



NZSCA AGM Meeting 2024
Friday 24 May 8:30am-3:00pm
 Toitoti, Hawkes Bay Arts and Events Centre Hastings

Present: Board: Megan Wyper (MW) Roz Cattell (RC) Tom Handiside (TH) Steve Jae (SJ) Scott Pepler (SP) Ken Shi (KS), Steph Noble, (SN) Connor Nestor (CN), Jason Moore (JM) **Contractor:** Emma Markland Webster (EMW)

Apologies: David Burton, Jack’s Coffee and Roast Co, Mark Chirnside, The Crafted Coffee Company, Mike Murphy, Kōkako, Jeremy Innes, Switch Coffee, Hunter Chapman, Roastology, Keith Hill, Ignite Coffee, John Cole, Mojo, David Huang, Society Coffee, Carl Sara, Sucafina, Deb and Scott Lawson Toasted

Meeting Mins: by Emma Markland Webster

All attendees: Please see attached list at end of document

Agenda Item	Discussion
Meeting opened	<p>Welcome by Megan Wyper 9:15am</p> <p>Good morning everyone and welcome to sunny Hastings for our New Zealand Specialty coffee association AGM. Thank you to Sucafina for sponsoring our AGM.</p> <p>Thank you all for taking the time out to join us in the beautiful Hawkes Bay. As a local to Hastings I’m really proud to not only host you in my city but to also bring you all here as a way to support our Hawkes Bay members along with the Hawkes Bay after the devastating floods that hit the region last year.</p> <p>Last night was brilliant fun! Congrats to the Dominators – such a wonderful way to come together, learn some interesting facts and enjoy spending time together outside of the everyday.</p> <p>Last year we had 80 attend the AGM representing 58 member companies this year we have 90 people attending representing 57 member companies.</p> <p>if you have any general business, please leave a message in the box at the back.</p> <p>We will always endeavor to do our best to answer your questions in the room, however, if we don’t have an answer for you today, we’ll certainly do our best to have an answer and get back to you.</p> <p>Housekeeping: Bathrooms, Emergency exit, Reminder to turn alarms off and cellphones to silent</p>

*I'm now going to call up Roz who will be acknowledge a few people that we have recently lost.

Roz Cattell: Shane York & Heath Cater, will be greatly missed by all, gone but not forgotten. Minute silence in remembering them.

Emma Markland Webster: Meeting protocols: This meeting follows official meeting protocols: At the end of each portfolio presenter will ask for their presentation to be "moved". This means that what was presented was true and correct. Another member will then "second" the movement which means they agree. Their names are recorded on the minutes. Hands up to move and seconded. We will take an attendance. If you have any questions regarding any presentation, we would ask that you note them down and place in the box for the general business section of the AGM. Only ONE vote per company, we will call for nominations, right up to the election part of the AGM. Please respect listening to speakers during panel and reports.

Ice breaker – All to stand up to the back of the room & chose one side or another if both or unsure in the middle.

MY – reads Agenda

Previous Minutes tabled and apologies read and accepted. David Burton, Jack's Coffee and Roast Co, Mark Chirnside, The Crafted Coffee Company, Mike Murphy, Kōkako, Jeremy Innes, Switch Coffee, Hunter Chapman, Roastology, Keith Hill, Ignite Coffee, John Cole, Mojo, David Huang, Society Coffee, Carl Sara, Sucafina, Deb and Scott Lawson Toasted

Previous minutes accepted: Meg Wyper, Acme Cup Co **Seconded: Rob Hulse** Fonterra

Presidents Report – Megan Wyper 9:30

I've done many reports for the board over the years, but this one is a bit different as I get to introduce to you the work that collectively we have achieved together. Our fairly new board is a real diverse board that come from a real mix of professional backgrounds it's been a year of learning and finding our feet as a fresh team.

I'm really proud of our collective achievements this past year. As a volunteer association the expectation is that we just put in what we can and support those when life outside of the assn becomes the focus.

This year we worked on our new members category that was voted in last AGM, Cafe members. Opening our assn to this group gave us an opportunity to expand our voice and messaging to a new audience, an audience that's engaging with the public daily. From our conversations with cafes we saw the relationship between the work they do in spreading the Specialty coffee message and what we do as an assn. We know how this new membership will hugely benefit us all, as they're that the coalface of that conversation around 'what's in the cup' that the media and customers love to 'discuss'.

This year also saw the creation of a new portfolio, Sustainably. Every year for the past 5 years at least we have had some form of conversation around an issue that's related back to the wider subject of sustainability. So instead of it being a topic of discussion we decided that it needed more focus and a bigger spotlight. Scott last year presented the work he's been putting in with ECCA and this year has expanded on that work and also became our first chair of the sustainability portfolio.

After a 13 year-ish break we welcomed back the regional championships. An amazing turn out from competitors, spectators and sponsors. People that attended the Tamaki maru, Auckland event, out of their own pocket turned up in Otago, Christchurch and stepped up to volunteer at the event and then those from Christchurch turned up in Te Whangarei-a-tara, Wellington. The feedback from everyone has been really positive

We have had another amazing year of competitions and our champions also doing amazing on the world stage representing Aotearoa, New Zealand – first was Hanna Teramoto in Athens at the World Barista Championship and Ewan Kim at World Cup Tasters Championship. Then recently our Cup Taster champion Han Jong Lee placing 3rd in the world at the World Cup Taster Championships in Chicago, followed by Honaka at the start of May placing 4th at the World Barista Championships in Busan. Nico will be competing next month at the World Latte Art Championships in Copenhagen. Everyone represented Aotearoa exceptionally well both on and off the stage and we could not be prouder of them.

