

ANNUAL REPORT 2024

FOR THE YEAR ENDED 30 JUNE 2024



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OUR MISSION

By fostering membership, building relationships and networking with producers and partners, Pastures & Grazing NSW encourages opportunities to increase the knowledge and practical capacity of farmers to credibly improve the pasture feed base in NSW for both production and sustainability.

Our Stakeholders include Graziers and Mixed Farmers, Seed and Fertiliser companies, Agribusiness, Researchers, Agronomists, TAFE and University Lecturers, who all have different needs for Pastures & Grazing NSW, which we recognise.

OUR VISION

Pastures & Grazing has a vision to improve grazing management through bringing producers, service providers and researchers together and be a conduit of reliable information for producers.

CHAIRPERSON'S REPORT

This year as a Board we've made gains in restructuring, rebranding and repositioning our organisation. It's great to see Pastures & Grazing NSW now delivering on its goals to members, but this hasn't come without some cost, as our Treasurer will detail.



The outcome of the vote at the 2023 Annual General Meeting last August saw the then Committee tasked with a sobering goal: *'To rejuvenate, modernise, improve the image, brand and governance of The Grassland Society of NSW'*.

This goal was recognised as critical for the Society's survival into the future as a viable entity.

The previous Committee and current Board has shown tremendous resolve in achieving what it has in the 12 months since that meeting. Pastures & Grazing NSW (P&G NSW) is well-placed to expand membership and exposure across New South Wales, with its transition from The Grassland Society of NSW now complete.

I would like to briefly summarise the milestones reached in the process of rejuvenation, which our Executive Officer will provide in more detail.

New business name

'Pastures & Grazing NSW' was selected from a potential list of names and registered with ASIC in November then updated to a company limited by guarantee with ASIC, and registered with the ACNC in March this year.

New logo and brand identity

Initial brand identity documents outlining our vision and mission statements were drafted in September, with the final logo and style guide developed in January.

Governance and structure

Following an initial SWOT analysis undertaken by the former Committee last October, P&G NSW's Constitution was finalised and uploaded to the ACNC website in March, with the new Board meeting in the same month.

The strategic plan was initially drafted in November, with the final produced in October this year.

On appointment in April 2024, the Executive Officer was nominated as Public Officer and the ACNC register updated to reflect this. Three sub-committees reporting to the Board were formed in July, with meetings scheduled for the 2024/25 year.

Website redesign

Development of the new website began last October with the engagement of a website designer, and it was launched in September of this year. Included on the site is an introduction to our Board members, conference proceedings and newsletters archives as they were on the old website, videos of recent pasture update information also uploaded. There are two new components on the website - 'Ask an Expert' and 'Success Stories'. The site will continue to evolve into the future.

Communications

The first issue of the redesigned newsletter was launched in conjunction with the website and delivered to approximately 400 recipients. Campaigns to promote the website and the newsletter were rolled out on Facebook encouraging membership, and offering free newsletter subscription for a limited time. Our Facebook reach is continuing to climb, with followers now exceeding 600.

Administration

The Executive Officer, Anne Baker, was appointed in April 2024, replacing the retiring secretary, Janelle Witschi. The role of Executive Officer has been expanded to include managing

"Substantial progress has been achieved in developing our governance framework"

compliance requirements, social media and website management.

Our future is positive

Substantial progress has been achieved in developing our organisation's governance framework to ensure it is fit for purpose. We look forward to next year and beyond with confidence in attaining ongoing growth and recognition for P&G NSW.

Acknowledgements

I would like to acknowledge the commitment and participation of the Board in achieving our results to date. I'd also like to acknowledge the input of our Vice Chair, Michael McDonald, for his special talents in organising the change of our name and our new constitution.

A thank you to Sarah Baker, for stepping into the position of Treasurer, following Frank McRae's resignation.

Jonathan McLachlan filled the role of newsletter editor, for which we are all very appreciative.

I would also like to thank our Executive Officer, Anne Baker, who hit the ground running on her appointment and assisted the Board to achieve so much.

Lastly, I would like to acknowledge the support our members have shown in entrusting the revitalisation of the Society and allowing us to establish Pastures and Grazing NSW.

LESTER MCCORMICK

EXECUTIVE OFFICER'S REPORT

Following my appointment in April this year, I'm grateful for the opportunity to assist the organisation through this period of significant change.

The six months spent as Executive Officer with Pastures & Grazing NSW have certainly not been boring. Far from it. In fact it's been an interesting learning curve for me. Not only have I had the opportunity to build my knowledge in areas such as compliance management, ACNC workings and Xero, it's been satisfying to be able to utilise the skills I've brought to the role, for the benefit of the organisation. Key achievements are as follows:

1. New identity, new collateral

Along with our new identity came the need for fresh promotional collateral to use at upcoming pasture updates and forums. I designed these in-house, allowing faster production time, and saving on design fees.

