

Challenge 2020: The future strategy of IFAJ IFAJ budget and investment 2013

BACKGROUND

IFAJ is an umbrella organization of guilds and associations of agricultural journalists and communicators. It is a platform to meet, see and discuss agricultural journalism issues. As the mission says, IFAJ is an open platform for agricultural journalists and agricultural communicators. It supports free, fair and independent agricultural journalism worldwide through networking and professional development.

The word “worldwide” implies that IFAJ must develop and maintain an actively international platform, primarily using tools available on the Internet. This is an important way IFAJ can support guilds and associations which are the heartbeat of the global network.

STRATEGIC COMMITTEE RECOMMENDATIONS

The IFAJ Executive Committee discussed the report of the Strategic Committee at a meeting in January 2012 in Berlin. The Executive agreed with the report’s suggestion that IFAJ will become a more global organization.

New priorities were defined, based on three pillars:

- 1) the basic organization of member guilds/associations
- 2) an internet network
- 3) Guilds/associations which can’t become full members because of the freedom of the press. They will be guests.

For these activities more professional support is needed. IFAJ plans to invest in this support.

PRIORITIES AND SUPPORT FOR ACTIVITIES

In accordance to the strategic plan the question is what are the basic activities of the IFAJ and what are “project activities”. Project activities are defined as those which can only be realized if they are partly or totally financed by sponsors, partners or umbrella organizations.

Professional support

Traditionally IFAJ has been an organization built on volunteers. However, as additional global activities are pursued, more support is required.

For more than three years, IFAJ has professional support from an executive secretary for two days a week. The activities are administrative in nature: preparing and handling meetings, website, mail and e-mail, press cards, contacts, information, communication, and support for the presidium/executives.

Additional support is needed for the following activities:

1. Web network
2. Guilds
3. Financial administration

It is recommended this support be provided by several professionals on a part-time basis, rather than one individual on a more full-time basis.

1) Web network

Internet platforms require a professional webmaster to handle daily technical, administrative and content tasks such as:

- Organizing and promoting the platform.
- Stimulating participation on the platform (launching discussion, answering questions, involving others for contributions).
- Overseeing content and maintaining professional standards
- Managing production and distribution of the newsletter

Time requirement: One day per week. Salary to be determined.

2) Guild support

IFAJ's Membership Committee supports the guilds and associations and handles new member applications. The strategic committee believes a guild support is needed, supported by additional resources to reach out for countries who want to establish guilds or whose guilds are in serious trouble. This is part of the global expansion plan of IFAJ. The task for the guild support are defined in cooperation with the membership committee:

- Help set up new guilds/associations in all parts of the world. To achieve this goal it will be done in cooperation with the member guilds in all parts of the world. In Europe this will be done in cooperation with ENAJ.
- Actively search in preferred countries for guilds/associations. e.g. Brazil, India

- Set up and stimulate adoption of new guilds/associations by existing guilds/associations.

The guild support works in cooperation with the Membership Committee and the Presidium.

A budget is proposed to cover traveling costs only.

3) Financial administration

The treasurer and the sponsorship committee need support (letters, communications, sponsor proposals) for the growing work of raising and managing the money. A combination with the executive secretary is possible.

Basic activities and budget

If IFAJ has a budget only based on fees of the guilds/associations (approximately 25,000 euro per year), our organization would focus solely on these activities. This is our first priority. For some essential or basic activities sponsorships offer more attractive professional development activities. For example, a sponsor for the Star Prize for writing and photography provides attractive prize money which in turn attracts more participants.

To implement the strategic plan, IFAJ will invest a portion of its capital in new activities. To be sustainable in the long term, the sponsorship committee, in cooperation with the presidium, must obtain and retain new sponsors.

The presidium and the executives of IFAJ will focus their attention in the next years on the basic activities including the financing. This guarantees that IFAJ will develop in a more international organization of agricultural journalists. The other project activities will be carried out by volunteers or partners under the leadership of the presidium and the executives.

Budget IFAJ 2013 (€ / Euro)

Here is a proposal of a future budget that incorporates the new strategic plan with basic and the project activities of IFAJ according to the approval of the future strategy by the Executive Committee of IFAJ in January 2012 in Berlin.

Budget IFAJ 2013 (€ / Euro)

Expenses	Basic Budget	Project Budget
Del. Assembly/Committees	4'000	
Presidium / Executive Group	10'000	
Secretary/ Administration	12'500	
Press card	1'500	-
Star Prize Writing & Photo	5'000	
Website / Newsletter	5'000	
Treasurer support*	2'500	
Guild support*	4'000	
Internet Network*	10'000	
Star Prize broadcast / Sustainable Theme Award		10'000
ACDC News / Translations		3'000
Young leaders and Boot camp		20'000
Master class		20'000
Tours		20'000
Pool of educators		5'000
TOTAL	54'500	78'000

Income	Basic Budget	Project Budget
Membership fees	25'000	
Press Cards	2'000	
Sponsors/Partnerships and investments of savings**	27'500**	80'000
TOTAL	54'500	78'000

* These are three new activities in which IFAJ wants to invest according to the new strategy. The strategic committee estimates the maximum costs per year for the period 2013-2015 on: guild support 4'000 euro / treasurer support 2'500 euro /international network 10'000 euro.

** The total sum for the basic activities in 2013 is 54'500 euro. The basic activities, essential for IFAJ, can't be fully financed by membership fees and press cards. Extra money is necessary. Sponsors and partners always financed a part of the budget. If the income from sponsor- and partnerships does not cover the whole basic budget with the new activities, IFAJ will use a part of its savings as an investment. The maximum of investments from savings in basic activities/projects is 16'500 euro per year (max. 3 years). The budgets will be presented to the executives and the delegates on a yearly basis.

Because of prudent past savings, IFAJ is in the financial position to invest in activities which make it possible to strengthen IFAJ and make it a more global organization. The executive committee already approved to make a proposal for the delegate assembly in Sweden to invest up to 50'000 euro from the savings of the past for the essential or basic projects of the new strategic plan as an investment in the new strategy.

Proposal

The delegate assembly of IFAJ, is asked to agree with

- 1 The main lines/basic elements of the strategic plan.
- 2 Hiring staff for the new activities
- 3 An investment of maximum 50'000 euro from the savings of the IFAJ, intended for the new strategy for the next 3 years.

The next steps

The new presidium and the executives will prepare the implementation in the period from September 2012 until January 2013. Proposals will be discussed at the next executive committee meeting in Berlin in January 2013.

Duiven / Bern / Belfast, 19.4. / 2.7.2012 James Campbell/ Hans Siemes / Markus Rediger

The strategic committee:

Markus Rediger (chair), Lena Johansson, Katharina Seuser, Hans Siemes, Dana Vecerova.

This budget proposal is supported by the Presidium:

Mike Wilson, President, Markus Rediger, senior vice president, Owen Roberts, secretary general, James Campbell, treasurer