



# ANNUAL REPORT 2024





# A WORD FROM THE PRESIDENT

The last 12 months have been an interesting time for the Association, our members and industry Partners.

The change in Government hasn't dramatically changed anything, and much of the country is finding things tough, with a widespread flow-on.

Many regions are still recovering from the weather events of early 2023, exacerbated by continued rain events.

What the change to Government has done is give confidence to the risk takers to continue taking risks in the hope they pay off.

For the fencing industry, the economy is a mixed bag. Some contractors are busy with work booked out months in advance and others are diversifying and branching out into other areas until things even out.

As a Board, we have continued to work on providing the general public with recognisable ways of assessing the quality of a fencing contractor. Much like the Master Plumbers and Certified Builders accreditations, our aim is to ensure there are some measures in place that provide reassurance to your customers that they are choosing a great fencing contractor.

Enrolments in the Level 3 and Level 4 Certificate in Fencing are steady, and courses have been redesigned slightly to reduce the amount of time away from the fenceline. Members and their staff need to take advantage of these industry-specific courses because if the numbers drop, we risk losing this NZQA-backed level of training. That would be a huge loss for the industry.

The Board has put considerable time and effort into finalising the processes for the Certified Fencer and Accredited Fencing Contractor endorsements. Like all good processes, these will always be evolving, but we are confident that we now have the fundamentals right and that the endorsements will deliver benefits to our members and the industry. We have a clear direction for the marketing of the endorsements and those who hold them, not only to the wider fencing industry but also to the general public and public sector organisations, so they are educated about what to look for in a fencing contractor.

I want to take a moment to acknowledge current and past Board members, their wives, husbands, and partners. Thank you all for your time and effort. I'd also like to acknowledge and thank our Patron for the good work you do on behalf of FCANZ through your travels and with the media.

We have exceptional industry partners associated with FCANZ. We rely on our partnerships with these businesses to keep raising the standards of the NZ fencing community. Keep using their expertise, products and services. Have a chat with them to discuss your needs; they go out of their way to help, making you and your fellow fencers better at what we all do.

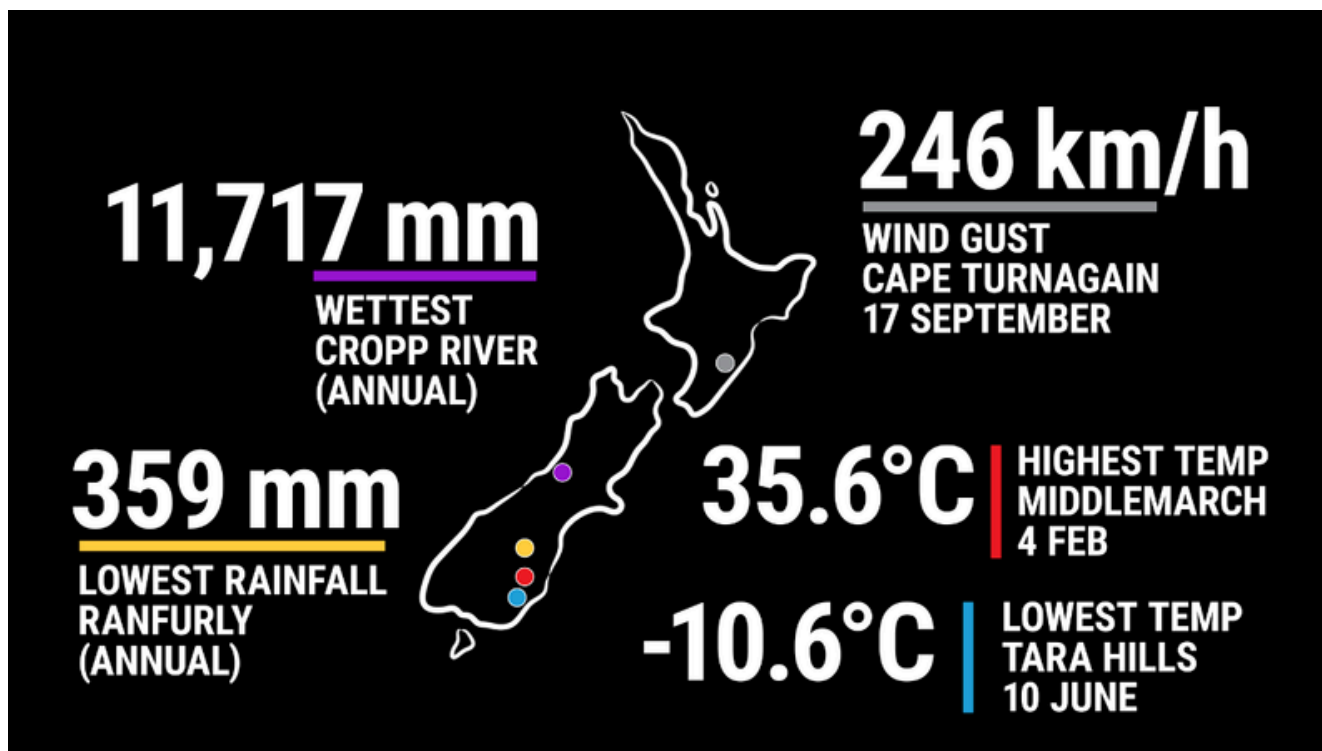
Most of all, we thank our members for their continued support.

