

# Promotion/Awards Portfolio

## Edited version of the AGM report

### Promotions

This year the intent has definitely been to be more pro-active with regard to promotion. I have acknowledged that I do not have the contacts, skills and time to do a good job in this area. As a result we have used Vivienne McLean to work for us.

We now have our web site operating out of the School of Forestry, University of Canterbury with special thanks to David South and Euan Mason. The address is:

<http://www.canterbury.ac.nz/fore/nzif/home.html>.

A special request is made to all members to provide material that could be used on the site in order to maintain interest by continually updating and adding to the page. For example, the schedule of future local section meetings, summaries of meetings, local press articles, etc. could all be put on the page.

Vivienne McLean prepared a press release titled "Riding out the Storm" using John Groome as a spokesperson on the Asian crisis. We plan to make a similar release on other topical issues. Please advise the President or myself of any issues as we can only be pro-active if we are promptly informed.

We intend to put even more effort into promotions over the coming 12 months. The objectives will be:

- To increase awareness of the NZIF and its members.
- To encourage media, central and local government to seek comment from the NZIF on issues of importance.
- To increase the numbers of members in the Institute.
- To convince people of the value and importance of seeking advice only from NZIF registered members and consultants.

We plan to do this by:

- Increasing awareness of the value of the NZIF by promoting initiatives and services such as the work of the valuation and prospectuses review working groups as well as the registration scheme.
- Maximising the promotional budget by cross-promoting" all NZIF activities where possible.
- Convincing people to contact the NZIF for further information.

- Establishing a programme of planned media contact through press releases and commentary on issues of the day.

This can only work and be successful with the active support of all members.

### Forest Industries '98

A lot of effort was put into promoting the Institute at this three-day event. We were asked to co-ordinate a series of seminars with other non-corporate bodies. Others that took part included the Farm Forestry Association, Pine Re-manufacturers, MAF, Dr Wink Sutton (for the Forest Technology Board) and the forest Owners Association. Peter Clark is to be thanked for the effort he put in both preparing and presenting on behalf of the Institute. His theme was professionalism in forestry with the key point advocating the use of Registered Forestry Consultants. Unfortunately there was very poor attendance at the seminars.

### Awards

It has been a disappointing year with regard to applications for awards. Only two applications were received for the Balneaves Travel Award and none for the Chavasse (compared to seven and four last year). There were no applicants for Curt Gleason Memorial Prize or the NZ Forest Service Carving. The referees decided not to grant the Balneaves Award this year. This year Awards were made to the following:

Thomas Kirk Award  
Prof. Peter McKelvey  
Schlich Memorial Prize  
David E. Skilton  
Mary Sutherland Bequest  
Jonathan Jensen  
Frank E Hutchinson Memorial Trust Fund  
Graham West  
NZ Forest Service Sports Award  
Jeremy Cox (Waiariki, Judo)

Changes to the awards were discussed at the AGM. The intent is to maintain the history associated with the awards while at the same time adapting them so that they not only reward innovation and professionalism but also promote the Institute, the professions associated with it, and encourage new membership.

**Paul Smale**  
Councillor

## Kirk Horn Flask Award and Medal

Professor P J McKelvey  
— 1998

At the Annual General Meeting in Wanganui Professor Peter McKelvey was awarded the Kirk Horn Flask for his services to forestry and science in New Zealand, as well as to the Institute of Forestry. The presentation of the Award was made by Dr Colin O'Loughlin who outlined Peter's contributions.

Peter McKelvey was the foundation Professor of Forestry at the University of Canterbury from 1967 until 1985. He initially studied science at the University of Canterbury and then forestry at the University of Edinburgh. In 1951 he was posted to the Forest Research Institute, transferring to Wellington as Protection Officer in 1962 and then Conservator, Wellington Conservancy in 1966. In his retirement he has developed his interests in New Zealand forest history.

His research focussed on indigenous forestry ecology. His studies on the colonisation of forests after volcanic eruptions in the North Island and classification of forest types in New Zealand (with John Nicholls) are still very highly regarded. His 1995 book "Steepland Forests", which gives a historical perspective of protection forestry in New Zealand, builds upon his long-term interests and research in mountain forests. Peter has been a strong advocate of multiple-use forestry, but at the same time has recognised the importance of protecting indigenous remnants — he was for 10 years a director of the QE II Trust.

Peter is also a strong advocate for the New Zealand Institute of Forestry. He is Fellow of the Institute and a past President. He led the drive for a Code of Ethics for the Institute. In his acceptance speech Peter reminisced about amusing incidents at various Institute meetings.

The Kirk Horn Flask is the most historically valuable award in all New Zealand Science and the premier award of the NZ Institute of Forestry. It commemorates the friendship between Captain Inches Campbell-Walker and Thomas Kirk during their study of the state of New Zealand's indigenous forests in 1876-77.

The Award of the Kirk Horn Flask and Medal to Peter McKelvey is most appropriate and well-deserved. His photograph is on the cover of this issue.