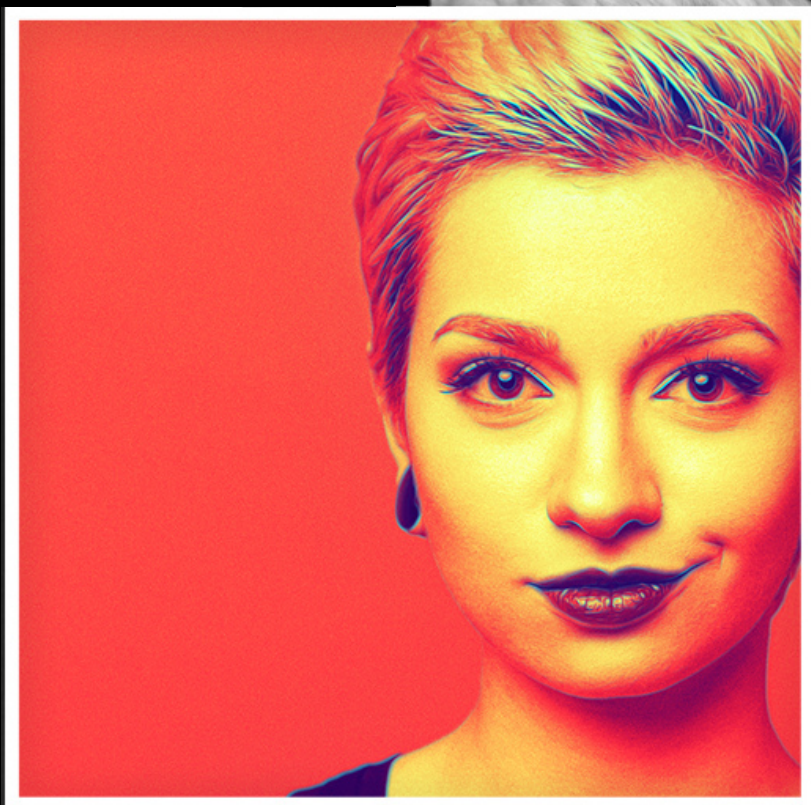


VIA

MARKETING ASSOCIATION

2021 ANNUAL REPORT



2021

HELPING
MARKETERS
BE
BRILLIANT

Another roller coaster year for New Zealand but for NZ Marketing Association we have had an extremely productive year where we achieved both great financial results but implemented some future game-breaking initiatives that will help marketers be even more brilliant in the future. This was achieved by having a dedicated board who give up their time to help NZ Marketers and I have the best team in NZ working with me. They constantly amaze me with their tenacity, resilience and the ability to go above and beyond to get things done. I am immensely proud of them. A reflection of this was from our membership survey where 75% of members labelled MA as a passionate organisation. Our Research company, TRA, tell me that we are now the benchmark for NZ as no other organisation has scored this highly with this description.

One key aspect in which the MA has excelled in is the ability to deliver events and workshops digitally. In March 2020 we had no capability and now the team are as good as anyone in the market. This was highlighted time and time again and was capped off by the super professional 2021 Marketing awards online.



There were many highlights for the year and here are some of them:

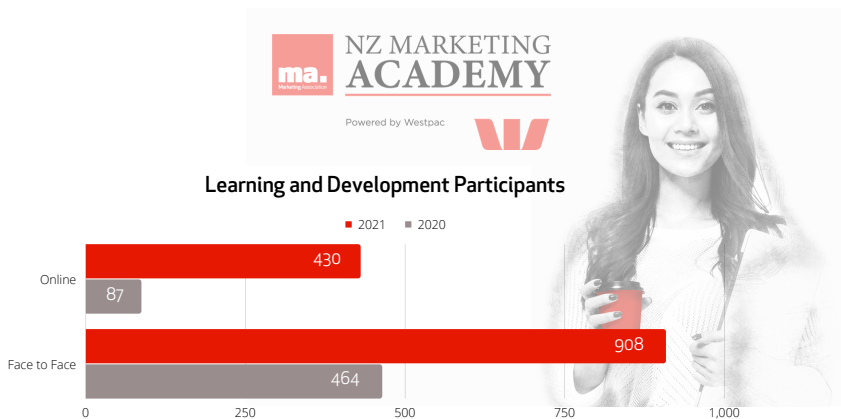
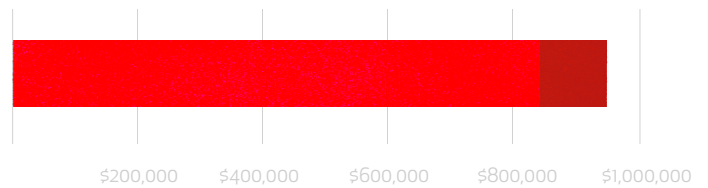
- Our customer advocacy rating by members has increased from 36% in 2019, 49% in 2020 to 72% in 2021. In our key segment of CMO's/senior marketers our advocacy rating was 84.
- The board with the CEO developed a strategy for MA looking towards 2030. Our key aspiration is *"We deliver the best of local and global marketing nous and know-how to help build a nation of strong businesses and brands"*. This helped create the new MA tagline of *"We help Marketers be brilliant"*.
- MA underwent a digital transformation in 2021 where we moved to a new digital platform with a new booking system, launched a new website that integrated with a new CRM. This has been a big project with ongoing system improvements still being implemented.