**PHIL CORNELIUS**  
FCANZ PRESIDENT

# THE YEAR IN REVIEW

APRIL 2023 - MARCH 2024

## 2.1 THE ENVIRONMENT



Source: [NIWA Annual Climate Summary 2023](#)

### 2.1.1 A YEAR OF WEATHER CONTRASTS

Temperatures were above average for large swathes of the country during the period March 2023 - February 2024, making the 2023 calendar year the second warmest on record.

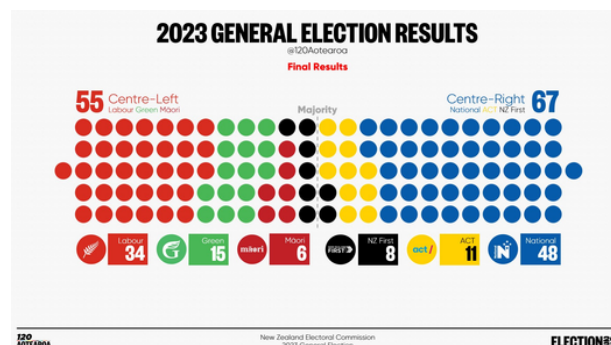
March 2023 to February 2024 was a wet time for many areas, with frequent above-normal (120-149% of normal) or well above normal (>149% of normal) rainfall readings observed in Northland, Bay of Plenty, Hawke's Bay and Gisborne. While none of the weather was as dramatic as Cyclone Gabrielle, it certainly proved to be challenging on top of already wet ground.

In contrast, below-normal rainfall was frequently recorded for parts of Canterbury, Otago and Southland.

