

Minutes of Meeting

Group: IEMA NEW ZEALAND

Present: Rachel Devine, Minter Ellison Rudd Watts (IEMA Regional Chair)
Emma Tait, Minter Ellison Rudd Watts
Andrew Walters, Auckland City Council
Emma Steads, Tegal Food Limited (by phone) [Conversation continued after Emma Steads left]

Apologies: Chloe Church, Air New Zealand Limited
Raewyn Moss, Meridian Energy
Jake McLauren, Formway Furniture Limited
Katherine Wilson, Environment Canterbury
Charlie Bartlett, Landcare Research

Date: 21 January 2008 at 1pm by Conference Call

Location: Minter Ellison Rudd Watts, Auckland office

1. Participants in the meeting introduced themselves and noted their location, then discussed the direction that IEMA in NZ should take going forward.
2. The participants recognised that the challenge for IEMA in NZ is how to contend with low membership numbers. Membership growth is a self perpetuating cycle, as greater membership numbers will result in more benefits for IEMA's NZ members and these benefits will attract more members. The participants considered two possible responses to the challenge of having a small membership.
3. **The first possible response is to focus on the narrow benefits of IEMA in NZ membership, such as:**
 - (a) **Using IEMA in NZ as a networking organisation for UK expatriates who are environmental professionals; and**
 - (b) **Sharing knowledge between IEMA NZ members. This could include hosting other members at your premises and explaining the aspects of your organisation that would be of interest to these members.**
4. The second possible response to the challenge of membership numbers is to endeavour to grow membership in the long-term. This could be achieved by holding an annual event along the lines of "Environmental Professionals in the UK – Coming and Going". This event would be aimed at achieving the following:
 - (a) attracting experienced UK expatriates for the purpose of networking with them; and
 - (b) interesting students who intend to work in the UK to become members of IEMA NZ before they leave; and
 - (c) providing a forum where IEMA's NZ members can meet students studying in an environmental field and possibly recruit them as young professionals.

5. It was anticipated that the event would take the form of a panel of speakers who would talk about their experiences working as an environmental professional in the UK or New Zealand and relate this to their involvement with IEMA. The event would initially be hosted in Wellington and Auckland and if it is successful it would be extended to Christchurch. The event would be run by IEMA in conjunction with the university campuses in each city.
6. It was agreed that a response from IEMA's NZ members would be required regarding which of the above courses of action IEMA in NZ should take.
7. Participants agreed that IEMA NZ should avoid duplicating activities that are already being undertaken by other organisations in New Zealand.
8. In addition to undertaking one of the courses of action described above IEMA in NZ could:
 - (a) Request that copies of the IEMA workshops held in the UK be posted on the IEMA website and investigate the possibility of holding the same workshops in New Zealand; and
 - (b) Look into the potential for members to use their IEMA qualifications in relation to offering the ACORN information New Zealand businesses.
9. Action item - Rachel Devine will contact IEMA HQ and:
 - (a) Enquire if they have any special ways they can support membership growth for IEMA NZ; and
 - (b) Request leaflets about the IEMA organisation; and
 - (c) Request that copies of workshops held in the UK be posted on the IEMA website; and
 - (d) Enquire about the possibility of using the ACORN information in New Zealand; and
 - (e) Request that these minutes be distributed to IEMA members in NZ and posted on the website; and
 - (f) Request that an email be sent to IEMA NZ members asking them to indicate:
 - (i) a preference for either option A or B as a response to the challenge of membership numbers described above; and
 - (ii) if option B is selected by the majority of respondents, whether they would be willing to participate (possibly in a speaking role) at the event if it were to go ahead; and
 - (iii) whether they would be able to encourage others to attend, for example contractors that do work for your organisation.