You will soon hear from the Chairs of Finance, Membership, Events, Education and Sustainability. Again I would like to thank everyone involved in these portfolios for the on-going work that you do behind the scenes.

Later on we will hear about the need to re-register NZSCA as a society under the new act as well as immediate changes required by the IRD for not-for-profits and charities.

Stepping down from the Board, is Steph Noble and Connor having both completed his 2 year term and won't be standing for re-election. I would like to thank out-going Board member, Steph, who has given 2 years as a Board member. Steph, thank you again, for your contribution to the Board, for your clear perspective and asking the pointy questions. And Connor for giving his time and contributions to the board these past few years. All four positions for the Executive Team are vacant along with 2 Board positions. Nominations are open until the elections start and if we have more people standing for 2 positions available it will go to a vote.

I'd like to thank my vice president, Tom Handiside, we have been working very collaborative this year and it's been so great to have another person to bounce off. Steve our new Treasurer, Nics shoes were pretty big ones to fill, but you have done a fantastic job not many people put their hand up for the role so we're always so grateful

Roz will be stepping down from her past president role as well as stepping down from serving 8 years on the board. Thank you for your service and years of contribution to the board, the association and our industry. I've enjoyed working with you these past 5 years on the board and more so this past year with the handover.

Thank you to Emma McDougall, who goes above and beyond to serve the board and members. And Thanks to Emma Markland Webster our events director, can not do this without your passion not just for events but for the industry.

Although the board does what they can with the extra time that they can offer I implore you, our members to please step forward and join committees, volunteer at events and step up. We're so fortunate to have a membership that is supportive and are happy to collaborate as well as passionate about this industry.

It's been a privilege leading the board this year. Thank you. Small things, big changes.

Motion to move, **Megan Wyper Seconded, Pat Russel** Sucafina

Treasurer Report – Treasurer Steve Jae 9:40am

In 2023, the association took on the responsibility of managing finances for events spanning different periods. This includes expenditures related to past events such as the barista champs, and anticipated revenue from the regionals which are not captured in this fiscal period but will be added to the next when the national is scheduled in October.

As the association covered last year`s events and accrued revenue with the regionals, the current fiscal period shows a transition in financial outcomes from a \$65k profit to a \$67k loss in the current fiscal period.

All the Regional Barista Championships held this year. Further to the second point from the last page, spendings for the regionals were captured in this financial, although the related sponsorship fees are not added in and will be captured once the national championship is held in October. We note anticipated revenue of circa \$68k from the four championships altogether.

Membership income 5% up from 2023. The total membership fees are \$67k, it was \$65k prior year. We also note bade debts as we write of \$2.5k of sponsorship fee for the 2022 and 2023 barista & latte art championship.

Received rebate from NZ Courier of \$8.5k. Credit to (NAME) for making this happen to the association.

Received funding of \$6.5k from EECA for the decarbonization project. Thank you to Scott who has made this happen.

The AGM gathered members in person despite the remote meet-up in 2022. The total net spending of the event was \$19k.

The financial position of the association is in good shape. Net assets show a shift compared to last year, although this is due to anticipated sponsorship fees for the regionals which will be added to equity once the national barista champs occur in October.

Cash position remains strong at 29k. As of today, followed by receipts for sponsorships and membership fees, the cash position increases to \$102k.

Invoices for the membership 2024/2025 were sent last month. First Membership fee increase in 12 years. Introduced a financial dashboard for presentation at the board meeting.

Motion to move , Steve Treasure Seconded Richard Corney Flight Coffee

Membership Committee Report - Megan Wyper 9:49am

We are a not for profit association run by elected volunteer members. So grateful for how many members we have providing an industry voice, sponsorship, website presence, social media, knowledge and events for everyone.

Our Purpose:

- REPRESENT ALL STAKEHOLDERS
in New Zealand specialty coffee by recognizing and engaging with the broad range of constituents in the industry
- TO PROVIDE A FORUM
for industry participants to advance the New Zealand specialty coffee industry
- TO PROVIDE PROFESSIONAL DEVELOPMENT
through the provision of training, education, support and other development opportunities
- TO PROMOTE PUBLIC INTEREST
by increasing consumer awareness and understanding of specialty coffee in New Zealand.

When we reflect on our achievements this year as an association and look at what other chapters are doing around the world, we've realized that with our smaller budget and population we are achieving more for our broad membership.

We increased the membership fee increase for the first time in 12 years, received really well, so we thank you.

We have had conversations with northern specialty coffee industry project about their work and opportunities for our members to help with their green coffee project. We're really excited about this project and what they working towards doing for the future of coffee in new Zealand. Members, Pat Russell and Stu Hargie have been working on this project with the northern spec coffee industry and Pat would be happy to chat further with any interested members.

We were engaged by a film project to help share the message of Wellington coffee and did some ground work here on who to approach in the industry and what ways to get the best of our wellington hospo friends who are facing 30% downturn on revenue.

All companies listed on the new website now. Website is 95% there, Dan Webster is working with us to create links from the company logos. Steph Nobel has helped here too.

EECA
Ongoing comms and links

Events - discounts on those events

Discounts BNZ, millennium hotels and NZ couriers rebate.

All members are the same as everyone No more allied

Tried networking events but lacked time last year, every member receives •Profile on website, a certificate and membership door stickers

We worked with MICE where they gave our members free tickets. In the future they talked about potentially having an NZSCA stand at the show and we're open to ideas as to what that can look like for our members.

BeanScene offer us a free platform for cafes and articles.