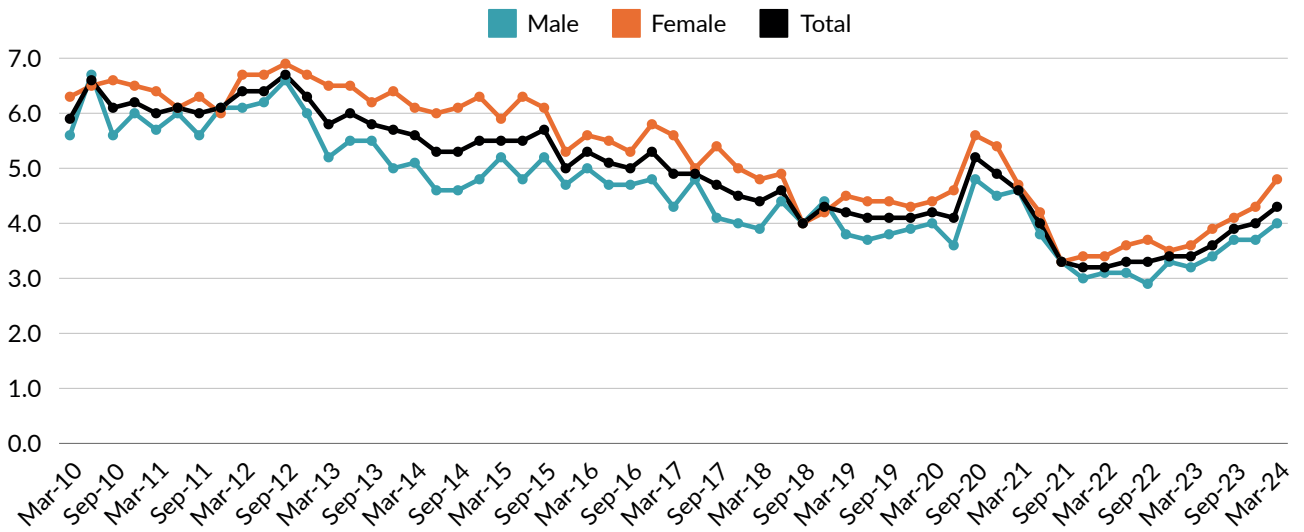
### 2.1.2 GENERAL ELECTION

The 2023 New Zealand general election was held on 14 October 2023 to determine the 54th Parliament of New Zealand.

With an unclear outcome, results were delayed by recounts and negotiations, finally resulting in a National-NZ First-ACT coalition government.



UNEMPLOYMENT RATE, BY SEX, SEASONALLY ADJUSTED, MAR 2010 – MAR 2024 QUARTERS



Stats NZ

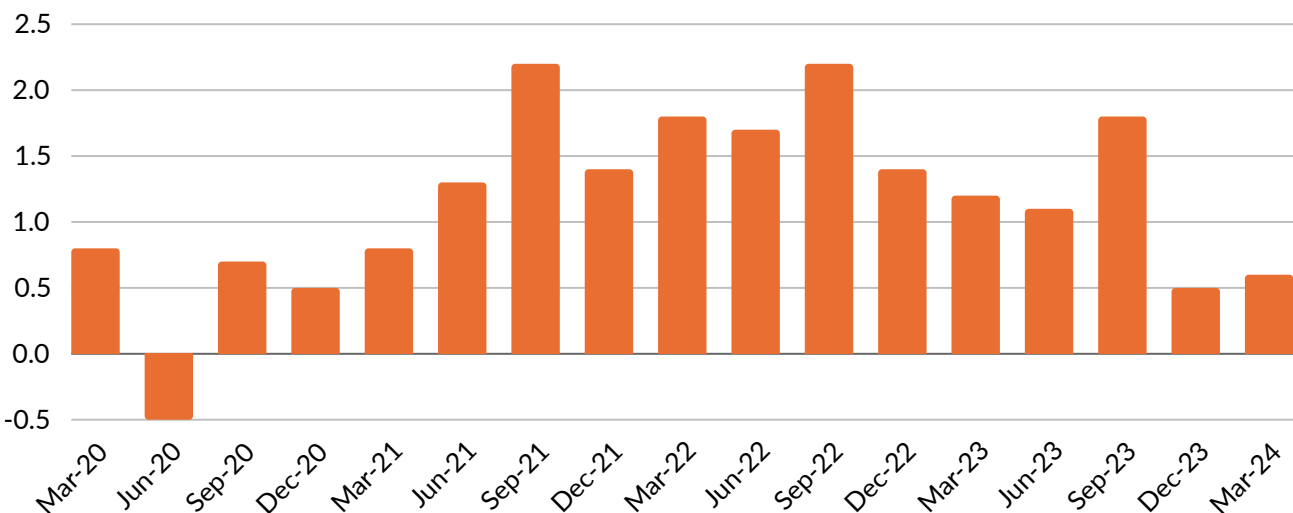
### 2.1.3 A TECHNICAL RECESSION

In March 2024 was declared to be in a technical recession after the release of the December 23 quarterly results. Stats NZ said the economy contracted 0.3 percent in the three months ended September, followed by a 0.1 percent contraction in the December quarter.