KEY ACHIEVEMENTS

Designed and produced:

- Pullup banners
- Teardrop banners
- Vinyl banner (3m)
- Lectern pennants
- Tablecloths

2. Responsive communication to a wider audience

Growing our online presence is a major objective of my role. As a result I established a Facebook schedule, which has been in place since May. A total of 85 posts have since been published (both organic

and shared), with the emphasis on quality rather than quantity. Two Facebook Ad campaigns were also rolled-out with the launch of our new website, including inviting new members to join and new subscribers to our newsletter.

KEY ACHIEVEMENTS

- Increased audience engagement
- Increased our responsiveness to online enquiries
- New memberships increase (+7)
- Increase in newsletter subscribers (+10)

3. Governance and structure

Ensuring we maintain a robust governance framework and manage our compliance responsibly is crucial to success. Following my nomination to Public Officer in July, I updated our entity details on our ABN and made adjustments to form 3B on the ACNC website as required. At the Board's request I adjusted our financial year reporting to ACNC from 1 Jun - 31 May to 1 Jul - 30 June, now approved. Three subcommittees were formed in July (Finance, Risk & Audit; Governance & Nominations; and Planning & Development), with a meeting schedule for Committees and Board for 2024/25 developed by me and approved by all. I am required to attend all meetings, distribute agendas and Zoom details, minute take and disseminate same.

KEY ACHIEVEMENTS

- Nominated Public Officer
- Updated Entity name on ABN
- FY reporting period change to 1 Jul-30 Jun approved by ACNC
- Form 3B updated with ACNC
- 3 x subcommittees formed; meeting schedule finalised

4. Website redesign

I became involved in the review of the draft website prior to launch, working with the designer and consultant to move to launch stage.

KEY ACHIEVEMENTS

- Reviewed website - style changes made for mobile view
- Thorough proof of site; flagged issues with Board/designer
- Square credit card payment option for new members
- Updated pdf membership form to include student and Prograze members

5. Administration

There have been a number of minor changes in how we operate. For example, I instigated the addition of Square on our invoices for a credit card payments option. We now also utilise a shared library on Onedrive where current meeting minutes, agendas, meeting schedule and other key information is stored for easy reference.

KEY ACHIEVEMENTS

- Credit card option for payment of invoices (Square)
- Shared library set up on Onedrive for simplified document access
- Strategic Plan finalised & uploaded to website



PASTURES & GRAZING NSW: FACEBOOK PERFORMANCE



- ¹ The number of likes of your Facebook Page
- ² No. of likes or reactions, saves, comments, shares and replies on content
- ³ The total number of followers of your Facebook Page or profile
- ⁴ Reach from organic or paid distribution of Facebook content. Also includes reach from other sources, such as tags, check-ins and Page or profile visits, and reach from posts and stories that were boosted. Only counted once if it occurs from both organic and paid distribution.
- ⁵ The number of clicks, taps or swipes on links within your content, including ads. Content may include formats such as posts, stories, reels and videos that led to destinations or experiences, on or off Facebook.

AD CAMPAIGNS: WEBSITE & NEWSLETTER

<p>COMING SOON</p> <p>Stay tuned</p> 	<p>JOIN US</p> <p>Become a member today!</p> 
<p>IT'S ALMOST TIME!</p> <p>Our new website looks good enough to graze on. Stay tuned!</p> 	<p>JOIN US</p> <p>Become a member today!</p> 
<p>MEMBER SUCCESS STORIES</p> <p>Get the inside scoop on grassland farming from other members!</p> <p>Join us today</p> 	<p>SPRING NEWSLETTER</p> <p>OUT NOW</p> <p>Sign up today</p> <p>for free access to newsletters until December 2024</p> 
<p>ASK AN EXPERT</p> <p>Got a burning question about grassland farming?</p> <p>Join us today and get it answered</p> 	<p>SUBSCRIBE TO OUR NEWSLETTER</p> <p>Read about the latest developments in grassland management</p> <p>FREE UNTIL DEC 24</p> 

ORGANIC POSTS: EVENTS

<p>SAVE THE DATE</p> <p>CENTRAL WEST NSW</p> <p>2025 PASTURE UPDATE</p> <p>Thursday 6 March, 2025</p>  
<p>2024 TAMWORTH PASTURE UPDATE</p> <p>How to optimise pasture production</p>     
<p>LOCAL LAND SERVICES</p> <p>SPRING FIELD DAYS</p> <p>10, 12, 13 SEPT 2024</p> <p>PARKES, WELLINGTON, GILGANDRA</p> 
<p>DEPARTMENT OF PRIMARY INDUSTRIES AND REGIONAL DEVELOPMENT</p> <p>2024 FIELD DAY</p> <p>WED 11 SEP 2024</p> <p>CONDOBOLIN</p> 

