

# Soil & Health Budget 2023-4

Towards a sustainable association

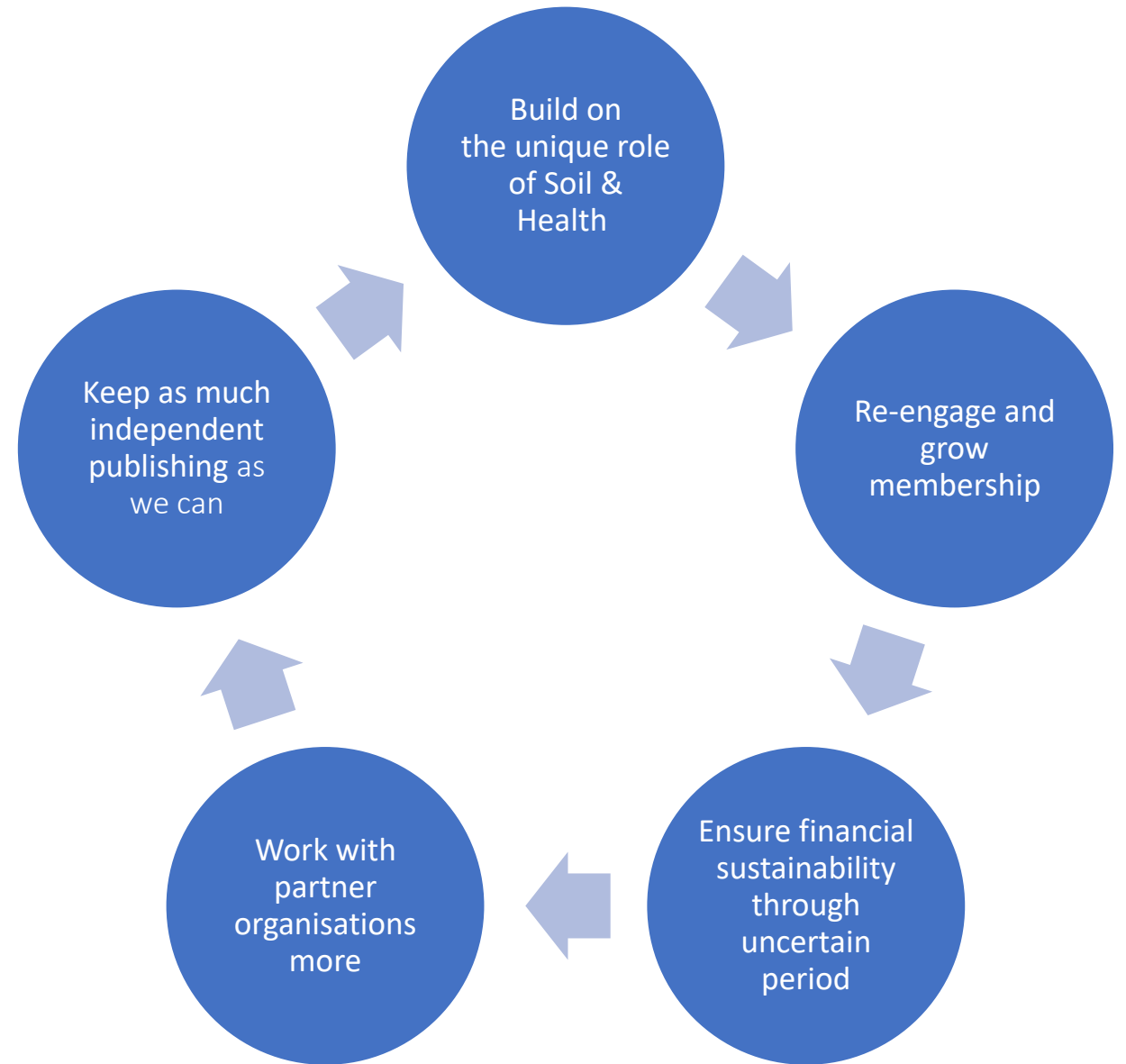
# Financial issue in a nutshell

We can't afford to run a print magazine and a staffed national office on our forecast income

100% of membership subs, and most staff time, is going to support the magazine, and we still have a deficit

If we want to do more than just print Organic NZ, something needs to change

# Principles of strategic shift



# Challenges driving change

Increases in fixed costs of magazine production; paper, postage

Reduced revenue, both memberships and magazine sales

Low staff capacity to support members or lead education/advocacy

Difficult operating environment with widespread economic uncertainty, exhaustion and low volunteer capacity

# Opportunities being considered



RAISE REVENUE BY ADJUSTING  
MEMBERSHIP FEE STRUCTURE



REDUCE OVERHEADS BY  
COLLABORATING WITH OTHERS



DIVERSIFY INCOME BY  
OFFERING MORE TICKETED  
EVENTS



TAKE MORE OF A LEAD ON  
DELIVERY OF FUNDED  
PROJECTS LIKE ORGANIC WEEK



REBALANCE INVESTMENT IN  
INDEPENDENT JOURNALISM;  
MORE DIGITAL



LOOK AT WAYS TO INVOLVE  
VOLUNTEERS MORE

# Business plan outline

1. charge an additional fee for the print magazine, to reflect actual costs
2. provide valued services to attract and retain people in membership
3. reduce magazine frequency and manage production values

