



General Manager's Report for Annual General Meeting Coeliac New Zealand Incorporated 24 June 2023.

Our vision remains unchanged, and it is that people with coeliac disease live healthy lives every day. This report focuses on the year that was commencing 1st April 2022 and ending 31st March 2023.

As General Manager of Coeliac New Zealand it is again a privilege to present this report to you on behalf of our team.

The Team

The board

Coeliac New Zealand has a strong, skilled and engaged board to carry out the governance (or oversee management) of its operations. Chair Brett Thorburn, Vice Chair Kirsty Vercoe, Treasurer Corinne Cameron, Board members, Rosie Jerram, Max Smitheram, Jenny Kuttel, Ben Grant, Gary Peacham, Parminder Morgan and Richard Aitken. All of these people generously gift their time, skills and energy to Coeliac NZ, and we could not function without them.

The staff

I lead a dedicated team of staff who work hard to deliver against the key priorities of the organisation. Fred Tan our Administration and Membership Manager, Dana Alexander our Sales and Marketing Manager, Lisa Jury our Health Promotion Manager and registered dietitian Suzanne Aitken who has recently joined us on a fixed term contract as our Dietary Education Manager. You will hear a little from Dana later about our conference to be held in November this year and Lisa and Suzanne will be presenting to you after the formal part of the AGM is concluded.

The volunteers

We have another group of people who help us across NZ. All of our area coordinator volunteers are very important to our organisation. Lisa regularly communicates with our volunteers and she and Suzanne are looking at new ways we can engage with them to make the most of this really valuable group of people in our communities. Danielle Walker, Marina Grantham-Campbell, Leigh-Ann Wesselson, Judi Foster, Jan Autumn, Fiona Hennessey, Pip Meads, Grace Maguire, Lizzy Eckersley, Fiona Lambert, Teresa Allen, Claire Raeburn, Nerys Foster, Emma Prestage, Lisa Russell, Sam Wemyss, Joy McNulty, Joan Simpson, Heather Wilson, Sandra and Karl Jackson, Barry Chalmers, Margaret Watson, and Jill Henson and Zoe Huggett. We feature some of the things we

did in each of our coeliac link magazines, and this included delivering 31 events with a total of 823 attendees. If you are interested in becoming a volunteer please get in touch.

The Medical Advisory Panel

Our Medical Advisory Panel. We are privileged to have this team of very busy experts in the field of coeliac disease as our medical advisory panel and they play a key role in the organisation, providing expertise, support and advice to the organisation. They will be presenting as a panel of experts at our conference later this year. They have written articles for our coeliac link magazine, their input into the wellbeing journal and diet guide was extremely valuable and their expertise and guidance at our regular meetings around the diagnosis and treatment and current research relating to coeliac disease is very important. The Panel is led by chair Professor Andrew Day paediatric gastroenterologist, and consists of registered dietitian Anna Richards, Dr Kamran Rostami consultant physician and gastroenterologist, NZ registered dietitian and integrative nutritionist , Sylvia North, Dr Richard Steele immunologist, registered dietitian Miriam Mullard, Dr Jon Bishop paediatric gastroenterologist, registered dietitian Prof Clare Wall PhD, and Associate Professor Kirsten Coppell. Dr Robert (Bob) Anderson, MBChB, BMedSc, PhD FRACP continued in the role of patron, and we congratulate him on his recent award from the Celiac Disease Foundation honouring him for excellence in celiac disease research. Dr Simon Chin continues as our honorary patron.

We make a difference

Together we are stronger. Coeliac New Zealand is the voice for coeliac disease in New Zealand, by supporting us we can support you. Local volunteers help to support local members. We share real stories of lived experiences.

Information is Power. Knowing more about coeliac disease puts you in control. Our welcome pack, website, YouTube channel, resources, wellbeing journal, social media, member newsletters and coeliac link magazines give you the information you need.

Education is the key. We work with health professionals to share latest research and best practice. Raise awareness about coeliac disease especially during our annual coeliac awareness week. Our Health Promotion Manager has developed toolkits for sharing with schools and employers. The Wellbeing Journal and Buddy Shopper guides have also been key resources this year. We host a conference every two years, the next one is 18 November 2023!

Crossed Grain Logo and Dining Out Programme. We work with manufacturers of gluten free food to licence the Crossed Grain Logo, build trust and credibility around gluten free food. We train staff and accredit gluten free safe places to eat out.

Advocacy and Awareness. Our medical advisory panel provides independent advice and expertise around the diagnosis and management of coeliac disease.

Recipes, Tips, Meal Plans. Our fabulous ambassadors provide wonderful gluten free recipes. We share tips and tricks to help you live your best coeliac life.

