



New Zealand Federation of Bird Clubs (Inc)

NEWSLETTER – April 2013

Hopefully, most of our birds will have completed their moult following this amazing summer and the apparent 'uglies' will now be sporting thick, well balanced and appropriately rich coloured feathering. Some Clubs have already held Sales or Table Shows and it would be interesting to know how these went. Since bird clubs are about birds, it would be a good idea for all clubs to encourage their members (especially the newer ones) to bring along some of their birds to an upcoming meeting, so that the more experienced members can run an eye over them and give some useful feedback to the breeder. My thanks to those who provided feedback following the March newsletter and by communicating openly in this way, it can only be good for the hobby. I encourage all Clubs to send me their newsletter, unless the secretary can provide a brief run-down of their club's activities. Thanks to Ray (Dunedin) and Taco (Auckland Metro) for sending their newsletters and to Joy Agnew (Timaru) and Bernard Reinen (Auckland Metro) for their letters of support. Pleasing to hear that Sharon & Trevor from the Huntly Club organized a firewood chopping crew to help raise funds. Not only will their club benefit financially from this 'teamwork,' but they will also have a bunch of fit members! Congratulations to the Clubs in the 'northern cluster' (or should that read...clutch?!) who attended a meeting hosted by the Hamilton

Club. I spoke to a very good turnout of local Hamilton members as well as reps from Piako, Huntly, Tauranga and Auckland Metro on the benefits of working together, communicating and promoting our Shows and Clubs. Simplified notes on marketing will be printed at various times in this newsletter or secretaries can email me for a copy. Importantly, it is all very well to merely 'talk' about what we are going to do, but we must be pro-active, set the appropriate tasks & deadlines and DO IT!

Dave Nicholson

Upcoming Sales

Sunday 14 April: Finch Sale, Aorangi Street, Feilding; Tuesday 16 April, 7.30pm Auckland Metro, Pilkington Rd, Panmure; Sunday 21 April: South Auckland Auction, Franklin A&P Showgrounds, Pukekohe; Sunday 5 May: Mid North Bird Sale, Hibiscus Coast Youth Centre, Orewa.

Other Useful Club Contacts

NB. New officers following the NZ Finch Breeders Association AGM. President: Ian Baldick 09 294 8714; Secretary: Rita Thomas 09 233 4838; Treasurer: Mark Lawrence 09 235 0215; Vice President: Bill Kayes 04 239 9792

The Parrot Society of NZ. President: Mary-lee Sloan 09 412 2166, E:

parrotsinternational.nz@xtra.co.nz

Secretary: Amber Scott 09 420 9191;
Treasurer: Gavin White 09 407 6611; Magazine
Editor: Yvette Harris 09 480 0999
pacgold@xtra.co.nz

*Are we making the best use of the Yearbook
and the Website in terms of details?!*

I would ask every Club to check their Club entry in the Yearbook and on www.birdclubs.org.nz and ask...are our Club details user friendly? When I did a hasty analysis, I would have to say that too many Clubs are not giving adequate details in terms of names of officers, contact details, meeting times/place/venues and even subs. We want newcomers to look at the Website in particular and also the Yearbook and gain as quickly and easily as possible the details they need to make contact with a club in their area. How's this then? From the 33 Clubs (excluding specialist) in the Yearbook: 12 had initials/surnames only of officers/members; 14 (YES.....FOURTEEN!) had no cost/mention of their subs; 12 had no meeting venue/time listed and 6 had either no phone number or only one number to contact. On the Website, 12 clubs had initials/surnames only of officers; 12 had no cost/mention of their subs; 12 had no meeting venue/time listed and 7 had no contact phone number or just one. The message is clear.....isn't it?!

