



## Women in Agribusiness Committee Purpose

- Organise events to connect, educate and support the WIA incorporated society.
- Provide regular updates and industry insights via the Facebook page and quarterly newsletter.
- Create and manage systems to support the efficient running of the organisation, including the website, email account, bank account and membership subscription.

## Women in Agribusiness Committee Role Descriptions

### **Chairwoman**

- Lead committee and WIA.
- Chair committee meetings.
- Provide leadership and support strategic direction of committee and organisation.
- Ensure committee is meeting targets and fulfilling its role, follow-up as required.
- Attend events where/when possible.
- Provide signatory on bank account, funding applications and other admin relating to WIA.
- Writes a chairperson report for the quarterly newsletter.

### **Vice-Chair**

- Support the chairwoman in her role.
- Provide support to the wider committee and pick up work where needed.
- Generate ideas to support the committee and organisation.

### **Secretary**

- Prepare minutes for each meeting, circulate these around the committee promptly after each meeting, and incorporate edits as required.
- Support the chairwoman in the efficient running of the committee meetings (e.g., keep to the agenda and action points from the last minutes).
- Send and/or organise calendar invites and links to upcoming meetings to the committee.
- Monitoring of Gmail account, and uploading of minutes to google drive account - check Gmail twice a week.

### **Treasurer**

- Manages record keeping of incoming and outgoing expenses, including reimbursements.
- Provides a finance report at each committee meeting.
- Manages recording of paid memberships.
- Has access to the bank account.

### **Social Media Lead**

- Manages social media strategy and receives support from the committee for content. Aims for two posts per week on Facebook. This includes diverse content, sharing relevant events, working with marketing lead to promote current events and celebrating all things women in agribusiness.
- Creating a rough social media calendar to follow would be ideal

### **Marketing Lead**

- Manages website and event ticketing this includes creating event in a timely manner before the event (minimum 2 weeks) for the website.
- Manages marketing for event promotion includes working with Regional Leads to come up with a marketing strategy for their events and creating content for promotion i.e promotional posters.
- Quarterly newsletter compilation and production.

### **Regional Lead Roles x 6**

1. Northland & Waikato
2. BOP, Gisborne & Hawkes Bay
3. Taranaki, Manawatu, Wairarapa & Wellington
4. Marlborough, Nelson & West Coast
5. Canterbury
6. Southland, Otago & Mackenzie Basin

### **Regional Lead Role**

- The regional leads are each responsible for leading a small group of volunteers (2 or 3 people) in each region, to organise 3 or 4 events across their area per year.
- The purpose of the events is to provide women the opportunity to connect, socialise, learn, and support each other.
- A guest speaker may or may not be present at the event. A thank you card and gift should be organised for each speaker. Gifts are to the value of \$70 per person. Consideration should be given to how many speakers are at each event, for budget reasons. It is best to discuss this with the Treasurer.
- The regional leads will attend the WIA committee meetings once per month and report back on what events are planned in their region.
- All regional events will be entered in the 2023 Event Calendar – excel spreadsheet, so that everyone in the WIA committee can see what events are planned and where. • It is up to the Regional Lead how they would like to work with their ‘volunteers’ i.e. they might meet monthly via zoom to plan events, or have a group chat where they make plans.

**Event success:** A group of women turn up and get value from the gathering. It doesn't matter how many people attend, so long as the event provides value to the attendees.

**Regional Lead role at the event:** To provide chairmanship by introducing the guest speaker, welcoming attendees, letting people know about what WIA is, promote WIA membership.

**Role of the Regional Volunteers at the events:** To support the regional lead, welcome attendees. In some instances, if the Regional Lead is not able to attend, one of the Regional Volunteers can chair the event.