It was the second successive quarter with a contraction of the economy, meeting the technical definition of a recession. In reality the economy shrunk in four of the five previous quarters, which included the lingering effects of Covid-19 restrictions.

Source: [Radio NZ](#)

CONSUMER PRICE INDEX, QUARTERLY PERCENTAGE CHANGE, MAR 2020 – MAR 2024 QUARTERS



Stats NZ





## 2.2 THE ASSOCIATION

### 2.2.1 EXECUTIVE COMMITTEE CHANGES

The AGM and Conference in August 2023 saw Fencing Contractors Association NZ welcome Craig Sinclair onto the Executive Committee (the “Board”), where he joined Phil Cornelius, Debbie White, Shane Beets, Donna Upton, Janine Swansson and Nick Terry.

Phil Cornelius was re-appointed FCANZ President, Debbie White was re-appointed Vice-President and Shane Beets was appointed the role of Treasurer.

In March 2024, Shane Beets resigned from the Executive Committee. We would like to thank Shane for his contribution whilst on the Board, particularly in the role of Treasurer.

This year, the two-year tenure is up for Donna Upton, Janine Swansson and Debbie White. Therefore, with the earlier vacancy, four Executive Committee positions are up for election at the 2024 Annual General Meeting.

We look forward to seeing the outcome of the AGM and appreciate all who take the time to stand and vote.

### 2.2.2 ORGANISATIONAL BEST PRACTICE

In the 12 months since appointing an Executive Director, the FCANZ Board and operations team have been working hard to model organisational best practices.

This has involved some steep learning curves and the investment in new SaaS (software-as-a-service) platforms including:

- **Capsule** customer relationship management software
- **BoardPro** Board management software to streamline meetings and documentation

The team has also worked hard on squaring away and documenting key organisational policies, procedures, and processes. This includes how to handle internal (within-board) complaints and complaints about members, whether for workmanship or behaviour.

In early 2024, the Member Code of Conduct was re-introduced as the Member Code of Ethics & Conduct to outline how the Association expects its members to behave. This ties in with the new Association Constitution, as required under the 2022 Incorporated Societies Act.





### 2.2.2 ASSOCIATION PARTNERS

FCANZ continues to partner with excellent businesses that are involved in, or support the fencing industry.

By partnering with FCANZ, these businesses show their faith in the work of the Association and have a vested interest in seeing all involved in the industry do well.

We thank them all for their ongoing support.

During the April 2023 - March 2024 financial year, the Association welcomed the following new partners:

