

2017.04.11.00

N.Z. INSTITUTE OF LANDSCAPE ARCHITECTS (INC.)Presidents' Review 1974 - 1975; 15th August 1974

In this the third year since the Institute's inception it is again my pleasure to briefly review the past year.

Today membership stands at :

|                 |    |
|-----------------|----|
| Honorary Fellow | 1  |
| Associates      | 26 |
| Affiliates      | 45 |
| Students        | 21 |
| Subscribers     | 2, |

to represent a total membership of 95, or an increase of 27 from last years figure of 68.

Since the 1974 Annual General Meeting instructions to the various selected sub committees have proceeded with varying degrees of pace and satisfaction to myself as Chairman and President. I do, I think, detect a slackening of pace in the needed momentum in some facets of our development and I call our total memberships attention to the fact that despite great increases in overall numerical strength, it is generally the faithful few who continue the push on.

I state categorically that those 15 to 20 effective servants of the professional cause are well ready to co-opt willing assistants to the various committees in operation - so please feel free to come forward. It is a factor of the youth of this Institute that we should be malleable enough to accept new membership's ideas. We are not steeped in the strict dogmas of Institutes borne in long tradition. I believe this flexibility should ever exist and an image of a young modern institute receptive to change is the one we most desire to propagate.

Each sub committee report is the subject of separate review on the agenda, so I will not elaborate on each too deeply here.

The Professional Sub committee has seen a rapid development of the brief given to them last year and members deserve commendation for the quality of the document now to hand.

The State Services Commission should by now know of our existence - and intended persistence - all readers of the last Newsletter, should recognise that Executive has directed special emphasis towards job classification, clarification and parity with other planning professions. Some may say the hand is being overplayed, but those critics can not claim to see the real importance of an upgraded understanding of this profession within the Public Service, for herein lies the salary backbone upon which many local body positions hang their scales of extra flesh! Too, is landscape consultant recognition heavily based on Public Service acceptance of landscape architecture.

The Education sub committee is to me, an area of concern because more direction from this Institute is needed. I hope conscientious educational debate arises from items on today's agenda.

The Publicity Committee has met with reasonable response in the dispersal of last years Conference proceedings; and those responsible for it should be complemented on its production on shoe-string budgets. However we must aspire to further publicity whenever opportunity knocks.

Chapter organisation is as yet infant in development, and suggestions and support from membership is still required.

The Christchurch area still exhibits the greatest numerical strength and greatest display of effective gatherings, but Wellington is now siphoning off many Christchurch members and is now appearing to gather the greatest strength in the seat of Central Government. Dunedin and Auckland show only minor increase in strength of membership but solid cores exist.

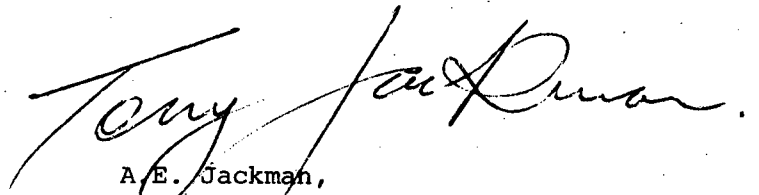
As President I must once again thank all members of Executive and committees who have given such solid - often-out-of-sight support.

The Open Space, Wellington Conference 75 sub committee lead by Robin Gay, and including Esmae Sage, Nancy Buckland, Lois Bain, Di Menzies, Graeme Densem, Dennis Scott and Albert Vasbenter deserve full commendation for a difficult job well done.

Particular thanks must be accorded to Charlie Challenger again for fine Newsletter editorialship and production; Earl Bennett for the Secretarialship - now a very heavy time consuming task, and to Frank Boffa for the constant demands of Treasury work.

Aspirations of further development of the profession we all have, but I will leave these to the Presidential Address tomorrow.

Thank you

A handwritten signature in cursive script, appearing to read 'Tony Jackman', written in dark ink.

A.E. Jackman,  
President, N.Z.I.L.A. (INC.)