This year has not seen as many headlines as last year, but due to the upheaval in media, column inches have been harder to come by but we've seen a growth in social media.

We gave PR a real push this year and I worked with my companies PR company to get stories out including a follow up article in the Post about Honoka at worlds. Resulted in an Hospitality magazine published an article in both print and online about Honoka and a future article in the herald along with our regular BeanScene articles. Trying to push out positive news articles about the industry but the media isn't interested.

Growth in Instagram, Facebook stable, MailChimp success with newsletters increasing from 38% to up near 48% opens.

There's a real sense of community achievement in NZ which was very apparent during the WOC Busan recently. An Instagram post about Honoka and her teams was our most shared ever including comments and shares from other world coffee personalities. And the other posts around this week created more noise than we've ever seen.

As of today, we have:

Small 95
Medium 23
Large 22
Total: 140

Since 1 April 2023, we sent out invoices to 150 companies, and 90 have paid

All invoices were sent out on time, approx. 12 drop off + 13 new members. We had our first board meeting in June and hosted a few more online than normal as a way to save money. But it's important to dot in person meetings throughout the year.

What can you our membership do?

Show up for events, support our young talent, share what's in the cup with your customers, media and suppliers, volunteer, read emails

We have 13 new members. Thank you to these folk who support us.

- Grey St Kitchen
- Taste Collective Coffee Roasters
- VortX KleanAir Systems
- C Group Limited
- Roastology Coffee Co.
- Oatly Pty LTD
- Puhoi Coffee
- Rabbit Island Coffee Co.
- The Coffee Dojo Wanaka
- On The Grind

- fika
- May Coffee Crew
- Hummingbird Coffee Roasters

The Future:

- Café membership
- More surveys
- Continued committee growth
- Using regionals as marketing opportunity
- Northland Specialty Coffee Industry Project
- Constitutional changes

We spent time mapping out the new café membership and how that would look. New café members joined as they saw potential in the regional barista champs, in the coming year we will be using the barista regionals to market to the new potential members. What's in it for them? Well, great question. Competing in the regionals gives their café a platform to stand on, placing in the heats could come with a window sticker displaying that their café has a regional top barista, something that their café neighbor might not have. This also flows through to the café suppliers. This way of promoting the barista, kicks back to all, and also giving the barista the confidence to speak to their customers about what they're doing – the all important conversation about 'what's in the cup'.

We're also working towards what a membership looks like to chains / multiple sites.

Megan Wyper I move that the membership report be accepted can I have a seconder please? **Seconded : Sarah McMath** Goodman Fielder

Education Report - Jason Moore and Sam Keall 9:59

The Education portfolio aims to build a tight and inclusive community of highly engaged, enthusiastic and skilful coffee professionals in New Zealand using globally accepted methods with a New Zealand twist.

- Online Judges/Competitor Latte Art Workshop NZ
- Barista Championship workshops online – world reach
- Tough year to run trainings
- Committee have been brainstorming

We've had some great brainstorming sessions and have lots of ideas around what we can do in the education space, and now moving forward we're keen to involve members more to deliver relevant, meaningful education events and resources.

We held a very successful online workshop in Feb with over 75 attendees from different facets of the industry regarding the upcoming regional barista champs. This covered subjects such as how to gain success on the competition stage and how to understand and adopt the new rule changes. We had people attend from over the world and this information was shared with people at World Coffee Events level.

Several older education projects are still in limbo – the industry has changed rapidly and applying some of the barista certification work done in the past seems less relevant now. Figuring out how to modernise the education portfolio while remaining accessible and relevant is a challenge we are still working through.

We're aiming to package up education content for cafes and roasters. Simplified Tasters Series-style tasting where members can purchase an education taster box, such as roast degree kit, coffee defect kit, different processing kit etc and run the tasting in their own premise, with their own customers and staff. All the information and educational content would be provided in the kit.

The Future

- Online workshop for Latte Art in June
- Seed to Cup Resource next steps
- Cross over with other portfolios

We have a completed Seed to Cup resource – a thorough exploration of all the contributing factors that go into producing a cup of coffee. This is a PowerPoint style presentation and lots of work has gone in to making this very comprehensive. We now need to work through the most effective way to provide access to this resource and deliver the full benefits of the information it contains.

The education portfolio has a lot of crossovers with the new sustainability portfolio, as education is key to getting everyone onboard and getting buy-in from team members and key stakeholders.

Motion to move report Jason & Sam: Moved, Tom Handiside, Seconded by Steve Jay

Sustainability Report Scott Pepler 10.19 am Global Scan

The Association has officially included sustainability as a portfolio.

While work has been done in many areas in the past, the Association will provide a range of support and guidance for our members in the future through this portfolio.

In the past year, A key focus of this has been continuing the work with our partnership with ECCA Energy Efficiency & Conservation Authority and the Coffee decarbonisation pathway.

For the past 2 years, we have had an MOU with the EECA (Energy Innovation Authority). We have worked with Insa Errey and ECCA, who are present today.

The 1st Year with focused on the first 3 steps of the pathway

Step 1: We engaged with willing coffee roasters. With Workshops in Auckland, Wellington & Christchurch

Step 2: We had a working group of roasters to measure and target energy usage, including developing an energy calculator. Which is available on the pathway in an Excel form.

Step 3: Optimise and Improve : We had the working group come up with cost-saving measures, productivity enhancements, and optimisation for roasters, which resulted in a check sheet as a guide to identify those opportunities. This also available on the pathway.