Health Promotion

The underlying premise of the five-year Health Promotion Plan 2020-2025 and its implementation plan is to prompt diagnosis as early as possible and to improve the life experiences and quality of life for people with Coeliac Disease. The Health Promotion Plan includes actions to support and guide people with Coeliac Disease and their family/whanau through the stress and vulnerability felt from living with a long-term condition during the threat of infection from the pandemic COVID-19 virus. We have continued to work throughout the year, remotely. Health Promotion hours increased from 28 hours per week to 32 hours per week on 1 Feb 2023. Some of the Health Promotion Activities delivered during the year included:

- Developed The living Coeliac Safe toolkits
- Developed the “Back-to-school” letter
- Delivered a Professional Development Seminar for Early Childhood Education Teachers and Staff
- Created The Wellbeing journal.
- Delivered Quarterly Connects
- Staffed a stand at the Disability Connect Transition Expo
- Created A Gluten Free Christmas Guide
- Continued collaboration with Dietitians NZ
- Distributed the CNZ Dietitians Standard of Care
- Provided Industry supervision to 2 University of Auckland Students
- Published Budget Shopping Tips
- Delivered a presentation for guidelines for auditors to NZIEH
- Held a Wellington Buddy Shopper event
- Enabled Wellfed GFF Safety Training certificate
- Held a Kea Cookies Christmas Fundraiser
- Worked with volunteers on Cyclone Relief Support
- Delivered training to Bin Inn to enable them to become GF Champions

Outputs

Some of the other organisational outputs during the year included:

- Developing relationships with volunteers and ambassadors
- Publishing the Coeliac Link Magazine
- Regular e-newsletters to members
- Maintaining our Website
- Providing content for our YouTube Channel
- Posting information and competitions on Facebook
- Coeliac Awareness Week Activities
- Providing articles in the NZ Pharmacy Guild, Hospitality NZ, and Aged Care NZ
- Developing a new strategy for the Dining Out Programme
- Crossed Grain Logo partnership development
- Partnered with Variety NZ
- Developed MOU with Grossr
- Participated at the inaugural Gluten Free Food Festival

Coeliac Awareness Week

The theme for 2022’s Coeliac Awareness Week was Thriving Living your best coeliac life. The last financial year’s campaign included a mix of earned media coverage, owned publicity through paid placements and social media influencer campaign with targeted pitches developing angles and stories relevant to a range of media across hospitality, news and consumer media. Giveaways were placed with media to extend editorial coverage and media releases were issued to key news outlets across print, online, radio and television. Partnerships with

NZWW, NZME Viva, Be Well, and Eat Well during the campaign and recipes linking to CAW ran in five NZME regional newspapers. An interview with Kate Faye on the Breeze was a key highlight.

For 2023 our theme is My Coeliac Challenge – Take Charge get diagnosed and find help. We also offered social tiles with individual people sharing their own coeliac challenge.

Conference

This theme will continue for the conference in November Coeliac Challenges and Successes, and we will report on that next year. Coeliac New Zealand Inc is excited to partner with The Gluten Free Food Festival for their second annual festival. The inaugural event was held in Tauranga, but it is moving to Tamaki Makaurau to take place at the iconic Due Drop Events Centre in Manukau.

International research indicates there could be up to 100,000 people in NZ with coeliac disease and of those 30,000 are likely to be children under the age of 18. Coeliac disease is a permanent autoimmune disorder caused by intolerance to gluten. This damages the lining of the small bowel and makes it impossible for the body to absorb vitamins, minerals and other nutrients from food. The strict lifelong gluten-free diet is the mainstay of treatment currently and there are recognised challenges, particularly from a social perspective and especially during teenage years. There is not only the physical side of things, but research tells us that as with other chronic health conditions, psychological factors play an important role in the well-being of people. Being able to attend a public event like this that caters to their needs is life changing as they no longer feel excluded or isolated from others.

The event will include coeliac friendly stalls, an indoor/outdoor venue, gluten free informational talks and demonstrations, and will coincide with our own Coeliac New Zealand conference. It will enable the gluten free community to gather together from all over the country in Manukau. We believe by working cooperatively together we are able to achieve more than our organisations might otherwise do so alone; and thereby we are better able to support those people living with coeliac disease or those who must follow a gluten free diet.

Thank You

It's difficult to summarise a whole year's work into a couple of pages, I hope you have some idea now of the huge amount of work we do at Coeliac NZ.

Thanks to our members, volunteers, board, MAP, ambassadors, crossed grain logo and dining out partners, and donors, Chapman Tripp and other people and businesses who support us.

A special note of thanks to our grant funders - The various committees of the Community Organisation Grants Scheme around NZ, Foundation North, The Lion Foundation, The NZ National Lotteries Community Fund, Pub Charity, and Aotearoa Gaming Trust.

– without all your support we could not do the work we do for people with coeliac disease.

Wendy Bremner
General Manager