2017.04.12.00

NEW ZEALAND INSTITUTE OF LANDSCAPE ARCHITECTS (INC)BALANCE SHEETAs at 31st July, 1975

|   | <u>1975</u>         | <u>1974</u>      |
|---|---------------------|------------------|
| <u>ACCUMULATED FUNDS</u>                  | \$1,412-35<br>===== | \$1,188<br>===== |
| <u>REPRESENTED BY:</u>                    |                     |                  |
| Cash at Bank                              | 1,194-60            | 1,245            |
| Accounts Receivable                       | 148-75              | 73               |
| Advance for 1975 Conference in Wellington | 250-00              | -                |
|   | <hr/>               | <hr/>            |
|   | 1,593-35            | 1,318            |
| <u>Less Accounts Payable</u>              | 181-00              | 130              |
|   | <hr/>               | <hr/>            |
|   | \$1,412-35<br>===== | \$1,188<br>===== |

AUDITORS' REPORT

TO THE MEMBERS OF NEW ZEALAND INSTITUTE OF LANDSCAPE ARCHITECTS (INC)

We have examined the above balance sheet and attached income and expenditure account. As most of the Institute's income cannot be verified prior to entry in the records our examination of these has been confined to testing recorded receipts to the bank account. In our opinion but subject to this limitation, the balance sheet and income and expenditure account give respectively a true and fair view of the state of the Institute's affairs as at 31st July, 1975 and of its income and expenditure for the year then ended.


CLARKE, MENZIES & CO., Chartered AccountantsAUDITORSCHRISTCHURCH, N.Z.

13th August, 1975

NEW ZEALAND INSTITUTE OF LANDSCAPE ARCHITECTS (INC)INCOME & EXPENDITURE ACCOUNTFor Year Ended 31st July, 1975

|   | <u>1975</u> | <u>1974</u> |
|---|-------------|-------------|
| <u>INCOME</u>                                   |             |             |
| Subscriptions                                   | 1,560-75    | 1,551       |
| Annual Meeting and Social                       | 500-00      | 273         |
| N.Z.I.A.S. Conference Proceedings Grant         | 100-00      | -           |
| Conference Proceedings, Sales and Contributions | 98-00       | -           |
| Interest  | 46-34       | -           |
| Donations                                       | 10-00       | -           |
|   | <hr/>       | <hr/>       |
|   | 2,315-09    | 1,824       |
| <u>LESS EXPENDITURE</u>                         |             |             |
| Printing & Stationery                           | 423-37      | 278         |
| Postages, Typing & Secretarial                  | 307-40      |             |
| General Expenses                                | 64-23       | 20          |
| Annual Meeting & Social                         | 413-02      | 288         |
| Professional Practice Committee -               |             |             |
| Travel Expenses                                 | 124-20      | -           |
| Contribution to Visit by D. Lovejoy             | 519-00      | -           |
| Membership Dues - I.F.L.A.                      | 154-64      | -           |
| Accountancy & Audit Fees                        | 85-00       | 50          |
|   | <hr/>       | <hr/>       |
|   | 2,090-86    | 636         |
| <u>Excess of Income Over Expenditure:</u>       | <hr/>       | <hr/>       |
|   | 224-23      | 1,188       |
| <u>ADD</u> Accumulated Funds to 31st July, 1974 | 1,188-12    | -           |
|   | <hr/>       | <hr/>       |
| <u>ACCUMULATED FUNDS 31st July, 1975</u>        | \$1,412-35  | \$1,188     |
|   | =====       | =====       |

*C. M. L.*  
13/8/75

2017.04.13.00

N.Z.I.L.A. Annual General Meeting, August 1975Report of Newsletter Editor

Four issues of the Newsletter have been produced during the past year, with a total content of 39 quarto-sized pages. Circulation has been to membership (86), statutory deposit libraries (3), related professional institutes (10) and educational training centres for allied professions in Australia and New Zealand (11). This latter distribution is regarded by Executive as desirable publicity for the Institute and the profession. Total circulation for Newsletter 6 was thus 110 copies.

Costs of producing the Newsletter was \$347:07 for the past year, this figure being composed of \$264 for typesetting, \$10:03 for metal plates (photographic illustrations), \$48:00 printing costs, and postage and envelopes \$25.04. The figure for printing is below commercial rates due to the use of the Lincoln College Printing Department, but typesetting costs are commercial rates. Like all activities of this type these latter costs have increased considerably during the year.

