



## General Manager's Report for Annual General Meeting

Coeliac New Zealand Incorporated 11 June 2022.

We again present our AGM via Zoom as we have done the previous two years with Nigel Latta as our guest in 2020 and Executive Chef within Park Hyatt, Brent Martin in 2021. This report focuses on the year that was and the strategic plan for the next three years will be presented separately. It's a privilege to present this report to you again as General Manager of Coeliac New Zealand on behalf of our team of four part-time staff supported by ≈ 40 volunteers and ambassadors who raise awareness, provide support, information, and resources to people with coeliac disease, their whanau, and the wider community. I work alongside Dana Alexander our Sales and Marketing Manager, Fred Tan our Administration and Membership manager and Lisa Jury our Health Promotion Manager. Our volunteer base around the country is supported by Lisa who connects with them on a regular basis via the tool's technology allows and they in turn connect with our members in our communities, her report is attached separately.

We support research, education, and initiatives for those working in the health sector. Our vision remains unchanged, and it is that people with coeliac disease live healthy lives every day.

Our aim is to continue to develop a relevant and accessible organisation that raises awareness, provides support, information, and resources to people with CD, their whanau, and the wider community. We also support research, education, and initiatives for those working in the health sector and our focus for YE2021-2022 was delivering against our priorities: Information, Education, Advocacy and Awareness.

For many people with CD and their whanau, CNZ continues to be the place that understands their condition and helps them to not feel alone in managing this lifelong condition.

### Governance

We have a strong committed board with lived experience of coeliac disease who provide governance to the organisation. We farewelled Dawn Folkard from the chair role in December and the then Deputy Chair Brett Thorburn took on the mantel. Kirsty Vercoe who has been the Medical Advisory Panel liaison for a couple of years was appointed vice chair and our treasurer Corinne Cameron continued in that role. Rosie Jerram and Max Smitheram were joined by Jenny Kuttel at last year's AGM and then latterly by Ben Grant and Gary Peacham, who were co-opted in February and March and who are both standing for election today. This team of governors provide a huge support to me in my role.

## Medical Advisory Panel

We are privileged to have the ongoing essential expert health professionals on our Medical Advisory Panel (MAP), and they played a key role in our conference delivered in November 2021. The Panel is led by chair Professor Andrew Day paediatric gastroenterologist, and consists of Dr Kamran Rostami consultant physician and gastroenterologist, Dr Kristin Kenrick Senior Lecturer in Dept of GP and Rural Health, Dr Jon Bishop paediatric gastroenterologist, Dr Richard Steele immunologist, Sylvia North NZ registered dietitian and integrative nutritionist, NZ registered dietitians: Prof Clare Wall PhD, Anna Richards, and Margaret Thorsen. Dr Robert (Bob) Anderson, MBChB, BMedSc, PhD FRACP continued in the role of patron and Dr Simon Chin as honorary patron. Having this group allows us to access a panel of experts on coeliac disease and we value their significant contribution to our organisation. Their contribution at last year's AGM in the question-and-answer session and at the November conference were incredibly valuable to us as an organisation and to our members and conference attendees. They are very busy experts in the field of coeliac disease, and we are extremely fortunate to have them on our panel.

## The Year that Was

The focus for YE2021-2022 was delivering against our priorities: Information, Education, Advocacy Awareness, and Engaged Key Stakeholders.

The performance report presented at this AGM is attached separately and as you can see we continue to strive to keep our expenses low and our revenue maximised to remain sustainable. We could not do the work we do without our member support and the support of businesses (mainly gluten free food manufacturers) who partner with us with our Crossed Grain Logo and donate goods for fundraising events and our Annual Awareness Week and support our Coeliac Link magazine through advertising. We also have been hugely supported by Chapman Tripp.

## Conference 2021

The key highlight for the last financial year must be our Conference in November. We made initial plans to host the conference with Life Central venue in Mt Eden Auckland a new purpose-built facility that offered multiple spaces and branding opportunities. However due to the COVID19 restrictions facing the Auckland region we made the decision to transition our planned in-person conference, to an engaging and exciting interactive virtual event. This was managed by Brightstar (formerly conferenz), and they produced a virtual event platform that allowed us to have multiple streams, breakout spaces, supporter information and leaderboard competition. Attendees were engaged throughout and asked questions of the presenters and chatted with each other in the chat function. The 30 days post event access to on-demand content also provided a unique opportunity for everyone to view content that they wanted to rewatch or that they may have missed as it was delivered at the same time as another presentation they were part of.

As there was no catering provided for the virtual event each Auckland attendee was sent a voucher to use one of the dining out programme accredited cafes who were going to cater the in-person event: Paella Pan, The Attic, or Noodle Chick. Non-Auckland attendees received Lavender Cottage Christmas cakes.

