

Minutes: PRINZ 2021 Annual General Meeting



Date: Friday 28 May 2021

Venue: Online via Zoom

Present: Aakanksha Mehta, Amanda Wellgreen, Averill Gordon, Catherine Gaffaney, Caroline Whittaker, Dee Crooks, Denise Mackay, Elaine Koller, Fiona Cassidy, Fred Russo, Heather Claycomb, Hayley Twort, Jane Dodd, Kate Woodruffe, Kathryn Ruge, Lisa Finucane, Lee Harris, Lisa Christowitz, Matthew Kenning, Murray McKinnon, Paula Pollock, Rob Fitzgerald, Sarah Foy, Sofia Gelman, Tania Seward, Tim Marshall, Violet Zhang

Date/Item	Detail
Opening/Welcome	<p>The meeting was opened at 12:04 pm by PRINZ Board Chair, Fiona Cassidy.</p> <p>Fiona welcomes attendees.</p>
Apologies/Proxies	<p>Read by Elaine Koller.</p> <p>Apologies:</p> <p>Lisa Powlesland, Liezel Esterhuizen, Jamie Gray, Vanisa Dhiru, Mary Lambie, Susan Cure, Rheanna Kingma, Jill Dryden, Sandy Trigg, Gez Johns, Paul Hemsley, Angelique Nairn, Alice Hsueh, Catherine Arrow, Sioux Campbell</p> <p>Proxies:</p> <ul style="list-style-type: none"> • Elaine Koller, proxy for Liezel Esterhuizen, Alice Hsueh • Fiona Cassidy, proxy for Vanisa Dhiru • Violet Zhang, proxy for Rheanna Kingma • Fred Russo, proxy for Sharon Lee, Allan Botica, Nicole Steven, Sandy Trigg, Angelique Nairn, Holly Fraser • Rob Fitzgerald, proxy for Gez Johns, Paul Hemsley
Minutes/ Matters Arising	<p>The minutes of the previous AGM, dated 21 May 2020 were accepted as a true and correct record. There were no matters arising.</p> <p>Moved by Murray McKinnon, seconded by Kathryn Ruge.</p>
PRINZ Board Chair's Report – Fiona Cassidy	<p>Fiona Cassidy spoke to her Chair's Report from the 2020 Annual Review.</p> <p>COVID-19 presented PRINZ an opportunity to do business in a different manner. PRINZ now provides a variety of offerings in relation to the online learning.</p> <p>PRINZ is in a very strong position thanks to the membership's commitment and the work from the PRINZ Office.</p>
Chief Executive update	<p>Elaine Koller spoke to her CE Report from the 2020 Annual Review.</p> <p>Activities</p> <ul style="list-style-type: none"> • PRINZ ran 37 CPD courses (18 of them are online) and had 258 participants in total. The number of attendees is limited to ensure the courses are participative. • There were 28 webinars last year and PRINZ had almost 1,300 attendees. • PRINZ had 24 divisional events and in total, they attracted 682 attendees.

	<ul style="list-style-type: none"> • 2020 PRINZ Awards received 69 entries in 14 categories. • 16 APR graduates completed the APR programme in 2019. • Two Fellows (Lee Harris, Michele Hider) and a Life Member (Catherine Arrow) were inducted. • World PR Forum was cancelled but the Office took the opportunity to revamp the backend system. <p>Membership</p> <p>At the end of the 2020 calendar year, PRINZ had 1289 members with numbers peaking at 1472 in March 2020 (the end of the annual membership period). Membership will now be valid for 12 months from the date of purchase so we are expecting to see the membership growth lines flattened out throughout the year. While there is still a growing move for organisations to no longer pay for membership subscriptions, there is also strong engagement from non-members attending events and courses.</p> <p>PRINZ has a conservative projection for 2021 and will continue to have a mix of online and in-person courses.</p> <p>PRINZ membership demographics, such as age, ethnicity and gender, are staying static. Auckland remains the largest region but PRINZ is seeing strong engagement from around the country, particularly through the online offerings.</p>
	<p>Elaine Koller presented the 2020 Financial Statements from the 2020 Annual Review.</p> <p><u>Income for 2020</u></p> <p>PRINZ made a loss of around \$95K with income down \$100K from previous year. A few notable reasons –</p> <ul style="list-style-type: none"> • No conference income in 2020 as the World PR Forum (WPRF2020) was cancelled due to the COVID-19 pandemic • Professional development income was down from 78K to 30K due to the low number of in-person courses (as a result of the pandemic) and limits on attendee numbers for online courses • Income from the 2020 Awards was higher than anticipated as the Gala Dinner was cancelled and incurred no expenses • Income from Membership subscriptions stayed relatively steady. <p><u>Expenses</u></p> <p>Expenses increased and a net deficit of \$95K correlates with the costs occurred due to the WPRF2020.</p> <p>The expenses around the WPRF2020 were approximately \$94K and comprised project management fees, design and branding, and website ticketing platform costs.</p> <p><u>Questions</u></p> <ul style="list-style-type: none"> • Caroline Whittaker asked if the project management fee for the WPRF2020 also falls under the management fee on the budget. <p>Elaine Koller clarified that the WPRF management fee is under WPRF2020 and the management fee stated is her management fee as a consultant.</p> <p>Moved by Lee Harris, Seconded by Aakanksha Mehta and Murray McKinnon.</p>