Step 4: This year, we have focused how we can Reduce Energy Demand

With funding from EECA, we have been working on a global tech d scan with an experienced engineer, Cameron Russel, who has number years coffee expertise, who is present today. We worked with the suppliers, roasters, and myself alongside EECA. I am pleased to announce that the Coffee Roasting Technology Scan Report is now live and part of the ECCA & NZSCA Coffee Decarbonization Pathway.

[Coffee Decarbonisation Pathway | EECA](#)

There are 3 main sections of the report

1. Fuel switches include Electric, Hydrogen & Near-infrared
2. Demand Reduction mainly involves afterburners and alternatives
We have observed that in some cases, Afterburners are tripling their gas usage to comply with Council requirements, some Afterburners need to reach temperatures over 700 degrees and require significantly more gas."
3. Heat recovery includes Air Preheating and preheating green beans.

I encourage all members who have a roasting function to review the report. Any member looking to purchase new equipment or a roaster should review the report for future proofing for new technology.

Special thanks to the numerous roasters and suppliers who have supported this report.

We have 2 suppliers here today Alex from Representing Probat, and he has some Alternatives he is willing to share. We also have Ron from Vortex who from the US, who has a supplier of their a wet scrubber system. If we get enough interest, we will hold a webinar to share and collaborate further on and invite suppliers to this. Fuel Switching, especially for bigger roasters, may seem far away, but steps can be taken. As part of a pathway, our industry can be among the first to adopt new options in the Future.

We would like to encourage members to use tools and pathways to gain efficiency and optimisation gains. The member company with the most success or improvement may receive recognition from ECCA and the association.

We will have a panel section today, focusing on Q&A. If there are further questions, we will have a couple of panellists, including Insa and Kerry from L'affaire, who have details of using a wet scrubber on the roaster instead of an afterburner.

With a key focus on sustainability, we will also incorporate other initiatives into our portfolio. We aim for increased collaboration for the betterment of the environment and our industry. Thank you

Insa Errey and Scott Pepler answered questions from the report

Motion to accept the report Moved, Rob Hulse Fonterra **Seconded: Connor Nestor** Newground

MORNING TEA 10.30am – 11.10am

Events committee Report – Alice Burton and Ken Shi 11:10am

Presented by Alice Burton:

The Events portfolio aims to build a community of highly engaged, enthusiastic and skilful coffee professionals in New Zealand using the World Coffee Championships events to drive excellence in all aspects of their day-to-day jobs

What happened in 2023/2024

NZ Cup Tasters

NZ Latte Art

NZ Regional Barista Champs

Community events

- Taster's series V4
- 2023 NZ barista champion Honoka's world barista championship rehearsal
- Online workshops Regional Barista and Latte Art

These past 12 months have been busy with championship and community events.

What an afternoon for coffee! Sunday 6 August saw the New Zealand Cup Tasters Championship held at The Sapphire Room, Ponsonby. The room was packed full of coffee lovers who enjoyed the pumping atmosphere, the actual coffee on the table via pump pots, and a stage bursting with tasting talent. There was a sold-out field of 36 from all around NZ.

A big thank you to the volunteers who make our event such a success. Every competitor received a beautiful goody bag filled with sponsors' products and a commemorative plaque with their scores and photos. Huge thanks to our sponsors: Cafetto, Ozone Coffee Roasters, AMC Roastery Supply, Acme Cupco, Boring Oat Milk, and Marco via L'affare.

With ten seconds in it, **Pat Russell**, Sucafina NZ, Auckland became our Champion with a stunning 8/8 in the slick time of 2.06. Congratulations to our finalists:

Runner up, **Han Jong Lee**, Meebz Coffee Roasters, Auckland
Third place, **Johann Chong**, Meebz Coffee Roasters, Auckland
Fourth place, **Jaye Sanders**, Firsthand Coffee, Havelock North

Latte Art 2023

- Winner – Nico Nozaki
- Runner up – Dennis Hsueh
- 3rd place – Daniel Woodhouse
- 4th place – Subin Choi
- 5th place – Charanjeet Saini
- 6th place – Bryan Rajeyya

Held at The Sapphire Room, Ponsonby Central, Auckland, on Saturday 5 August, the NZ Latte Art Championship '23 saw 16 competitors pouring in the title.

With three beautifully poured designs, including his Aires star sign, **Tsubasa Nico Nozaki**, Flight Coffee, Wellington will be representing New Zealand at the World Latte Art Championship, taking place in June 2024 in Copenhagen, Denmark.

Thanks to our amazing sponsors: Meadow Fresh, La Marzocco, Hey Cafe via AMC Roastery Supply NZ, Cafetto, ACME Cups, Grey Roasting Co, and Boring Oat Milk

2023 Athens World Barista Championship

Hanna Teramoto
Coffee Tech, Auckland

Hanna Teramoto was 18th in Athens in June
She was second in the world espresso champs held the same weekend!

2023 Athens World Cup Tasters Championship

Ewan Kim
Independent, Auckland

Ewan romped into the quarter finals of the World Cup Tasters Championship.
With a fourth place in the first round, Ewan finished 16th in the world for 2023.

2023 Taipei World Latte Art Championship

Dennis Hsueh
Demi Urgos, Hamilton

Dennis waited a long time to get to the Worlds due to covid catch up on overseas events. He placed 23/37 and we are super proud of his efforts.

