels – government, universities, schools and students...It’s hard to do that on our own, and costly.”**

– Philippa Wright, National Council of New Zealand Wool Interests

## TELLING THE PICA STORY

Sitting behind the GrowingNZ brand and the stories we tell about opportunities in our primary sectors, is a group of enthusiastic and dedicated organisations – our members. They recognise that we can achieve far more by working

together. In response to their feedback, and to better tell the PICA story, over the last year we've given greater prominence to our members and their brands at GrowingNZ events and in our promotional material.

We created a brochure (for educators) about PICA which features each of our members. We also updated our website so that visitors can better understand

who we are, what we do, and why we do it. We've posted regular news items on our website and Facebook page, and distributed a quarterly members-only newsletter to highlight stories about our activities, projects and research. In the year ahead we will be upgrading our website to tell our story in a way that will engage an even broader audience.

**“Being seen by the public as an alliance is really valuable. Changing people’s perceptions together can only strengthen the impact of our message.”**

– Tess Appleby, Taratahi Institute of Agriculture



# FINANCIAL SUMMARY

PICA is an incorporated society with funding provided by its Governing and General Members.

**Current Governing members are:**

DairyNZ and Beef + Lamb New Zealand

**General Members are:**

NZ Young Farmers, Taratahi Institute of Agriculture, Primary ITO, Lincoln University, Ministry for Primary Industries, Ara Institute of Canterbury, Foundation for Arable Research, the Forest Owners Association, and The National Council of New Zealand Wool Interests Inc.

PICA's financial position is sound, with a \$28K surplus for the 2017-18 financial year. Part of this surplus was budgeted for the refresh and expansion of the website, which was delayed and scheduled for the 2018/19 financial year. PICA is in a good position to continue to invest in projects that deliver on its strategic goals.

## Financial results for the year ended 30 June 2018

STATEMENT OF FINANCIAL PERFORMANCE	2018	2017
<b>Receipts/Income</b>		
Membership	\$455,000	\$446,513
Grants received	-	\$51,704
Other revenue	-	\$587
Interest	\$1,081	\$989
<b>Total receipt/income</b>	<b>\$456,081</b>	<b>\$499,793</b>
<b>Expenses</b>	<b>\$427,509</b>	<b>\$440,202</b>
<b>Surplus</b>	<b>\$28,572</b>	<b>\$59,591</b>

STATEMENT OF FINANCIAL POSITION	2018	2017
<b>Assets</b>		
Cash and bank	\$334,845	\$270,354
Accounts receivable	\$2,445	\$4,265
Fixed assets	\$11,382	\$9,493
<b>Total assets</b>	<b>\$348,672</b>	<b>\$284,112</b>
<b>Liabilities</b>		
Creditors	\$55,539	\$13,497
GST payable	-	\$14,664
Provisions	\$4,035	\$425
Revenue received in advance	\$5,000	-
<b>Total liabilities</b>	<b>\$64,574</b>	<b>\$28,586</b>
<b>Net assets</b>	<b>\$284,098</b>	<b>\$255,526</b>

Society Capital	2018	2017
Retained earnings	\$284,098	\$255,526
<b>Total Society Capital</b>	<b>\$294,098</b>	<b>\$255,526</b>



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Accountant

Blackler Smith & Co  
Lower Hutt

Solicitor

Cavill Leitch  
Christchurch

Bank

ANZ



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