



NZNF Executive 2011

President:
Peter Whalan

NIVP:
Albert Wayers

SIVP:
Vacant

Secretary:
June Campbell-Tong

Treasurer:
Rodney Beals

Communications Officer:
Glenn Findon

Database Secretary:
John Bowers

Internet Co-ordinator:
Wendy Chamberlain

Appointments:

Secretary, NZ Naturists:
Colin Basire

Sports:
Errol Flynn

Merchandising:
Nick Lowe

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PRESIDENT'S MESSAGE

At last summer appears to be here, albeit a little patchy some days but I know all of you will agree its great be on the right side of winter.

Some of you may recall that in 2010 a series of workshops were held in which we considered the future of the Federation and in particular the need to be more responsive to the membership and to update our governance and management structure and processes.

A key aspect of this was an agreement to set up an E-Council and to amend the Constitution to provide for internet consultation and communication including voting on remits and election of NZNF Executive members. This is in line with current practice in many organisations where it is not always possible for representatives who have the authority to vote on behalf of their members to physically attend annual meetings. It is an important step toward facilitating more engagement between all the individual naturist organisations in New Zealand and the Federation.

A small group comprising Ken Mercer, Albert Wayers, Clive Hellyar and myself took on the role of progressing this and clubs and other NZNF organisations were asked to nominate a representative for the E-Council together with their contact details. The purpose of this was to start up the E-Council and to use the internet as the medium to progress this project to the point where formal amendments to the Constitution could be put forward. These amendments will legitimise its existence and make a seamless transition to a new governance structure which doesn't require the physical presence of a delegate at a meeting.

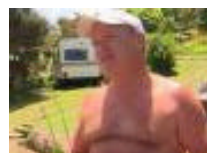
There was a limited response to this request and the project didn't progress to a point where it could be included on our AGM agenda. We have now restarted the project with the objective getting the E-council up and running in the first 3 months of next year.

What we require is an E-Council member to represent each of the individual NZNF affiliates. This person is not required to attend the AGM or for that matter any meetings – rather they

are a point of contact nominated by the club to relay email communications between the NZNF and the affiliated club's committee. We have contacted the club secretaries in this regard but are still to hear back from some, so those that have not yet responded could you email the name and email address of your organisation's representative to Clive Hellyar at clivehellyar@xtra.co.nz.

In the last edition of gonatural News you we told you that gonatural magazine is joining the online world, as of the September edition and available on the web for all NZNF cardholder members. 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. We are aware that our current subscribers enjoy reading the glossy full colour publication and advise that the print version of gonatural will continue to be published. Once the magazine is published on the Zinio website, the link will be emailed to NZNF cardholders who wish to receive the online edition - together with their password - enabling them to read gonatural freely, 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 details to the NZNF Database Secretary, in order for them to be loaded onto the secure reader's site.

In closing I must say I am really looking forward to rally this year. I know AONC have a great event planned and it will be great to catch up with many of you there. In the interim I would wish you all a very happy festive season and a great summer to come ... naturally



**Pete Whalan
President
NZNF**



**NZNF RALLY – AUCKLAND OUTDOOR
NATURIST CLUB (28TH DECEMBER 2011 – 3RD
JANUARY 2012)**

It is still not too late to register for the 'Fairytale Circus' rally at Auckland Outdoor Naturist Club. All



the fun of the circus will be included in your registration fee. Some of the events planned include circus sideshows, a magician, best clown competition, art competition, a mini-opera, a Moulin Rouge night where everything will be red (including your outfit), a variety concert and of course, on New Years Eve a 'Fairytale Ball' with fireworks to herald in the New Year. For up to date news please refer to AONCs website: www.aonc.org.nz

**NZNF RALLY – WELLINGTON
NATURIST CLUB (28TH DECEMBER 2012 – 3RD
JANUARY 2013)**

Planning for the 2012/13 rally at the Wellington Naturist Club is progressing well. The theme for the rally will be 'The New Age of Aquarius'. More information as it comes to hand. Keep an eye of the Wellington Naturist Club's website for programme details and registration forms etc.



<http://www.wellingtonnaturists.co.nz/>

gonatural WEEK

'gonatural Week' this year saw only half of the clubs hold a public event. Special mention must go to AONC for the tremendous effort they put in to promote their club. They advertised in all the free papers in the Auckland area, set up stalls in local markets and used the web to their advantage, advertising their open day on several free web sites, such as www.eventfinder.co.nz, the Events Diary of the Living Channel and also on Facebook and Twitter. They also dropped flyers to a number of supermarkets around the Auckland region and some members put flyers in their favourite cafes and galleries. They also had a large banner up outside the gates which helped bring in a lot of the



local people. A local newspaper wrote a front page article about their open day which resulted in a lot of interest.



The result was a massive 76 visitors over the weekend and 23 new applications for membership being approved at the next committee meeting. This shows what can be done with a bit of time and effort. But hey – isn't it worth it to see such a huge increase in membership? Although they spent a lot of money on advertising, it will be recouped by the subscriptions from only six new members, so who is winning here? Sometimes you have to take the risk and spend money in order to make money. Well done to Donna and her team from AONC. You have worked so hard to achieve this and the club is now reaping the benefits.

FACEBOOK AND BLOG SITES

It is good to see that in the past few months, a couple of clubs have taken up my suggestion to set up a Facebook page or blog site. Two have set up a Facebook page, one is thinking about it and another has a blog, which is linked to Facebook, with emails sent out to members when posts are added. But what about the rest? There must be someone in your club who is computer literate enough to take over responsibility for some of these suggestions. We are in the 21st century now and the internet is the way people communicate. Clubs need to be proactive in this regard to get information out to the public *via* this media.

BRAND RECOGNITION AND TERMINOLOGY

I have been trying for years to get the clubs to spell and present our distinctive brand, **gonatural** correctly. The public need repeated visually correctly presented brands to recognise and connect to the product. This is very important when dealing with the promotion in any media but also amongst your members in, for example newsletters, to get the correct presentation across to them as well. Our brand is **gonatural – all one word, all lower case and preferably in italics.**

Also, can clubs please make sure that when members are talking to the media, that the reporters know that we are **naturists**, not naturalists. This is a common mistake and everyone should make reporters aware of the difference: a naturist is someone who abides by the naturist philosophy whereas a naturalist is a conservationist.

As I will not be standing as Communications Officer again, this will be my last 'gonatural News'. I hope you have enjoyed reading my newsletters over the past seven years.

On behalf of the NZNF Executive, I would like to wish you all a happy, safe Christmas and New Year period.

Yours naturally
Glenn Findon
Communications Officer, NZNF

