

NZCCS MANAGER'S ANNUAL REPORT 2009

On behalf of Annette Robinson and myself, I would firstly like to thank all members of the Society for their warm welcome. Any change is challenging for all parties involved, however I am happy that the transition has gone smoothly with the assistance of Pat Mellon. The regular advice and support of the President and Councillors has been greatly appreciated, as well as the understanding of members during our learning phase.

Annette is enjoying working with the Charolais programme and getting to know the members and their herd profiles. During the coming year we would like to learn more about the farms and the specific needs of members. We have altered the Beeflink system, so that users can enter data live, which has made for more current information. We would encourage more members to consider becoming users of the online system, as it has many advantages.

The Straight Furrow breed feature in May was issued as a wrap-around on the front cover. This may have assisted with a better profile; however there is still some discussion around the performance of the "weekly" newspapers for information retention. The Society is trialling the use of the annual issue of Beef Review this year, as a different approach and we trust this will benefit members.

The new website was launched late in 2009, and is receiving good visitor numbers. The important feature of any website is regularly updated content and this is one of the key things that I will be working on. I would encourage all members to provide information to profile their studs and quality photographs for the website.

We look forward to continuing to provide services to the Society and welcome any feedback for future improvements.

Elizabeth Harvey