Retail Gold: PGG Wrightson

Bronze: Pankhurst Sawmilling  
Milwaukee  
Futurepost



# THANK YOU TO ALL OF OUR FCANZ PARTNERS\*:

## RETAIL GOLD PARTNERS



## GOLD PARTNERS



## GOLD PARTNERS



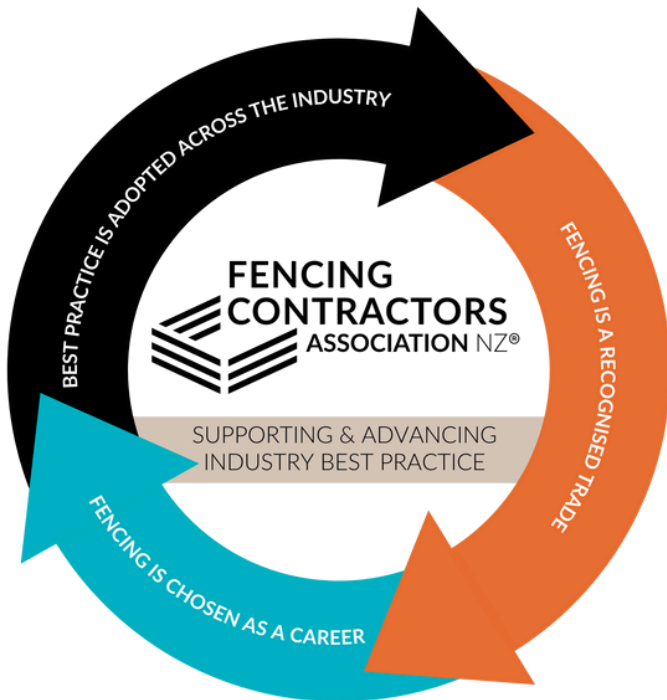
## SILVER PARTNERS



## BRONZE PARTNERS



\*AS AT MARCH 2023



### 2.2.3 STRATEGIC PLAN IMPLEMENTATION

The FCANZ mission:

**“To raise the profile of fencing as a recognised trade that embraces best practice, adherence to quality standards and ongoing professional development”.**

In late 2023, the 5-year strategic plan was signed off by the Board. The strategy sets the overall goals for the Association and the framework for developing an action plan to achieve them.

It involved the team stepping back from day-to-day operations and asking where the Association is headed and what its priorities should be.

While the plan has some lofty goals, it is also flexible and agile enough to respond to change, allowing current and future Boards to ensure that the Association is always on track to support and advance industry best practice.

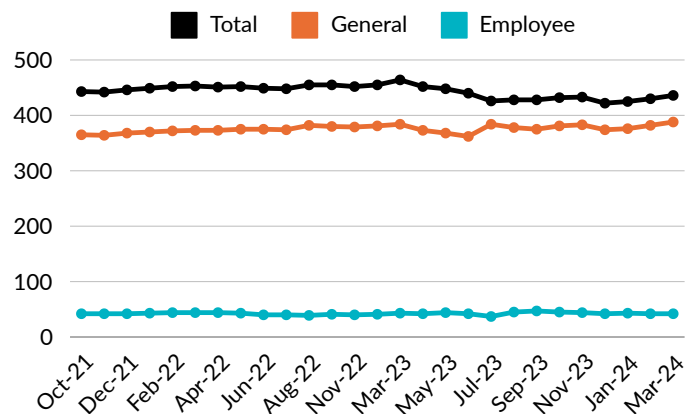
The year 1 (Oct 23 - Sep 24) objectives are largely on track to be achieved.

### 2.2.4 MEMBERSHIP

Membership growth has been identified as an important strategic outcome for the Association.

Attendees at Conference23 were each asked to find one new member - which would have seen a 20% increase in membership numbers.

Unfortunately, despite this and a 3-month membership growth campaign, numbers have remained relatively steady, with members who leave being balanced out by new members.



### 2.2.5 INDUSTRY BEST-PRACTICE DRAWINGS

Year One of the Strategic Plan included the creation of sector sub-committees. The uptake for involvement in these groups has been disappointing, so instead the Board have focussed on best practice resources.

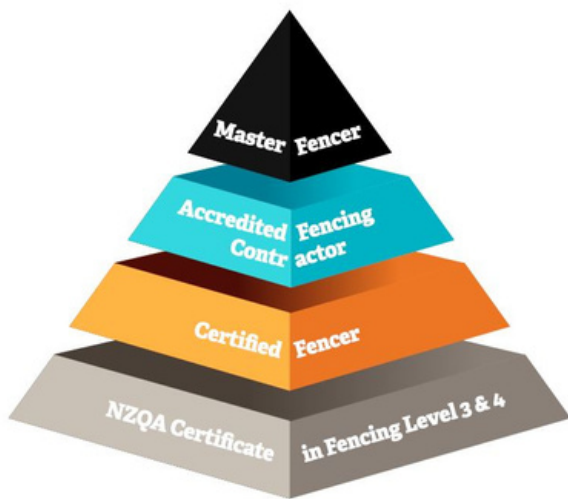
The Board is finalising a series of technical drawings which show best practice standards for the most common types of fencing undertaken.

