



July 2011

## NZNF Executive 2011

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## PRESIDENT'S MESSAGE

The shortest day is here and by nature being a "cup half full" person that means summer is closer every day!!! However I am sure we have a frost or two to endure yet and I have to admit to looking forward to my ski week late in August.

The half AGM of the NZNF was held in June at WNC. There are always the standard "housekeeping" issues to deal with at these meetings but they also allow us to spend time looking at the future. One of the hardy perennials is growth in our membership or conversely the lack of it, coupled with our ageing membership. This then always comes back to how do we attract new and/or younger members, which then leads on to how can we get their attention? This then ends up in a marketing debate and then the but...

Any form of real nationwide marketing is just cost prohibitive; our Communications Officer has spend considerable time looking at a host of options and clearly we do not have the finances to launch into a major advertising campaign that could be seen to even scratch the surface. So how do we communicate our message via the tools we have now and how do we improve the tools to maximize the impact? I doubt it will be a surprise to any of you that the internet and social media are by far the fastest growing means of communication globally. It's not just about teenagers – it's about a span of generations young and old.

So how do we get a slice of the action? Our web page is now around 10 years old, hence the Executive have decided it is time to give it a complete overhaul. With the massive increase in www awareness, our home page needs to be the face of naturism in New Zealand. It needs to be easy to find, simple to navigate and most of all it needs to be full of interesting content for our existing members and for those who are not. It should educate and inform and want these visitors to take the plunge and try our lifestyle. It also needs to incorporate the most up to date forms of social media such as Facebook, Twitter and blogs rather than as we now have them, as stand alone. It is obvious that the most cost effective way to tell the masses about our lifestyle is via our web page which warrants investment and serious attention. We will keep you posted with progress.

Another medium we have at our disposal is our gonatural magazine. This has

evolved exceptionally well over the years and it's fair to say it is now worthy of its place on the shelf alongside any other commercial lifestyle publication. However



in its role as the official magazine of the NZNF, its dispersion into the hands of our members has not been maximised. So we are joining the online world – yes the gonatural magazine will be available on the web for all NZNF cardholder members

beginning with the September edition. Those that wish to continue with print will not be disappointed as we will continue to publish the print version because we know how much our current subscribers enjoy reading the glossy full colour publication. There are a host of great features included in the digital online publication of gonatural including direct links from all URLs and email, zoom, preview mode and searches on keywords.

For those that are not financial members of an NZNF affiliated body or those that hold associate membership, they can purchase the digital version of gonatural via the link on [www.gonatural.co.nz](http://www.gonatural.co.nz) or the general retailer [www.nz.zinio.com](http://www.nz.zinio.com) simply by using a search feature. gonatural magazine will be found under the "lifestyle" section. Once the production is available on the Zinio website the link will be emailed to you together with your password and you may freely read gonatural online at any time or download to read later. Zinio provides free reader software for purchased issues or subscriptions. In order for you to receive this great benefit as part of your membership you will need to provide your name and email address to your club secretary who will forward these to the Database Secretary, in order for these to be loaded onto our secure readers' site. We will be following up this notice with a letter to all club secretaries during the winter so that everyone that wishes to receive the online version will have plenty of time to get their details logged in the database before the September edition. Until the next addition, enjoy winter, keep warm and look forward to summer.

**Pete Whalan**  
**President NZNF**



## GONATURAL WEEK 2011

This years 'gonatural Week' will run from 21-30 October. This includes a long weekend as well as a normal weekend. This is a chance to showcase your club to the public and receive national publicity at the same time. So start planning your event now. Try to make it something a little different from the usual open day and BBQ, to tempt members of the public to come along. Once through your gates they might just enjoy themselves so much that they will want to come back for more. The events do not have to be held at your club but could end up there afterwards. For example, a beach day, car rally, bush walk, or mystery bus trip could all be made available for the public, ending up with an evening at the club. Or why not try a nude Olympics at the club, a sports tournament, a festival of arts and craft, a life art model day (invite local artists along), or a body painting competition. There are plenty of other things you can do without the normal BBQ. Please let me know what your club will be doing before the end of September, so I can personalise your press release to your event.

## NZNF RALLY – AUCKLAND OUTDOOR NATURIST CLUB (28<sup>TH</sup> DECEMBER 2011 – 3<sup>RD</sup> JANUARY 2012)



**“Roll up, roll up”** and make your booking now for the 2011-12 rally to be held at AONC in Ranui, West Auckland. Come for a nakation themed ‘A Fairytale Circus’, for a week of side shows, magicians, jugglers, art shows, and much more... **Don't forget, that to reserve your registration is only \$50 per person as a deposit, with payment in full by 30<sup>th</sup> September 2011 to receive your discount of \$10 per adult AND (currently) there are only 5 rental caravans left!!** See <http://www.aonc.org.nz> for the rally programme and a registration form. Early bird special discount of \$10 per adult if paid by 30 September.

## NZNF RALLY – WELLINGTON NATURIST CLUB (28<sup>TH</sup> DECEMBER 2012 – 3<sup>RD</sup> JANUARY 2013)

Planning for the 2012/13 rally at the Wellington Naturist club is progressing well. They have a very enthusiastic crew and most positions on the rally committee have been filled. As usual there will be a very full entertainment program and probably one trip off site for all. More about that later. As yet the theme has not been finalised but rest assured it will be exciting and different. Accommodation for the rally can be booked by e-mailing the secretary on:

[Geraldine@brackenhouse.co.nz](mailto:Geraldine@brackenhouse.co.nz). If you require more information contact the rally co-ordinator Ken Mercer on [kmercer@slingshot.co.nz](mailto:kmercer@slingshot.co.nz).

## AUSTRALIAN NATURIST FEDERATION



Can you spot the change? Finally, after many years as the Australian Nudist Federation, the Aussies have joined the rest of the world and changed their name to align it with the International **Naturist** Federation and many other Federations around the world. They have a new committee (and a new secretary – a Kiwi – who you might know – Maureen McQueen). It is good to see that 2/3 of the delegates voted for the change.

## NATURIST HOLIDAYS SURVEY

Some of you will have filled out a questionnaire some time ago from the Cyprus University of Technology about naturist holidays. Well done to you all who did, as all up they received 99 replies from NZ, which was 6.6% of the total received. That might not sound many, but considering our nearest neighbours, Australia only sent in 23 (1.5%), I think we did rather well. In fact there were only 5 other countries who sent in more. These were from Italy, Hungary, UK, Spain, and Germany in that order. The results are still being collated but some trends are already emerging. 71% of those that replied are aged 31-60 years and 77% live in a town or city. Most are married and it looks like it was the male partner who filled out the survey as 90% were males. The University is suggesting the word **natourism** to describe the section of the tourist industry that promotes naturist tourism and **hakation** as the holiday taken. Sounds like we will be hearing more of these new buzz words in the future. More information as it comes to hand.

Yours naturally  
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