Meet the NZ Federation Members

Don Birch, Secretary. Retired newspaper printer. Life Member & President of Hawkes Bay Club, Pres. of Roller & Lizard Societies. Member of Tararua Club & Gloster Society. Pres. Of EC Nth Island Committee organizing this year's National. Purchased first pair of Glosters in 1990 followed by Rollers, Lizards & Foreign Finches in 1991. National judge of

Lizards & Glosters. Enjoys comradeship of meeting bird people from all over NZ. Don feels we need to reverse the decline of members and to encourage our members to sell the Federation idea to anyone who purchases birds. Universal bird business cards are one way. A friendly show atmosphere is needed with members freely talking to the public and info sheets displayed for all bird types. Interests include Cooking, Wine, Gardening & Computers.

Stanley Crosby, President. Retired. Member of Christchurch Club, Yorkshire & Roller Societies. Kept birds as a youngster in the UK and went back to birds in late 1980s with Lovebirds, but now keeps Rollers & Yorkshires. Judges a number of birds sections and enjoys the show circuit. Stanley sees dwindling membership numbers as a problem as lack of members means fewer judges, exhibitors, helpers & fewer birds on the bench & loss of shows. As a body, we need to be more pro-active re local club recruitment & if this means tailoring the hobby to fit in with modern day life, then we should be tackling the changes needed.

Dave Nicholson, Newsletter Editor. Marketing Manager. President & Life Member of Auckland Metro, member Roller, Lizard & Gloster Societies. Kept mixed collection of birds in Upper Hutt as a 9yo, now Rollers & other Canary varieties with mixed Finches. I enjoy the song, colour, personalities and the challenges of birdkeeping and meeting like-minded people at the shows. We must all sell the hobby in a modern, re-packaged form to increase the numbers involved and this starts with each individual thinking positively and doing their own PR work at meetings, shows, sales and in the community. We must use the media and websites such as Trade Me to our

advantage and communicate and work with each other. Interests include most sports, especially rugby and the outdoors & Labradors.

Stephen Parry, Committee. Chief Exec, Gore District Council. Secretary Southland Bird Club, member Gloster & Border Societies. Kept Canaries & Finches when young but got out of birds due to work & back into Borders & Glosters in 2005. Keeping & breeding birds is very therapeutic and complete change from work, & other main hobbies of music & drumming. Enjoys sharing experiences of the breeding & show season with others. Stephen thinks that the Federation needs to be modern & professional in its approach, learning from other governing bodies to ensure that services to members maintains relevance. Upgrading of the website was positive move. Feels we need to work on lifting import bans to rejuvenate the gene pool amongst the different species.

John Perry, Committee. Owns electrical contracting business. Christchurch Bird Club & Budgie Society. Started in birds when 10, getting back into it in 2003, now with well over 70 Budgies. Exhibits along with his son & feels it is often difficult to leave the Novice category due to the 5 birds per class ruling. Feels that encouraging younger people with such things as free membership & show entries, increasing the prize money & having bird accessories or decent cash prizes as incentives is important for the survival of the hobby. John feels that marketing is the key in this respect. Interests include skiing, game shooting, river & sea fishing, tramping & the thrill of jet-skiing up the Waimakariri and trying to balance a busy life of work, family and birds.

NB. Profiles of Graeme Evans, Bonnie Neale, Murray Hodgson & Stephen Silk will be in next month.

The Role of the Show Steward

- 1) Ensure that the Judge has his correct 'pack' with relevant forms/stickers
- 2) Help carry cages to the judging stand & assist judge in sorting cages on request
- 3) Carry rejected cages back to their position on the bench
- 4) Judge will probably mark 1,2,3 on the cage sticker. Place relevant coloured dot on that sticker
- 5) Once judge says so, place all cages back in their numerical position
- 6) Carry the next lot to the staging and repeat until all birds are judged
- 7) Next, all cages with a red dot will be needed. Most times the A/A section is first up
- 8) Once the judge has sorted out his best birds, you will be advised which cages to place the 'special' stickers on. Doubling up may be necessary so they all fit. You will be asked to co-check the ring number of the CYCR winners
- 9) Once judging is done & birds are back in their correct order, renew all water
- 10) Make sure that all the required paperwork has been done legibly by the judge, you have co-signed the judging sheet & that the Show Secretary has the final collated results. As a matter of courtesy, ask if your judge requires anything such as refreshments & that any expenses form has been handed in.