MEET OUR BOARD

 <p>LESTER MCCORMICK</p> <p>MEET OUR BOARD</p> <p>CHAIRPERSON</p>	 <p>MICHAEL MCDONALD</p> <p>MEET OUR BOARD</p> <p>DEPUTY CHAIRPERSON</p>
 <p>GEORGE TRUMAN</p> <p>MEET OUR BOARD</p> <p>DIRECTOR</p>	 <p>JEFF MCCORMICK</p> <p>MEET OUR BOARD</p> <p>DIRECTOR</p>
 <p>JONATHAN MCLACHLAN</p> <p>MEET OUR BOARD</p> <p>DIRECTOR</p>	 <p>DAVID HARBISON</p> <p>MEET OUR BOARD</p> <p>DIRECTOR</p>
 <p>KEITH GARLICK</p> <p>MEET OUR BOARD</p> <p>DIRECTOR</p>	 <p>SARAH BAKER</p> <p>MEET OUR BOARD</p> <p>DIRECTOR</p>

OUR TRANSITION TO PASTURES & GRAZING NSW



FINANCIAL STATEMENTS: 1 JUNE 2023 - 31 MAY 2024

Pastures & Grazing NSW Limited

Statement of Income and Expenditure

For the year 1 June 2023 to 31 May 2024

Statement of Assets and Liabilities as at 31/5/24

CURRENT ASSETS

BANK

Conference Account	20264.58
Debit Card	367.43
Seminar Account	36277.18
Term Deposit 717983	50000.00
Term Deposit 717991	200000.00
Working/ Cheque Account	363.34

Total Bank 307272.53

CURRENT ASSETS 0.00

Accounts Receivable	975.00
Trade Debtors	6755.00
Total Current Assets	7730.00

FIXED ASSETS 0.00

Computer Equipment	3517.40
Office Equipment	2384.90
Total Fixed Assets	5902.30

Total Current Assets **\$320,904.83**

NON-CURRENT ASSETS

Total Non-current Assets **\$0.00**

TOTAL ASSETS (= Total Current Assets + Total Non-Current Assets)

Total Assets **\$320,904.83**

CURRENT LIABILITIES

Total Current Liabilities **(\$6,197.28)**

NON-CURRENT LIABILITIES

Total Non-Current Liabilities **0.00**

Total Liabilities **(6,197.28)**

(= Total Current Liabilities + Total Non-Current Liabilities)

NET ASSETS **\$327,102.11**

(= Total Assets - Total Liabilities)

Statement of Income and Expenditure as at 31/5/24

INCOME

Member subscriptions	7,705.00
Event registrations	1,095.00
Revenue from investments	9,584.48
Refunds	10.00

Total Income **\$18,394.48**

EXPENDITURE

Administration Costs	282.80
Advertising and Marketing	1897.50
Bank Fees	13.02
Catering and Venues	2479.30
Consulting Fees	5450.00
Filing Fees	900.69
Insurance	2255.81
Meeting Expenses	79.05
Merchant Fees	561.00
Microsoft 365 Subscription	109.00
Postage	1226.58
Printing & Stationery & Office Supplies	805.52
Project for Cadia Community Partnership Program	43319.10
Repairs and Maintenance	516.70
Satchels & Promotional Material Costs	503.80
Secretarial Fees	24149.00
Subscription Xero	571.50
Telephone & Internet	1294.66
Travel and Accommodation	602.00
Website	5064.50
Zoom	295.56

Total Expenditure **92,377.09**

OPERATING SURPLUS / (DEFICIT) FOR THE YEAR **(\$73,982.61)**

(= Total Income - Total Expenditure)

Balance Sheet

Pastures & Grazing NSW Limited
As at 31 May 2024

Account	31 May 2024
Assets	
Bank	
Conference Account	20,264.58
Debit Card	367.43
Seminar Account	36,277.18
Term Deposit 717983	50,000.00
Term Deposit 717991	200,000.00
Working/ Cheque Account	363.34
Total Bank	307,272.53
Current Assets	
Accounts Receivable	975.00
Trade Debtors	6,755.00
Total Current Assets	7,730.00
Fixed Assets	
Computer Equipment	3,517.40
Office Equipment	2,384.90
Total Fixed Assets	5,902.30
Total Assets	320,904.83
Liabilities	
Current Liabilities	
Pastures & Grazing NSW Limited	2,237.72
Other Liabilities	(8,435.00)
Total Current Liabilities	(6,197.28)
Total Liabilities	(6,197.28)
Net Assets	327,102.11
Equity	
Current Year Earnings	(73,982.61)
Members Funds	201,004.82
Retained Earnings	200,079.90
Total Equity	327,102.11