Regional Barista Championships

- Breaking down the barriers to entry by focusing on what barista know
- It's all about knowing your coffee and serving it with great customer service
- Three regional titles & prizes, place 2-4 will reserve a space to national championship

NZ Regional Barista Championship 2024

- 3 Cities & Hosts
- 18 Volunteers
- 29 Competitors
- 40 Judges & Guest Judges

Regional barista championships

We decided to bring you three pared-down Barista events to the regions (Auckland/Wellington/Christchurch) this year to break down the barriers to entry by focusing on what baristas know; their coffee and serving it with great customer service. No signature drink in the regions, just espresso and milk beverages. All competitors then went on to receive a full debrief on their performances to help them progress. The big event to showcase all that talent, the Aotearoa New Zealand Barista Champs will be held on Saturday 5 – Sunday 6 October in Upper Hutt.

We had three outstanding hosts: Havana Coffee Works in Auckland, C4 Coffee Co. in Christchurch and Mojo in Wellington, and a total of 29 people from our coffee community competed. A heartfelt thanks to M&M, our board members, hosts, sponsors, judges, competitors, and volunteers. Especially our principal sponsor Meadow Fresh, La Marzocco, AMC Roastery Supply, Acme CupCo, Milklab, Victoria Arduino NZ, Monin, Cafetto and Cofinet, . We had some great judges and volunteers to help at each event, and we sincerely thank them, as they kept the day running smoothly. Many thanks to our sponsors who created some great prizes and help for the competitors in getting to Nationals

Congratulations go to

Auckland (14 competitors)

Champion: Hanna Teramoto, Coffee Tech, Auckland

Runner Up: Wayne Burrows, Zephyr Coffee Co, Auckland

Third Place: Agnese Sokolovska, Eighthirty, Auckland

Fourth Place: Thomas Dixon, Zephyr Coffee Co, Auckland

Wellington (6 competitors)

Champion: Jason Moore, Vanguard Specialty Coffee Co., Dunedin

Runner up: Max Yuqi Cui, Mojo Coffee, Wellington

Third place: Eunyoung Lee, Albion Canteen, Napier
Fourth Place: Jay Marshall-Makaea, McDonald's Parry Organisation, Rotorua

Christchurch (9 competitors)

Champion: Bonnie Lam, The Coffee Dojo, Wanaka
Runner up: Joshua Peacocke, Independent, Christchurch
Third place: Joeyn Tan, C4 Coffee Co., Christchurch
Fourth place: Tanner Hunt, Hummingbird Coffee Roasters, Christchurch

Judge/volunteers

Auckland Havana = 17
Christchurch C4 = 11
Wellington Mojo = 12
Plus guest judges
Volunteer number for each region:
Auckland - 10, Kim Boyd was lead volunteer.
Christchurch - 4, Wayne flew to help. Ana from LM jumped in too.
Wellington - 4, Mark Chirnside flew up from Christchurch. Sarah Kennard was the lead
Ruby did all 3 and Mate did all 3. David Huang was our Lead Judge at all three

2024 Chicago World Cup Tasters Championship

Third Place – Han Jong Lee
Meebz Coffee, Auckland

Total 34 competitors
Final score 8/8 2:51

We are very proud to announce that Han Jong Lee came in third at the world cup tasters in Chicago last month, scoring eight out of eight (the only one to do so) in 2:51 minutes. He didn't get one cup wrong throughout the whole competition, an incredible result.
Chicago World Cup tasters championship 2024, Han Lee, NZ shocked the world
No.5 of the first round within 34 countries!
No.5 in the quarter final, No.2 in the semi final and No.3 in the final, with 8/8, 2:51, only 0.32 seconds away from the world champion title!

2024 Busan World Barista Championship

Fourth Place - Honoka Kawashima
Frank's Coffee, Wellington

We are beyond proud to announce that Honoka Kawashima, our Aotearoa NZ Barista Champion of 2023 and talented barista from Frank's Coffee in Wellington, has achieved an incredible **fourth place** in the prestigious World Barista Championship held this 1-4 May in Busan, South Korea.

Originally from Tokyo, Honoka's coffee journey is one of passion and precision. Her approach to coffee is straightforward yet intricate, mirroring the art of origami, which she beautifully integrates into her presentation. Such an incredible achievement amongst 50+ competitors, she represented Aotearoa/ New Zealand like a shining star.

Presented by Ken Shi:

Our events portfolio looks a little different each year, which keeps us on our toes. Events have always been about community, education and showcasing NZ coffee to the public and the world.

The events portfolio can feel a little dominating when looking at the association from the outside, or the inside. Event's are important for the growth of Specialty coffee in NZ, it's one of our tools to showcase specialty coffee in NZ and bring together our community.

The Barista champs, cup tasters and Latte art are all events that give New Zealand a voice and opportunity overseas. These events show off how great our industry is and that if you have been lucky enough to choose a career within this industry then there are places to grow and develop these skills.

The events showcase not just the baristas, cup tasters and latte artists but also everyone in the seed to cup. These events are an opportunity for everyone to showcase their work too.

I think we're all very aware how hard it's been in the last 12 months to not only find passionate hospitality staff but also retain them. Event's is one of the tools that the NZSCA have developed as one of the ways to show interested parties a way forward.

As a previous barista and a coffee roaster that used these events to further my career I'm the perfect example!

Tasters Series V4

- 3 Dates : 23/11, 27/11, 30/11
- 8 Cities : Wellington, Christchurch, Hampton Downs, Auckland, Tauranga, Taupo, Hastings, Northland
- 12 Venue Hosts – had 20 apply

The delicious Tasters Series V4 was held at a record 12 venues across New Zealand, with great numbers in Dunedin and Tauranga and for the first time in regions such as Northland and Taupō.

Thanks to Alice and John Burton Ltd, who created a selection of tasty decaf coffees, and to our friends at Vertical Logistics, who quickly shipped the kits around the country.