These drawings will provide a minimum standard guideline and will be used by the Association as part of a campaign aimed at educating public sector organisations about what best practice looks like and where to find a suitable fencing contractor.



### 2.2.6 CAREER PATHWAY AND QUALIFICATION STRUCTURE

The Fencing Career Pathway and Qualification Structure has been rolled out to members and is now underway with several new Certified Fencer endorsements already issued.



In December 2023, the incoming Government dissolved Te Pūkenga, and NorthTec once again began operating independently. Despite the uncertainty created by such a significant structure change, the fencing courses continued to deliver great results.

Ongoing course refinements based on student feedback have seen the courses evolve to better meet the needs of the student. The Level 3 course was re-designed to ensure as little time off the fenceline as possible thereby causing minimal disruption to the student's "day job".

Enrolment numbers could be higher, however, as the industry is at risk of losing these NCEA-backed qualifications without consistent uptake.

#### Level 3 2023 Results

- Northland: student count 8, 100% pass rate
- Cambridge: student count 6, 80% fail rate

#### Level 4 2023 Results

- First intake March 2023: student count 12, 10 completed, 100% pass rate
- Second intake August 2023: student count 13, 11 completed, 90% pass rate

### 2.2.7 WIRED MAGAZINE

WIRED continues to be the only magazine in New Zealand which offers informative news, business, health and safety, industry and human-interest articles and information specific to the fencing industry. With more than 700 copies of every edition printed, the magazine continues to thrive.

WIRED articles shared on social media continue to prove popular, with stories about "our people" gaining the most engagement. Feature articles sit in the Posts and WIRED section of the FCANZ website. Business best practice articles sit within the Member Area of the website, allowing members to access this useful resource whenever needed.

The digital version of WIRED offers a great way to engage with and promote the value of our commercial partnerships - having a tangible product to share within their own client/customer communications creates added value and strengthens the relationship between the Association and our partners.



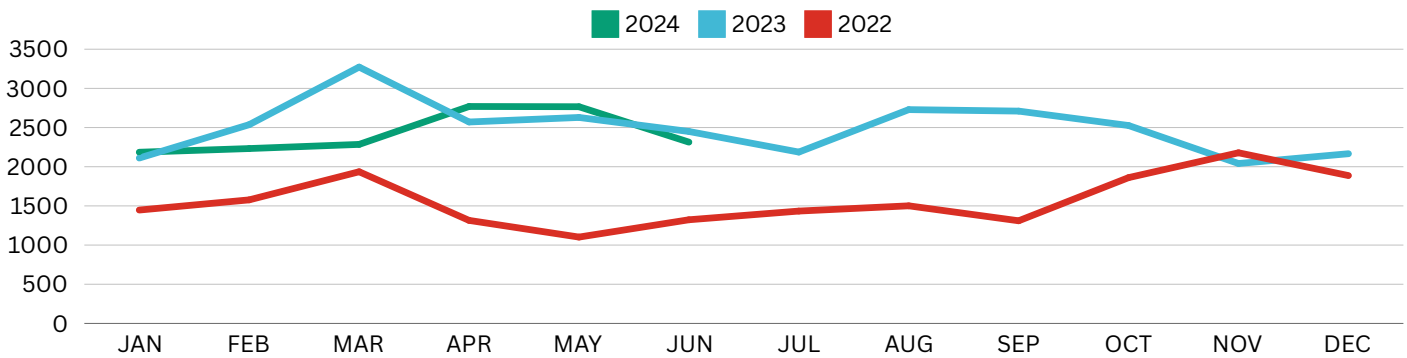
### 2.2.8 FIND A FENCING CONTRACTOR ADVERTISING CAMPAIGN

In September 2022 the Association launched an "always-on" Google Ads campaign for the Find A Fencing Contractor pages. The ad is triggered by people searching for contractors in their area and serves up the link to the directory.