Backing Business Series with ASB

Membership of MA is up!

- Membership fees \$967,000 +13%



- Our workshops in 2021 took off with many people wanting to become professionally certified. Overall the number of people attending MA workshops increased by 143% to 1338 places with our in person workshops increasing by 96% and our online workshops increasing by a whopping 394% to 464 places.

- We ran a combination of online and face to face events with some incredible local and international speakers. 4698 people were registered for MA events both online and in person with an attendance rate of 82%.
- MA made a surplus of \$195,000 up 74% on 2020.



Smarter Data Conference 2021

Financials	2021 (\$000's)	2020 (\$000's)	Variance (\$000's)
Revenue	2,703	2,749	(46)
Gross profit	2236	2110	126
Expenses	2042	1998	44
Surplus / (deficit)	195	112	83
Cash position	959	649	310

All of this was achieved through the ever present supporters of MA – our members. Marketers have the best job in the world and we at MA are ‘tickled pink’ to be helping them be even more brilliant going into 2022!

John Miles

CEO, New Zealand Marketing Association



CHAIR REPORT

The Board thanks John and his team for the outstanding results for 2021. Despite the many Covid interventions in 2021, the MA team tirelessly flexed their approach and continued to deliver marketing trends and learnings to our members, through new ways and different channels.

Ensuring the association continues to deliver to Marketers now and in the future drove the refreshed strategy. "Marketers 2030" strategy will ensure we also deliver to the next generation of marketers. The strategy is detailed later in the report.

Thank you to the many marketers who volunteer their time through the Board and SIGs, award judging and advice.

And lastly, thank you marketers for your support for your association. We look forward to your ongoing support over the coming year as "*we continue to enable marketers to be essential to creating value for NZ organisations*".

Jo Boerema-Barr

Chair, New Zealand Marketing Association

Special thank you to our Principal Business Partners



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mediaworks.

The MA board works to ensure that good governance, strategic focus and financial stability for MA is achieved. The MA team would like to thank them on behalf of MA and all NZ marketers for their work.

- **Jo Boerema-Barr**, Office Products Depot & MGI (MA Chair)
- **Ant Rainger**, Rainger & Rolfe
- **Emma Watson**, Independent Consultant
- **Regan Savage**, Southern Cross Health Society
- **Michelle Anderson**, The Warehouse Group
- **Matthew Pickering**, ANZ
- **Michael Friedberg**, MJF Marketing
- **Rachel Ellerm**, Lion New Zealand
- **Fiona Cresswell**, Fisher & Paykel Healthcare

Getting Recognition of the importance of Marketing

As a profession marketing doesn't always get the recognition it should in business and is often considered not to offer the value other occupations do. "I'd even go as far as to say that marketing is one of the most undervalued professions in business today" says John, CEO of MA. To address this issue John jokes that he is 'The Marketing Evangelist – he spreads the good word of marketing'. His proposition is that all people and businesses will benefit if they have a basic understanding of marketing – the good old 4 P's. He also encourages marketers to get onto a Board as there are too few championing the cause of customers. This was explicitly highlighted in a Forbes article that reported in a survey of 65,000 board members over six years that found that only 2.6 percent of them had managerial-level marketing experience.

Yet boards with members who had marketing experience tended to have better total shareholder return (a three percentage point increase). To this end, John has been very active in the media, presenting at various events as well as always encouraging marketers to get onto those Boards.



The Growth Project - Encouraging Young Māori into Marketing as a Career

MA embarked on an ambitious partnership in 2021 to help young Māori into a career in marketing by getting them professionally certified. The Growth Project - Whakaahu Whakamua is a programme endorsed by Te Puni Kōkiri (Ministry of Māori Development) and delivered by ICE (Inspire, Create and Engage), to support the development of Māori to achieve their potential in the workplace, share their tikanga and progress into leadership positions.



14 brilliant member companies got in behind this initiative and helped 12 young Māori become Professional Certified Marketers – Core Skills. These are skills they can take into their future which help them be more successful in their career. The programme was run boot camp style and the big challenge for the students was to complete their work based assessment – the project being set by sponsoring companies. MA wanted to encourage young people into what is one of the best jobs in the world, where they can make a difference as an influencer in our society. Thank you to these members who made this project possible: ASB, Clemenger Group, DB, Farmlands, Kiwibank, Lotteries, Joyous, Mercury, Southern Cross, Socialites, Spark, Special, TrustPower, Westpac. This program will run again in 2022.