We've had really great feedback. Two amazing events in Wellington, totally different but still with the same outcomes. Great quiz and prizes. Coffees were amazing, everyone learnt something. We had new folk and coffee tasters from way back so a great mix. Some wins were Hangar having a "till talker" with the QR code so customers could easily buy.

Even better if maybe we all got together online with hosts before hand so they understand the assignment and ask any questions then.

- 6 Specialty Decaf Singles & Blends
- 116 Tickets Sold
- Aiming for even higher attendance rates

As Sam and James mentioned this morning, the events portfolio and education portfolio are connecting to each other, like taster series, people gain the knowledge of how to taste and recognize good specialty coffee, these online workshops are also designed for baristas, coaches, judges, breaking down the scoring categories, referencing the updated rules & regulations from world coffee events. Thanks to Emma Webster bring us the opportunities and knowledge, and the regional barista online workshop hit the biggest attendance number ever!

NZ Champion rehearsals

- Dennis Hsueh World Latte Art Championship rehearsal: Roma Coffee Roaster
- Honoka Kawashima World Barista rehearsal: UCC, MIT, La Marzocco and L'affare

I've been involved most of these rehearsals, the passion from these NZ champions inspired us and they made us proud too! Great thanks to legend David Huang, always lead the judges and volunteers, give our champion as much support as we can. And thanks to Aaron and his Roma team, Scott and his UCC team, Kerry and his Laffare team!

Upcoming national events

NZ Latte Art Championship, 3rd August 2024 and NZ Cup Tasters Championship 2024, 4th August 2024, The Sapphire Room, Auckland. Both two events have limited tickets, so get in quick to secure your spot!

And our Meadow Fresh NZ Barista Championship 2024, 5th-6th October 2024

Upper Hutt. This championship will be a hit, not only these regional champion will join us, but also these top baristas who missed the regional one will come along too, very exciting!

Upcoming community events

-Taster series No.5 will continue, NZSCA are still working on the final details.

-Tea plantation trip is also working on the dates and expressions of interest. The trip will include tea picking, cupping and factory viewing. It will be very interesting to see these tea experts how they roast their tea :)

-Thanks to our legend and Q grader Stu, he possibly can bring us the NZ grown coffee cupping session, these coffee are from Northland specialty coffee producers and their specialty coffee nursery project. If you are keen to taste our own New Zealand coffee, please do contact Stu from Turing point coffee roaster.

Huge thanks to all of our sponsors in the 23-24 season.

Thank you all to the ongoing support and sponsorship, and to Meadow Fresh our principal Sponsor of both Barista and Latte Art.

And it goes without saying huge thanks to all our volunteers!

Thank you all!

Especially To
Emma Markland Webster
Emma McDougall

Motion to accept and move the report to the minutes... **Moved: Nico, Cofinet** **Seconded: Chris White, Altura Coffee**

General business: 11:37

Tom Handiside on constitutional changes/amendments.

1. The following paragraph needs to be added -

Personal Benefit

As a not-for-profit organisation, the officers and members may not receive any distributions of profit or income from it. This does not prevent officers or members:

- receiving reimbursement of actual and reasonable expenses incurred, or
- entering into any transactions with the organisation for goods or services supplied to or from them, which are at arm length, relative to what would occur between unrelated parties.

Provided no officer or member is allowed to influence any such decision made by the organisation in respect of payments or transactions between it and them, their direct family or any associated entity.

2. Clause 17(a) needs to include the following paragraph -

No addition to, deletion from or alteration of the organisation's rules shall be made which would allow personal pecuniary profits to any individuals.

The provisions and effect of this clause shall not be removed from this document and shall be included and implied into any document replacing this document.

VOTE: All in favour of adopting the changes under Personal Benefit and added paragraph to Clause 17(a) as issued by the IRD to retain our not-for-profit status Y/N

If no, we'd like suggestions on why we shouldn't retain our not-for-profit status. And if anyone would like to help re the registry road map, please get in contact.

Show of hands, unanimously voted on by the room.

Adopt new constitution & open the document for submissions.

Motion to Move: Chris White, Altura Coffee **Seconded by David Worth** AMC

Tom & Megan – online or via suggestion box and any arising **11:45**

Opened for general business,

Richard Corney Flight Coffee takes the microphone, what opportunities are there for people within the association that are not interested in competitions. Industry data? Is there a opportunity for the association to obtain some industry data relevant to café members. Us using resources to acquire information that can go out to our member base. FMGC, consumption and café space. **Megan Wyper** in response to what information we can bring in to do that, what could be useful. For this could look at models and how we fund this, and members that may want to share this also.

Small NZ owned Roasteries around roasting technology? From the suggestion box.

Anna Dunleavy Coffee Lab As a small in roaster and one without global funds. NZ leading the charge on this, why are we doing this? European companies are far better placed to do this. **Anna noted** that she feels uncomfortable about doing this and called for a vote from the room to discontinue doing this.

Scott Pepler: Key thing is there are different sizes and opportunities within this. Future proofing this, NZ needs to look at ways to be part of the pathway. The bigger the roasters the harder to change. Its more about optimising the current roasting aspects, there is more funding available for smaller roasters. **Anna** Did I misunderstand? It's a big financial commitment! **Tom H** There is diversity of size within this room, we commissioned a report with EECA that businesses from all sizes can adopt some savings or changes. The role of the association is not to dictate what happens in this space. **Scott:** Its going to actually grow from the smaller roasters and move up, in a step by step by step process. **Tom H** Robust debate can be had around this. It's not about buying new equipment now, it's about understanding and considering the future and remaining informed.