Quote of the Month

'Everyone likes birds. What creature is more accessible to our eyes and ears, as close to us and everyone in the world, as universal as a bird?' David Attenborough

Tips to Market Your Show !

Our Annual Shows are the best opportunity we have to market our Clubs & Birdkeeping in general. They should be well advertised, involve most of your members and the local community, inform, entertain and stimulate a desire for the public and sponsors to support you in the future. Suitable halls are increasingly difficult to find, but desirable features include close to foot and vehicular traffic, central location, attractive in terms of parking, access, lighting, space and layout. If you are restricted by hall availability, then try and vary your layout from one year to the next so that visitors, other exhibitors and sponsors don't get a feeling of 'staleness' when they come to your Show.

Which type of Club in your opinion is preferable? The one that says: 'Our Show was great, we had 950 bird entries,' or the one that says: 'We had 475 birds, 300 people through the door and signed up 5 new members?!' Too many Clubs/personnel are locked into the mentality that the number of birds entered determines the success or otherwise of a Show. A key criteria should be the number of people and potential sponsors that visited and the number of new members that signed up. Bird Clubs are about BIRDS but it is people that are needed in ANY Club for it to survive!

- 1) With a supportive committee, plan your Show well in advance and delegate key duties with time deadlines
- 2) Inform other Clubs, the media, potential sponsors, local businesses/institutions/dignitaries/celebrities
- 3) Run competitions to involve the community (colouring and/or design a poster in schools, guess the number of entries competition in selected local shops. Have a pet bird section for the Saturday afternoon
- 4) Give all members a poster/supermarket cards to distribute (vets, petshops, garages, malls, i-Sites, library
- 5) Set-up a 'promo stall' or sausage sizzle in the weeks leading into your Show
- 6) Members distribute signs in high foot/vehicular traffic areas the week before the Show
- 7) Invite local schools/kindies, retirement village residents, local media, council officials, other non-bird clubs
- 8) Consider suitable co-show hosts or display stands (garden centres, seed/accessories suppliers)
- 9) On Show day, have attractive & visible signs/banners out
- 10) Make your entrance as appealing as possible, eg welcoming board, younger club members on the door
- 11) Provide names/descriptions for the various bird types; this should be compulsory for all Bird Clubs!
- 12) Have an Enquiries Desk, manned by knowledgeable/personable staff with membership forms, other Club information & NZ Federation brochures
- 13) Offer a subs deal, eg 3 months free membership to anyone who buys a bird or half price membership for the weekend of the Show (do follow-up/keep in contact!)
- 14) Offer guided tours of the Show every half hour & publicize this in advance
- 15) Encourage your Club members to mix and mingle and chat to members of the public
- 16) Ensure all your Club members are clearly identifiable, eg name labels, jackets, high vis vests
- 17) Ensure all sales birds are in clean, uncrowded cages with fresh seed/water, labelled with type/sex/price
- 18) Display all your competition entries & get a local business to sponsor the prizes
- 19) Isolate all Best Birds on the bench & encourage judges to write brief comments on why they chose that particular bird
- 20) Display the trophies available, adds colour & a professional look
- 21) Video your Show & take photos, display these at your meetings or send to local paper if no rep there
- 22) Have an easily answered quiz & use the respondents as a potential member database
- 23) Offer a range of food & drinks & a place to sit and chat
- 24) Offer opportunities for public & exhibitors' feedback & use these answers in your Club's de-briefing/review
- 25) At your next meeting, invite full feedback from all members with the aim of improving for next year!
- 26) Send letters of thanks to all sponsors or those who supported you from the local community