Clicks	Impressions
24.8K	971K

Since the launch of the adverts, the campaign has been seen more than 970,000 times and clicked on almost 25,000 times. We have seen visitors to this page being consistently higher than pre-campaign levels.

#### FIND A FENCING CONTRACTOR PAGE VIEWS





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# THIS FINANCIAL YEAR APRIL 2024 - MARCH 2025

## 3.1 STRATEGIC PLAN IMPLEMENTATION

The Association's mission is underpinned by the new tagline "SUPPORTING & ADVANCING INDUSTRY BEST PRACTICE".

To deliver this, the Strategic Plan has identified several areas on which to focus during the Apr 24 - Mar 25 financial year, which straddles Year 1 and Year 2 of the Strategic Plan.

These key areas include:

- Disseminating best practice standards (drawings)
- Engaging with public sector organisations to encourage adherence to industry standards
- Developing partnerships with training providers and academies
- Developing resource packages for career seekers and advisors
- Promotion of the industry as a career to key influencers
- Working closely with partners on shared messaging of the benefits of FCANZ membership
- Delivery of upskilling and training opportunities to members
- Positioning WIRED content to support fencing as a recognised trade

At the same time, the Board and Ops Team will continue to develop Association operational policies, procedures and processes and implement business best practice where necessary.

## 3.2 EVENTS

In addition to delivering several of its own events, the Association continues to represent the industry at numerous events around the country, including within the Advocacy Hub at National Fielddays, Agrifutures events in Christchurch and Palmerston North, the Primary Industry Summit in Wellington, and a number of regional careers events.

By the end of 2024, there will be a calendar of events in place for the 2025 calendar year, including Best Practice Days in both islands, the annual Conference, and National Fencing Field Day in August. The Business Staples webinar series has taken a break and will be back again post-Conference.



### 3.3 MEMBERSHIP GROWTH & RETENTION

A key deliverable from the strategic plan will see the Association continue to work on providing benefits that allow us to retain existing members and attract new members. By growing the membership, the Association becomes stronger and in a better place to achieve excellent outcomes for both members and partners.

The Annual Member Survey has recently been delivered and provides invaluable statistics and insights that help the Board with planning, lobbying and partnership strategies.

The Association looks forward to delivering a membership that has a value which far outweighs the membership fee.