The crossed grain logo accredited products were included in goodie bags that were couriered to all the attendees.

The agenda was designed to be a mix of medical and personal with the concurrent youth session. We also ran a volunteer workshop at the same time as the Medical Seminar Masterclass. Dual programmes and topics tailored separately for both adults and youth. Including the latest research and updates in post-diagnostic dietetic care from our Medical Advisory Panel, as well as tips and tricks to enjoy a gluten-free lifestyle.

Pre-recorded videos from Morgan McKenzie Moore, Hayley Ripton and Sarah Albom added a great component to the day.

We had fantastic contributions from speakers in addition to our Medical Advisory Panel mentioned earlier, including Dr Tom Mulholland and Dr Bob Anderson as well as video presentations from Simon Knowles, Morgan McKenzie Moore, and a presentation from Erin Simpson.

## Communications

Our dedicated Coeliac Link magazine had some really informative articles and contributions from our experts and ambassadors as well as lived experience stories from our members and Dana spends many hours pulling this all together for you. A huge thank you to our advertisers and to the Aotearoa Gaming Foundation for their ongoing support that enables us to print and deliver this magazine to our member's letterboxes.

Fred continues to be the first point of contact for new and existing members, and he ensures queries are responded to and information shared as quickly and efficiently as possible.

The focus for this year's marketing and communication activities were to

- Provide a stronger collaborative messaging for members and volunteers to provide regular opportunities for networking, support, and engagement
- Continue to develop our website to provide informative and interactive content to help improve the everyday health and wellbeing of people with coeliac disease so they can live well gluten free every day
- Improve consumer knowledge of Gluten Free (GF) product labelling and standards
- Educate retailers to improve in-store labelling and shopping navigation of GF foods
- Continue to build trust and industry credibility of our Crossed Grain Logo (CGL) and Dining Out Program (DOP) accreditation programmes
- Increase the number and quality of Licensees
- Achieve record levels of financial support from industry to enable high-quality delivery of the Coeliac NZ online Conference and Coeliac Awareness Week activities

Coeliac NZ has also continued to seek opportunities to partner with industry to improve the availability and convenience in the ways people shop for their GF products and access a range of inspirational recipes from our Food Ambassadors. We will continue to use these contacts to enhance the value proposition of Coeliac NZ's membership via product sampling and access to the latest product launch information.

The widespread media coverage and community initiatives that were coordinated during Coeliac Awareness including a weeklong range of consumer and hospitality industry events at Riverside Market in Christchurch, a special gluten-free High Tea at Park Hyatt (in Auckland) and elsewhere around the country helped everyone feel

more connected as a coeliac community. So, despite the limitations brought about through COVID we again had high engagement with the media. Our YouTube channel and website received a large number of visitors as did our Facebook page throughout the year and especially during Coeliac Awareness Week (CAW) June 2021.

## Coeliac Awareness Week

The theme for 2021's Coeliac Awareness Week was diving behind the label, and this enabled us to focus more on after diagnosis as opposed to the previous year which had been on getting diagnosed and following your gut. For 2022 our theme is thriving and living your best coeliac life and we have some fantastic real-life stories of people achieving their goals including our board member Max and friend Andrew who cycled 3000km from Cape Reinga to Bluff in the month of March. Raising awareness about coeliac disease and also raising approximately \$5k in the process. Hopefully you had a chance to follow Maximus Smitheram and Andrew Trevalyn on their mammoth journey Gluten Free for Life Tour Aotearoa they completed in March. What a sensational achievement for them both. Not only completing the challenge but raising awareness about coeliac disease and the difficulty of GF eating out options on the way. Max's story was featured in our April 2022 Coeliac Link magazine.

## Dining Out Programme

Even though our Dining Out Programme has been impacted by the multiple challenges faced by those in the hospitality sector we would like to focus more on getting the standard of GF coeliac safe options increased through this gluten free catering tool and working with Auditing Solutions to get more venues accredited and focusing on training more people in the food industry. As you all know people diagnosed with coeliac disease must follow a strict GF diet for life. This growing community of people are preferentially seeking, safe GF options and they bring their friends with them. The Dining out Programme DoP developed by Coeliac UK and adapted by Coeliac New Zealand responds to this requirement. It is intended to provide an important support and guidance for food service providers to achieve a locally and internationally recognised accreditation standard – that people can trust and have confidence in. We also are encouraging anyone preparing food for others to take advantage of the gluten free catering training we offer under this programme. We plan to progress this in the coming year.

## Thank you

As we meet for our AGM the 2022-2023 year is already almost at the end of its' first quarter. Time marches on and we continue to do the work we do to support people with coeliac disease in our communities with the support of our valuable members. Thank you for being part of Coeliac New Zealand Incorporated.

Wendy Bremner  
General Manager