Minutes

LICENSEE STEERING COMMITTEE – Teams Meeting – Tuesday 16 Sept 2025

	Present: Peter, Michael, Calvin, Kevin, Dave, Tony, Jane, Mark **NSO:** **Apologies:** Max, Nick
LSC Membership	Discussion held regarding new LSC membership process. It was agreed that up to eight members was appropriate. As per the charter, members need to commit to a minimum of two years, but we would add a maximum of four years to encourage wider group participation. Existing LSC members reserve the right to put their name forward for reselection after their four-year term is up, allowing for retention of specific skills and experience within the makeup of the LSC membership. To replace members stepping down, 'self-nominations' would be sought from the licensee group. The LSC would then discuss nominations to ensure the diversity required as described in the charter was met. If a greater number of qualified nominations is reached, then these would be put out to the licensee group for a vote. **AP: DW to update the Charter**
LSC Chairperson	It was agreed that the LSC should be chaired by a Licensee representative. This position would need to be held for a minimum of two years to ensure consistent leadership as new members joined the LSC. Current LSC members were invited to nominate themselves for the inaugural LSC Chairperson position. **AP: Expressions of interest to be emailed to DW** **AP: DW to update the Charter to include the Chairperson position**
Members stepping down	Peter and Max have indicated that they wish to step down from the LSC. Their tenure is gratefully acknowledged.
LSC Presentation at Communications Day	It was discussed and agreed that the new LSC Chairperson would make a presentation at the November Communications Day to outline the refreshing of the LSC and communicate the buddy system, new memberships etc. **AP: DW to assist where necessary**
Questions and Buddy System	The LSC has set up a buddy system allowing direct contact with Licensees in the wider group, providing a conduit for feedback (positive, constructive, critical) – particularly regarding the Marketing and utilisation of the Growth Fund. NSO is positively open to all feedback provided it is informed and backed up with evidence-based data and/or information.

	A set of questions is being developed to enable consistent feedback across the group. The questions can extend to include Brand, Supply and Knowledge. **AP: KB and DW to continue development of the questions** **AP: DW to update the Charter with details of the Buddy System.**
Five Year Strategic Plan	Dave has almost completed the strategic plan that is centered around Mastercraft Kitchens becoming the most trusted and recognised kitchen brand in New Zealand. He will present the plan in full to the group at the November Communications Day. **AP: DW to complete the full plan, executive summary, and Digital Marketing Framework.** **AP: DW to publish these documents to NEXUS**
Bottom Drawer	Discussed and agreed that a Bottom Drawer e-newsletter with details of marketing activity and results to be published on a minimum quarterly basis. **AP: DW and KO to complete this task**
Home Show	Discussion regarding the success of the Auckland Home Show and how NSO can support this type of event with HubSpot forms, collateral, etc. **AP: MG (and others) to do a presentation of the Home Show at the Communications Day.**