The total annual income of the N.Z.I.L.A. is \$1445, at present-day membership numbers and subscriptions. In view of this limited figure, and the other calls upon the N.Z.I.L.A.'s financial resources we must look at the future of the Newsletter with a very careful eye. The Newsletter fulfils a useful role providing a direct contact with membership, and in acting as a medium for viewpoint and publicising the Institute and the profession. Nevertheless, its production in its present format is an expenditure of 24% of our total income, even ignoring the hidden benefits of cost-price printing.

A range of alternative and supplementary approaches to the problem exist which should be discussed at this meeting, assuming that this figure is not regarded as acceptable by membership.

Cost reduction by:

- (1) Reducing size or the number of issues.
- (2) Using production methods which cut out typesetting costs and/or totally eliminate photographs, or use less costly methods of reproduction, or cheaper paper.

Cost minimisation by:

- (3) Selling the Newsletter to non-members.

Setting-off costs by

- (4) Activating a programme of advertising or sponsorship.

Of these alternatives I feel that the only approaches which should be seriously considered are (3) and (4). To initiate (1) or (2) can only have a damaging effect on our image at a time when we should be enhancing it, not drawing back. It is better to be positive than negative.



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The alternative of cost minimisation will be brought up later in this meeting, when the question of cancelling the subscriber category of membership, and its replacement with a non-membership category allowing purchase of the Newsletter, will be discussed. The costs to the N.Z.I.L.A. of additional copies, once setting-up and preparation of printing masters has been paid for, is minimal. Each subscription to the Newsletter is then a direct contribution towards costs.

The initiation of an advertising or sponsorship programme could be of as much value to membership, in indicating sources, as to advertisers themselves if advertisers are chosen well. The Executive have accepted this method as acceptable in principle, and there is no reason, if the N.Z.I.L.A. retains firm control of layout, type sizes and type faces and requires advertisers to adhere to "house" presentation, that any loss of dignity of the publication should occur. If the development of such an approach is to be satisfactory it will need a systematic approach. Offers of assistance have been already received from members with experience with the British I.L.A. Journal.

In both these latter cases, the content of the Newsletter must be of interest to other than purely domestic readers, and an increased effort by our already overworked membership cannot be avoided. The interest of any publication to advertisers depends upon its contact with the right market, and upon circulation; and circulation depends upon content and quality of production. Thus I regard 3 & 4 as mutually antagonistic with 1 & 2.

'Newsletter' selling and 'Newsletter' advertising as a means of minimising costs depend upon the maintenance and improvement of a standard. The Newsletter has received several complimentary comments from non-members; but it can be further improved by the use of better printing and paper, and further attention to layout. But it also depends very much upon content, and this must involve membership being willing to accept jobs which require detailed effort.

To assist in appraising the interest which the Newsletter developed during the past year a total analysis of the contents is appended. Please answer the questions asked and return to the Newsletter Editor. Feed-back is important if you are to receive what you want and what you feel will be of interest to others.

If I have a seconder for this Report it is open for discussion, particular attention could be paid to Newsletter costs and the policy for the forthcoming year.

S. Challenger.

30/7/75

Analysis of Newsletter contents, Nos 3-6, Expressed as  
% of total column space

Put a ✓ by items you consider inadequately covered

Put a x by items you consider overworked

What is your membership category?    associate  
    affiliate  
    student  
    subscriber

|  |
|--|
|  |
|  |
|  |
|  |

|  | <u>Percentage</u> |
|--|-------------------|
| <u>Comment</u>   | <u>7.0%</u>       |
| Executive comment  | 5.0%              |
| editorial comment  | 2.0%              |
| <u>The institute and membership</u>  | <u>19.5%</u>      |
| Membership - new members, address changes  | 5.9%              |
| Personal notes regarding members   | 6.2%              |
| Recent work by members   | 5.6%              |
| Executive notes (started in No. 6)   | 1.8%              |
| <u>The Profession</u>  | <u>55.6%</u>      |
| Educational matters  | 3.5%              |
| The Profession and its establishment:<br>(I.F.L.A., article re. N.Z.L.A., Negotiation<br>with State Services, A.S.L.A., Landscape opportunities) | 22.9%             |
| Professional practice information: (Legal note,<br>professional indemnity, professionalism, book purchasing,<br>metrication, valuation sources)  | 11.3%             |
| 'Practical Landscape jobs' - e.g. ('Development on Steep<br>Slopes', Landscape in Australia')  | 15.7%             |
| 'Public life' contributions: ('Anthos', Environmental<br>Impact Reports)   | 0.7%              |
| Posts wanted; posts available  | 1.5%              |
| <u>Information</u>   | <u>13.8%</u>      |
| Book reviews and information regarding literature  | 7.9%              |
| Bibliographies on a specific subject: (e.g. steep<br>slopes)   | 1.4%              |
| Trade information and products available   | 0.7%              |
| Miscellany - Information on Conferences, Meeting, Design<br>awards   | 3.8%              |
| <u>Illustrations</u>   | <u>4.1%</u>       |
| Photographs  | 2.6%              |
| Cartoons   | 1.5%              |