Let's Get Digital, Digital.....

MA has lifted its digital capability in delivering events and workshops online over the last two years to a point where we are one of the best in the business now.

MA has become very nimble so when hurdles are created we can respond. Customer experience has been improved with the launch of MA's new digital platform in June 2020.

LIVE at lunchtime

Online Learning

The launching of Live at Lunchtime has been greatly received across New Zealand and our online workshops increased from 87 to 464 places – a 394% increase. The format of 4 x 1.5 hour seasons seems to resonate and was part of our strategy to broaden access to MA across NZ. A great example of this was Karen Mitchell from Gore who became the first person to complete all workshops and her assessment over a 1 year period.

QUOTE FROM:

Te Wānanga
o Aotearoa



We often feel like the poor cousins from the countryside when it comes to professional development in marketing. With our headquarters in rural Waikato, upskilling or networking is a costly and troublesome exercise involving travel, overnight stay, and lots of inconvenience.

But our lives have changed for the better with MA's 'Live at Lunchtime' sessions! Suddenly we're connected to the centre of the marketing world!

We've been able to sign up for interesting classes with great experts. And all that from our Te Awamutu office, our regional hubs, or from home! The bite-size, interactive sessions are great for busy people with short attention spans, and the frequency of once or twice a week helps to anchor and apply the knowledge.

Even the more reluctant team members can commit to 1.5 hours a week of engaging learning time.

19 kaimahi have attended 47 courses over a few months and we are certainly coming back for more! It's helped us upskill, refresh our thinking, and implement a common marketing language across the wider team.

Thanks John, Parker, Bailey, and the Marketing Association!



The move to digital for events has meant we have been able to bring in some of the best minds from around the world to speak to members. Over 1500 places were sold to our online Brainy Breakfasts, Marketing Disrupted and Marketing Law series. Some of the brilliant minds we had included:

Michael Grieve - Vice President Brand & Customer Engagement - Gucci (ex. Nike, Jordan Brand)

Dr Peter Wilton - World renowned thought leader on strategic innovation, digital disruption and organisational transformation and customer loyalty architectures, Berkeley Haas School of Business, University of California, Berkeley

Jatinder Singh - Chief Data Officer, DDB, spearheads data science innovation globally at DDB, champions data as a tool for marketers to harness and infuse insights and push creativity further.

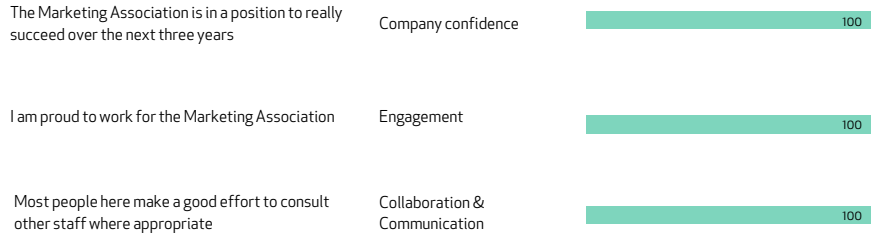
We have embraced Digital and it has really helped in bringing the best in nous and know how to NZ.

Strong team unity at MA!



The team is everything to us at MA and we are working towards being rated as the best place to work in NZ. Other areas the team felt we were doing well included:

MA delivers great events and workshops because of the fabulous team that we have. In the recent team survey it showed we had 90% staff engagement i.e. Engagement is a measure of how positive people feel about their work. This was 14% higher than other NZ companies.



Taking MA towards 2030

One of the most important pieces of work undertaken in 2021 was the development of a 2030 strategy. This strategy had strong input from the TRA member survey which gave fantastic insights into what MA members wanted from MA and the areas we needed to develop. Special thanks to Colleen Ryan and the TRA team for providing a great starting point for the development of this strategy.

The 2030 strategy gave great direction into the development of key initiatives in 2022. These developments include;

- Launch of a new resource hub
- Launch of an online membership
- Development of a new program for New Zealand's next marketing leaders – The Accelerator
- Sourcing of more awesome international speakers for both in person and online events
- Sourcing new online programs from UC Berkeley extension, Silicon Valley, San Francisco
- Launching of a new series for senior Marketers – Think Again, sponsored by Mediaworks.
- Launch of the new MA Job Hub

The 2030 strategy is a very important piece of work that will help shape MA to create value for NZ organisations by helping marketers be even more brilliant.

MA Strategy - Marketers 2030

Purpose: We enable marketers to be essential to creating value for NZ organisations

Aspiration: We deliver the best of local and global marketing nous and know-how to help build a nation of strong businesses and brands

Our People

We inspire each other to knock it out of the park

Our core business

We offer and celebrate the best nous and know-how

Our reach

We get to all marketers

Our member experience

We build meaningful career-long relationships with our members

Our Marketing Leaders

We have unwavering support of our sector leaders