Several within the room start conversations about size of companies and owned by offshore companies. **Megan Wyper** lets stop this as the room is moving to size and who is owned by who and who has resources. That is not the point or debate that needs to be had in this area.

Richard Corney: Thank you **Megan** and **Scott**, there is no risk or to be on us to innovate, we simply need to think ahead.

Frank Hsu, Franks Coffee: Hello all, and on behalf of Honoka and Frank's to help us on the way to the journey to the WBC, thank you to all the 2023 sponsors and UCC thank you and thank you for all the support and thank you to all those that gave to the Give a little page. Thank you for all the knowledge and support. Going in the underdog, first time WBC and first time competing at the National. Fourth in the world, Only country in the finals with 5 million people. Incredible, thank you and thank you for all the help along the way. Achieving the final in the WBC is a significant financial thing the Korean champion sent \$50K that year. How we can leverage her win and a significant financial commitment taken by her. Can we have a dedicated team to help, financial planning travel planning, support team. Can help for any future champions.

Megan Thank you Frank for that, huge thanks and maybe if we can a put group of people coming together to assist in putting together planning documents to help future champions.

Emma MW this is something even at a world level that we have been looking at WCC as I sit on several of the committees, everyone is different and each champion is unique in the way that they prepare going into any championship, be it world or national level. The championships are full on and they are run as per WCC standards. The outcome & the champions we are committed to X funds for the champion alone. We can look to modifying this for future events and possible additional prizes.

Aaron Wyatt: is it concerning that the association has a 67 profit in one year and a 67 loss this year. **Tom Handiside** adding in on calendar year and costs and timing. Combination of the two periods and timing factored in on this.

Motion to Move General Business **Megan Wyper** Seconded: **Tom Handiside**

Group Photo

LUNCH 12:30 – 1:45pm

Elections 1.45pm run by EMW runs election process

Please note that you may stand for a board position right up until the voting process as per our constitution.

- President, Vice President, 2nd Vice President, Treasurer (single year terms)
- Board Member x 2 (two-year term)

Final call for nominations, one vote per member company.

No proxy votes received.

Huge thanks to **Roz Cattell**, who has served as immediate past president following seven years on the board. Eight years total on the board, President for three. Thank you. A legend!

Nominations for President: The position of president must have served one year on the board prior to today.

Megan Wyper nominated by **Roz Cattell**.

Megan speaks about standing again and her time as president. Any other nominations? None.

Seconded: **Chris White** *Megan Wyper elected unopposed.*

Treasurer –Call for nominations for Treasurer. **Steve Jae** nominated by **Tom Handiside** Any other nominations? None

Seconded: **Paddy Kennedy** *Steve Jae elected unopposed.*

Thank you to Vice President – Tom Handiside

Anyone can stand – nominates for Vice President – **Tom Handiside** nominated by **Megan Wyper** Tom speaks - any other nominations? None.

Seconded: **Richard Corney** *Tom elected unopposed.*

Thanks to Second Vice President – Scott Pepler

Anyone can stand – nominates for Vice President – **Scott Pepler** nominated by **Tom Handiside** Any other nominations? None.

Seconded: **Aaron Wyatt** *Scott elected unopposed.*

Now onto Board elections:

Huge thanks to **Steph Noble** and **Connor Nester** both are stepping down after two years on the board.

Four remain on board for their second year, **Ken Shi**, **Sam Keall**, **Jason Moore** and **Alice Burton**. Two positions are open

Sarah McMath from Meadow Fresh wishes to stand, words shared:

I have extensive marketing and activations experience, including three years specifically in the food service / café space as Marketing Manager for Meadow Fresh, Food Service. My specific focus on the food service / coffee industry over the past three years has been particularly rewarding. In my role I have collaborated closely with cafes, baristas, and other stakeholders to promote the specialty coffee industry. I have been actively involved in implementing marketing strategies that aim to increase awareness and appreciation for specialty coffee and grow our Meadow Fresh café customer base. I love working alongside the talented and passionate individuals I have met since being involved with the NZSCA and the wider specialty coffee industry. It is fun, and I get so much enjoyment from participating in and supporting industry events. We have done some great things together over the last few years, and it feels like there is a lot more to come!

Wayne Burrows from CCEP also wishes to stand, words shared:

I would like to bring my years of specialty coffee knowledge working both for a specialty coffee company but also sourcing, roasting and competing. I'd like to use this credibility overall to better distil the specialty coffee message through the greater industry. I have a rich history as a trainer and coach of baristas taking part in various SCA coffee competitions and would love to bring some of this to the wider NZ barista community. Focusing on how we can build training programs to help separate out and highlight amazingly talented coffee professionals. I am a passionate coffee professional that cares for this industry intimately and only wants to see it thrive. I believe the NZSCA and its members are the best conduit to help start a wave of better appreciation of coffee overall and throughout that- better tasting product.”

Any other nominations?

Final call for further nominations? None

Both elected unopposed, Motion moved: **David Green** Seconded: **Ken Shi**.

Formal close of the AGM Meeting, Moved: **Andrew Feldon** Seconded: **David Thomas** at 2:15pm Next AGM May 2025, TBC.

Panel session... Moderated by Alice Burton, NZSCA Board member

Risk Aversion, a global scan and strategy for change in NZ coffee.