Assuming the News letter is to develop in size, with increased finances from Advertising Revenue, which of the following items would appeal to you (✓) or would definitely not be of interest (x). Membership category? \_\_\_\_\_

### Design materials

- Plant materials
- Detailed studies on the Environmental needs of specific trees and their landscape values
- Ecological studies on specific problem areas
- Construction materials and details
- Construction technique
- 'New products' guide
- 'Trade cards' of contractors, specialist suppliers, nurserymen etc.

### Design

- Basic design
- Art and landscape design
- Planting design
- Design criticisms

### Information and view point

- Overseas news
- N.Z. views on overseas development
- Articles from outside the landscape profession - e.g. surveying, law, planning, architecture, Ecology, sociology - regarding their inter-relationships with landscape
- Reports of institute - sponsored lectures
- 'Finding list' of articles of landscape interest in other journals
- Letters to the Editor
- Students section - reports on major designs, studies of wide interest views and comments

### Practice

- People in landscape
- Landscape offices and their work
- Reprographic techniques

### Professional

- Law relating to landscape
- Recreation planning
- Historical studies in N.Z.
- Landscape planning (in the broad-scale use of the term)
- Research methods.

### Other suggestions?

2017.04.15.00

N.Z.I.L.A. Annual General Meeting,August 1975Newsletter Policy.

The following policy is proposed by Executive for adoption by membership.

1. Purpose

The purpose of the Newsletter is two-fold:

- (a) to provide a means of regular contact between members, concerning matters of professional, technical and personal interest.
- (b) to provide a vehicle for the dissemination of information about the profession and its activities, largely but not necessarily exclusively concerned with New Zealand, and available to non-members.

It is not considered that these two activities are necessarily antagonistic in one publication, provided that a balance between them is maintained.

2. Form

The form of the Newsletter is to be such that it will reflect credit upon the Institute and its activities, commensurate with its function as "a vehicle for the dissemination of information about the profession and its activities". The precise frequency of issue, and page content will depend upon the discretion of the Editor, but issue cannot fall below four copies per annum if the Newsletter is to retain its preferential postage rates as a registered magazine. As a desirable aim it is recommended that the Newsletter produce four issues per annum, with a page content of 12-16 pages per issue.

3. Financing

The basic financial policy of the Newsletter is to be decided by Executive, in its annual budgeting process, when all major demands upon the Institute's finances are considered. The Editor is then to be directly responsible to Executive in accounting for his expenditure of funds from this voted sum and related income. Monies directly creditable towards the Newsletter, from advertising, or subscriber subscriptions, are to be used towards the production of the Newsletter, and are to be retained within separately accounted funds by the Editor.

4. Management

The management of the Newsletter is to be under the control of a Newsletter Sub-Committee. The Editor, as Chairman of the Sub-Committee, is to be a member of the Executive or, if no member of the Executive in office wishes to accept the post, may be a Non-Executive Corporate Member, appointed by Executive. In this latter case the Editor is to have the right to attend Executive meetings, but without voting rights, and without speaking rights unless the matters under discussion concern the Newsletter or presentation of material in the Newsletter. The Newsletter Sub-Committee is to consist of at least four members, in addition to the Editor, of any category of membership, and is to be approved by Executive. It is directly responsible, through the Editor, to Executive.

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The duties of the Newsletter Sub-Committee are to:

- (a) Decide editorial and advertising policy for the Newsletter.
- (b) Encourage the distribution of the Newsletter, outside N.Z.I.L.A. membership.
- (c) Obtain advertising compatible with its policy, and with the purpose and form of the Newsletter, in paragraphs 1 and 2 above.
- (d) Produce and distribute the Newsletter.
- (e) Account for all income and expenditure incurred in and resulting from the production and distribution of the Newsletter.