Profit and Loss

Pastures & Grazing NSW Limited
For the year ended 31 May 2024

Account	2024
Trading Income	
Interest Income	9,584.48
Member Subscriptions	7,705.00
Event Registrations	1,095.00
Total Trading Income	18,384.48
Gross Profit	18,384.48
Other Income	
Refunds	10.00
Total Other Income	10.00
Operating Expenses	
Administration Costs	282.80
Advertising and Marketing	1,897.50
Bank Fees	13.02
Catering and Venues	2,479.30
Consulting Fees	5,450.00
Filing Fees	900.69
Insurance	2,255.81
Meeting Expenses	79.05
Merchant Fees	561.00
Microsoft 365 Subscription	109.00
Postage	1,226.58
Printing & Stationery & Office Supplies	805.52
Project for Cadia Community Partnership Pr	43,319.10
Repairs and Maintenance	516.70
Satchels & Promotional Material Costs	503.80
Secretarial Fees	24,149.00
Subscription Xero	571.50
Telephone & Internet	1,294.66
Travel and Accommodation	602.00
Website	5,064.50
Zoom	295.56
Total Operating Expenses	92,377.09
Net Profit	(73,982.61)

FINANCIAL STATEMENTS: 1 JUNE - 30 JUNE 2024

Pastures & Grazing NSW Limited

Statement of Income and Expenditure

For the month 1 June 2024 to 30 June 2024

Statement of Assets and Liabilities as at 30/6/24

CURRENT ASSETS

BANK

Cash Reserve 1	14780.17
Cash Reserve 2	36308.04
Debit Card	554.33
Term Deposit 717983	50000.00
Term Deposit 717991	200000.00
Working/ Cheque Account	1780.04

Total Bank 303422.58

CURRENT ASSETS

Trade Debtors	6755.00
Total Current Assets	6755.00

FIXED ASSETS

Computer Equipment	3517.40
Office Equipment	2384.90
Total Fixed Assets	5902.30
Total Current Assets	\$316,079.88

NON-CURRENT ASSETS

Total Non-current Assets \$0.00

TOTAL ASSETS (= Total Current Assets + Total Non-Current Assets)

Total Assets \$316,079.88

CURRENT LIABILITIES

Total Current Liabilities (\$6,197.28)

NON-CURRENT LIABILITIES

Total Non-Current Liabilities 0.00

Total Liabilities (6,197.28)

(= Total Current Liabilities + Total Non-Current Liabilities)

NET ASSETS 322,277.16

(= Total Assets - Total Liabilities)

Statement of Income and Expenditure as at 30/6/24

INCOME

Member subscriptions	0.00
Event registrations	0.00
Revenue from investments	1,007.45
Refunds	0.00

Total Income \$1,007.45

EXPENDITURE

Advertising and Marketing	311.85
Secretarial Fees	4165.20
Sponsorship	220.00
Subscription Xero	48.75
Website	822.25
Zoom	264.35

Total Expenditure 5,832.40

OPERATING SURPLUS / (DEFICIT) FOR THE YEAR (\$4,824.95)

(= Total Income - Total Expenditure)

Balance Sheet

Pastures & Grazing NSW Limited
For the month ended 30 June 2024

Account	30 June 2024
Assets	
Bank	
Cash Reserve 1	14,780.17
Cash Reserve 2	36,308.04
Debit Card	554.33
Term Deposit 717983	50,000.00
Term Deposit 717991	200,000.00
Working/ Cheque Account	1,780.04
Total Bank	303,422.58
Current Assets	
Trade Debtors	6,755.00
Total Current Assets	6,755.00
Fixed Assets	
Computer Equipment	3,517.40
Office Equipment	2,384.90
Total Fixed Assets	5,902.30
Total Assets	316,079.88
Liabilities	
Current Liabilities	
Pastures & Grazing NSW Limited	2,237.72
Other Liabilities	(8,435.00)
Total Current Liabilities	(6,197.28)
Total Liabilities	(6,197.28)
Net Assets	322,277.16
Equity	
Current Year Earnings	(82,891.34)
Members Funds	201,004.82
Retained Earnings	204,163.68
Total Equity	322,277.16

Profit and Loss

Pastures & Grazing NSW Limited
For the month ended 30 June 2024

Account	30/06/2024
Trading Income	
Interest Income	1,007.45
Total Trading Income	1,007.45
Gross Profit	
	1,007.45
Operating Expenses	
Advertising and Marketing	311.85
Secretarial Fees	4,165.20
Sponsorship	220.00
Subscription Xero	48.75
Website	822.25
Zoom	264.35
Total Operating Expenses	5,832.40
Net Profit	(4,824.95)