

MINUTES OF NEW ZEALAND CAT FANCY INCORPORATED EXECUTIVE COUNCIL MEETING

Held via Teams Tuesday May 27

Commenced 7.30pm.

In the absence of the Chair, the Vice Chair welcomed everyone, thanking those members who signed in to join the meeting tonight.

Item 1 ATTENDANCE & APOLOGIES

Executive Council: Christine Yeung, Sharon Jose, Janice Davey, Marie Prendergast, and Sheree Russell.

Observers: Fred Haslemore, Emma Kimberley, Bronwyn Main, Alex Ashkettle.

Apologies: Ngaire Dixon, Keryn McOmish and Sacha Kleynhans.

As this meeting does not have a quorum, it is a discussion meeting only.

Item 2 Strategy Discussion

A lengthy discussion was held at the November 2024 meeting around how NZCF can future proof the organisation and how membership can be increased to encourage younger participants.

This meeting is to look at the ideas raised at that meeting and to advance them into associated groups and formulate a workable plan to move these ideas forward.

Strategy meetings will become regular scheduled meetings to get workable ideas up and running as efficiently as possible. It is hoped that members will become involved to help get ideas of the ground.

Ideas bought forward from the November 2024 meeting:

- ❖ How do we recruit new members? Making the public more aware of the existence of NZCF. What are the benefits of being a member? A list is to be compiled in preparation of introducing page on the website that highlights the benefits to members.
- ❖ What are our current membership statistics? Some survey questions are to be added to the membership forms to gain better knowledge into the age groups of our members and the ability to differentiate between current breeders and other full members.
- ❖ Establishing more resources for breeders that can be download from the website

- ❖ Gaining better social media reach, utilising TikTok, Instagram etc. not just Face Book, using paid social media advertising for clubs to use. * This may require the introduction of another Portfolio or the redefining of roles.
- ❖ Looking at using a Trade Name such as Cats NZ.
- ❖ How can NZCF assist clubs to reduce the workload of running shows.
- ❖ Establishing monthly educational webinars via Teams.
- ❖ Review options to assist breeders to sell kittens, updating kitten notice board or trade me discussions or alternative website.
- ❖ Update membership application form to ensure member details reflect the organisation's current needs.

Suggestions raised:

- ❖ Use of a Trade name to modernise and simplify our public image, this has been discussed previously.
- ❖ Use of other Social Media sources other than Face Book – this would entail needing a person willing to take care of these sites
- ❖ Gaining volunteers to assist with getting work completed – looking at community groups (i.e. seek volunteer) that offer volunteer services, while these groups have a payable subscription to join, they could be beneficial to get volunteers with required skill set.
- ❖ Reducing work for clubs – encouraging exhibitors to supply own cages, which would reduce set up/pull down work. Reducing classes i.e. age classes or Type classes.
- ❖ Running monthly webinars, no working group requires, expression of interest within membership for a person willing to coordinate could be called for. - One of the attendees had experience in this area who is willing to share their knowledge and ideas, which would save NZCF some ground work, very much appreciated!!

Action moving forward:

All the above points will be moved into category groups, these will then be able to be prioritised.

Once established, these categorised groups are to be added into the Business plan and expressions of interest to go out, to set up working groups for each category.

Meeting Closed at 8.26pm

Next Meeting: EC Meeting June 24, via Teams