### 3.4 PARTNERSHIP DEVELOPMENT

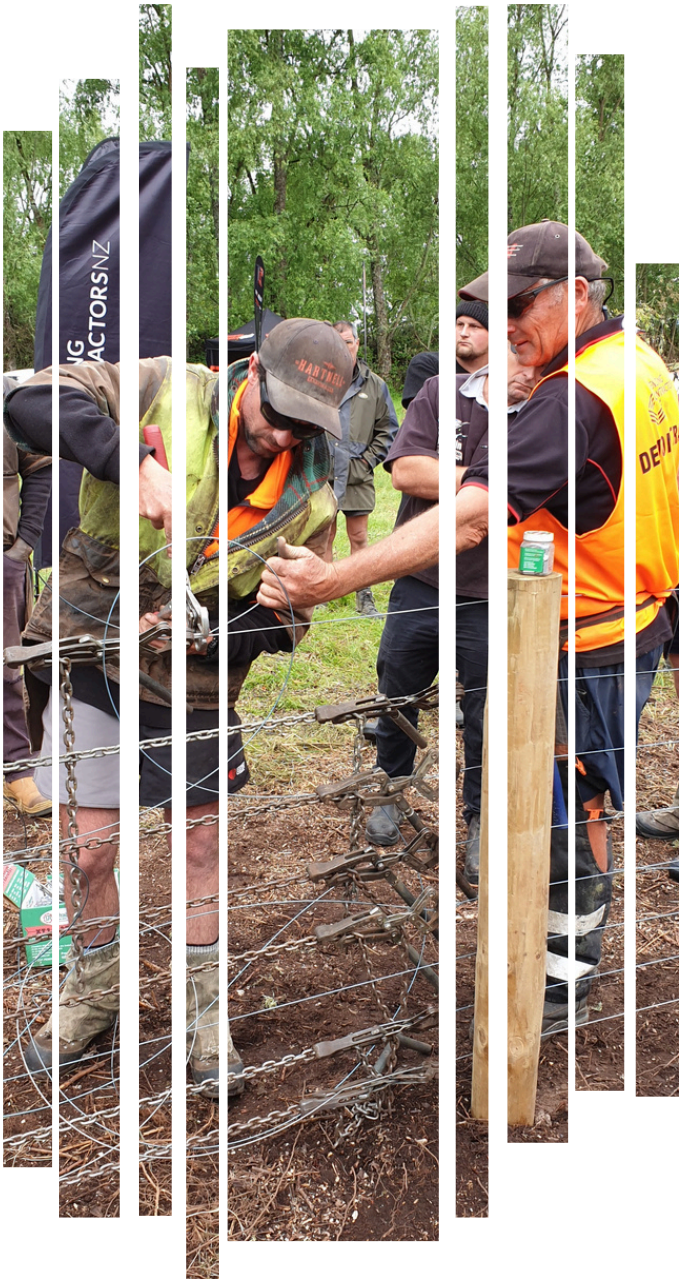
The Association will continue to work with partners who have an interest in our industry, who provide benefit to our members, and in turn, benefit from their support of the Association. Ongoing activities, particularly in the marketing space, will see both members and partners benefit from increased engagement.

**We thank all Partners for their continued support and look forward to working with them as we deliver the Association's strategic goals.**





# TREASURER'S REPORT



For the year ending March 2024, the Association had a steady, almost break-even financial year despite half-year forecasts indicating a significant loss. Membership has remained stable, while there have been some minor changes to Partnerships, which is to be expected with the economic climate we find ourselves in at present.

- Total income was \$464,597 - an increase of \$57,606 from the previous year
- Expenses were \$469,725 - an increase of \$104,304 from the previous year
- Net loss of \$5,129

Cost increases were in the area of advertising, Board expenses, operational expenses and recruitment costs. These costs were in line with the Board's expectations around the delivery of engagement strategies to grow the Association.

- Total Equity (including cash accounts, term deposits, plant and equipment, intangible assets, and accounts receivable) less Current Liabilities was \$313,796.
- This is on par with the \$319,025 Total Equity reported at the end of the 22/23 financial year.

The 23/24 financial year saw the purchase of the second FCANZ branded Fortress trailer, enabling one in each island. The trailers increase FCANZ visibility as they move around the country, and make it easier to carry the signage, advertising and promotional material, H&S equipment, and tools required to deliver Best Practice Days and the National Fencing Field Days. They also provide us with a recognisable, well-branded presence in order to represent the Association at career days and fencing events such as Fieldays and the Rural Games).

To add some perspective to the Association's financial position:

- YE March 2021 (amidst the COVID pandemic beginning, the Equity sat at \$182,947.
- This is compared to equity of \$313,796 for YE March 2024, an increase of \$130,849.
- Income has grown from \$235,864 YE March 2021 to \$464,597 YE March 2024, an increase of \$228,733.

In the unprecedented economic times we have found ourselves in, the Association has held its own, with Best Practice days, National Fencing Field Day and Conference all being delivered on budget, within an overall budget that is reviewed each month.