Global Supply & Demand Update with Pat Russell

Global energy consumption with Scott Pepler

Attendees:

First name	Last name	Membership Company/Organisation	Position/Role in company
Connor	Nestor	New Ground Coffee	Managing Director
Brooke	Chichester	Atomic Coffee Roasters	General Manager
Alice	Burton	John Burton Ltd	Operations Manager
Richard	Corney	Flight Coffee	Managing Director
Noah	McGarvey	Coffee Supreme	Account Manager/Trainer
Chris	Thompson	Coffee Supreme	Manager
Anna	Dunleavy	Coffee Lab	Owner
Whitey	White	Altura	Standing
David	Green	Caffe L'affare	Coffee Specialist and Equipment Sales
Cameron	Russell	CS Russell Engineering Services	Director
Frank	Hsu	Frank's Coffee	Director
Hayden	Maunsell	Newton Espresso	Director
Jason	Moore	Vanguard Specialty Coffee Co	Owner
Danilo	Mosca	John Burton Limited	Sales & Quality Manager
William	Villas Boas	John Burton Limited	Sales Rep
Andrew	Feldon	Mouthwater Coffee Company	Director
Pat	Russell	Sucafina New Zealand	Coffee Trader

Thi Minh Ngoc	Bui	Sucafina NZ	Trader and Trade Execution
Kerry	Murray	Caffe L'affare	Operations Manager
Masako	Yamamoto	Atomic Coffee Roasters	Coffee Specialist
Annette	Morine	Ebony Coffee	Roaster Trainer
Jaye	Sanders	Firsthand Coffee	Roastery Manager
Al	Borrie	Firsthand Coffee	Boss
Sam	Bryden	Hawthorne Coffee Roasters	Technician
Kate	Coles	Hawthorne Coffee Roasters	Barista Trainer
Tom	Ormond	Hawthorne Coffee Roasters	Managing Director
Lori	Asquith	Hawthorne Coffee Roasters	Roastery Manager
Paul	Baker	Rancilio Group	ANZ Manager
Kirsty	Fowler	Arrosta Coffee Roasting Co.	Owner
Simon	Fowler	Arrosta Coffee Roasting Co.	Owner
Nico	Refiti	Cofinet NZ	Relationship Manager
Chris	Innes	Bean Addicted Marketing Ltd	Boss
Matt	Cunneen	Machine Ltd	Corporate Sales Manager
Saskia	Kirkbeck	Machine Ltd	Hospitality Sales Manager
Steve	Smith	Machine Ltd	General Manager
Simon	Lewthwaite	Oatly NZ	Barista Market Developer
Glen	Crompton	Rocket Coffee	General Manager
David	Worth	AMC Roastery Supply	General Manager
Chris	Boddy	Mazagran	Owner
Michael	Stevens	Ozone Coffee	Account Manager
Steph	Noble	Ozone Coffee	General Manager
Sheldon	Pritchard	Ozone Coffee	Head of Commercial

Nadia	Bonner	Fairtrade ANZ	Commercial Partnerships Manager
Peter	Van Der Gulik	La Marzocco	Sales Manager
Aaron	Wyatt	Roma Coffee Roasters	Director
Jaye	Denton	Beverage Services	General Manager
Rebecca	McKenzie	MacKenzie Coffee	South Island Manager
Anna	Tutty	Goodman Fielder	Head of Customer Marketing
Sarah	McMath	Goodman Fielder	Marketing Manager
Jamie	Galloway	Foundation Coffee	Managing Director
Andrew	Smart	Espresso Workshop Coffee Roasters	Owner
Ken	Shi	Aoraki Coffee Roaster	Director
Jon	Norfolk	Vertical Logistics	Business Development Manager/Representative for Vertical Logistics
Paddy	Kennedy	Acme	Director
Megan	Wyper	Acme	Director
Ruby	Bollinger	Acme	Account Manager
Sheona	Kearney	Tiger Coffee NZ	Managing Director
Delwyne	Phillips	Sacred Grounds	Director
Devan	Carter	CCEP	National Sales Manager
Jenna	Phillips	Sacred Grounds	Accounts Manager
Greg	Phillips	Sacred Grounds	Director
Stefan	Gray	Havana Coffee Works	General Mangaer
Josh	Barkman	Havana Coffee Works	Sales Manager
Nikolai	Graham	Opal Coffee Ltd	NZ Operations Manager
Hendra	Taruli	Opal Coffee Ltd	Director
Steve	Jae	LMNZ	Finance Manager
Tom	Handiside	LMNZ	Managing Director

Alexander	Scholtz	Probat Oceania	Owner
Sam	Keall	Havana Coffee Works	Marketing Manager
Ben	Austin	Coffee Solutins Limited	Director
Roz	Cattell	Bon Accord Products	General Manager
Sue	Denton	Bon Accord Products	National Key Account Manager
Emma	Markland Webster	Monster Coffee	Director
Rob	Hulse	Fonterra Brands New Zealand	Sales
Nick	Clark	Flight Coffee	Diector & Founder
Josephine	Tjandra	Fonterra	Assistant Channel Manager
Sally	Quantock	Ebony Coffee	Owner
Nicky	Jonson	NZ Couriers	National Business Development Manager
Kurt	Morrison	Tiger Coffee NZ	Business Development Manager
David	Thomas	Extraction Specialists	owner
Bryn	Lloyd	Rabbit Island Coffee Co.	Rabbit Island Coffee Co.
Ben	Sutcliffe	Firsthand Coffee	General Manager
Tane	Welton	Cofinet NZ	New Zealand Manager
Ron	Kleist	VortX KleanAir Systems	President
Scott	Pepler	UCC Coffee	Operations Manager NZ
Leigh	Moss	CCEP	Business Manager
Louise	Connelly	LMNZ	Sales