	<p><u>Motion for simplified Membership Fees structure</u></p> <ul style="list-style-type: none"> • Lisa Finucane asked about the current membership structure. <p>Elaine Koller said that PRINZ currently has eight membership categories and the proposed motion is based on the feedback from member survey and research on other similar organisations' membership structure. The different types of membership are further explained.</p> <ul style="list-style-type: none"> • Amanda Wellgreen asked what the actual fees are for Wellington/Auckland members. <p>Elaine Koller said the Auckland/Wellington membership fee is \$335+GST and regional membership fee is \$275+GST.</p> <p>Amanda Wellgreen checked if the main change is the regional price increase and asked about the percentage of regional membership.</p> <p>Elaine Koller said there are 325 members based in the regions and 572 based in Auckland and Wellington.</p> <p>Amanda Wellgreen wondered if PRINZ has received any questions about it from regionally based members.</p> <p>Elaine Koller said that PRINZ hasn't received any questions yet. The rationale behind the price difference was mainly due to travel costs involved for regional members when courses were mainly held in Auckland. As we've now held courses in different locations, PRINZ felt that the \$50 difference wasn't warranted.</p> <ul style="list-style-type: none"> • Lee Harris and Sarah Foy agree that it's good value for money and are in support of the motion. • Averill Gordon and Jane Dodd asked about the group membership discount. <p>Elaine Koller explained that the group discount is 10% for 4-10 members, 15% is 11-20 members, 20% for more than 21 members.</p> <ul style="list-style-type: none"> • Kate Woodruffe commented that with the member discounts and benefits she supports the current motion. She noted that Members need to participate to receive values. • Kathryn Ruge acknowledged that PRINZ probably has the most complicated fee structure in New Zealand but questioned if the membership price needs to a bit lower (i.e. \$300) to round the number up. The non-salaried membership price seems too low as if PRINZ is trying to give it away. More research may need to be done to work out the right amount. <p>Elaine Koller noted that PRINZ did look at the possibility for lowering the price but the operational costs have increased. Rather than increasing the price for everyone, the rate was kept at the Auckland/Wellington rate.</p> <p>The Student price used to be \$40 but PRINZ received feedback that it is inaccessible for students particularly as many lost part-time roles in the pandemic. Several organisations make the student membership free but PRINZ believes there has to be a cost for them to perceive value. The main purpose is to keep them engaged.</p>
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	<ul style="list-style-type: none"> • Jane Dodd is in favour of keeping the non-salaried member price \$10 to keep them engaged and agreed that PRINZ will receive value down the track. • Rob Fitzgerald wondered if there is any analysis done on the expected impact of the membership fee increase on overall revenue and if PRINZ could provide more information on the PRINZ survey mentioned (i.e. number of regional respondents, how many were in support of the membership changes, etc.). <p>Elaine Koller accepts that there will be regional members who don't agree with the proposed increase. However, PRINZ group memberships have a greater impact on finances than individual membership. If organisations decide to stop funding professional memberships, PRINZ may lose a considerable number of members at once.</p> <ul style="list-style-type: none"> • Caroline Whittaker inquired if there is any potential discount for those based in the regions to attend courses in Auckland while PRINZ gets the technology set up to enable more online courses. <p>Elaine Koller said it becomes complicated to make exceptions as there are always individual circumstances.</p> <p>Fiona Cassidy added that PRINZ has been making special arrangements with those who encounter financial difficulties so they can stay as a member.</p> <ul style="list-style-type: none"> • Amanda Wellgreen supported the motion but proposed that the \$10 non-salaried membership fee could be revisited in a year for a review. <p>Amendment to the motion was voted and finalised: In a year's time, the motion will be reviewed at the next AGM.</p> <p>Moved by Lee Harris, Seconded by Kate Woodruffe.</p> <p><u>Constitutional change to make Waikato Regional Committee to Waikato Division</u></p> <p>Moved by Heather Claycomb, seconded by Lisa Finucane.</p> <p>Two written comments on Zoom:</p> <ol style="list-style-type: none"> 1. Will PRINZ consider changing the division names to Te reo Māori? Fiona Cassidy suggested that PRINZ needs to have a strategy to move to Te Reo Māori to make sure it's acknowledged in an appropriate manner. 2. Is Bay of Plenty included in the Waikato Division? Elaine Koller clarified that Bay of Plenty will remain within the Northern Division.
Close of Meeting	The Annual General Meeting closed at 1:06 pm by Fiona Cassidy.