

## **Annual Report of the New Zealand Esperanto Association (NZEA) for 2009**

### **NZEA Executive**

The following Executive members were elected at the AGM in Sydney on 18 January 2009 and held office during the entire year:

President	David Ryan
Vice-President	Chris Krägeloh
Treasurer	Don Rogers
Secretary	Bradley McDonald
Assistant Secretary	Howard Gravatt
Executive Member	Erin McGifford

The Executive met four times by phone and used e-mail to deal with other business as required.

### **NZEA membership**

Membership at the end of the financial year (30 September 2009) was 48, which included 14 new members. This compares with 37 at the same time in 2008 and 41 at the same time in 2007.

Local clubs remained active in Auckland, Masterton, Wellington, and Christchurch.

During the Australian Esperanto Association (AEA) summer course in Sydney, the 2009 AGM was attended by 10 members of NZEA.

### **Communication and Publicity**

#### ***NZEA website***

Don Rogers continued to post new content on the NZEA website ([www.esperanto.org.nz](http://www.esperanto.org.nz)) and also restyled the website. The website remains an important means of communication and NZEA often receives information requests through the e-mail address posted on the website.

#### ***Arĝenta Filiko***

*Arĝenta Filiko*, edited by Chris Krägeloh, was issued to members twice during the year. This remains a high-quality publication and an important means of communication to our members to supplement more general articles in *Esperanto sub la Suda Kruco*.

#### ***Esperanto sub la Suda Kruco (ESK)***

*ESK* was sent to members of NZEA and AEA. The format and appearance remained attractive and eye-catching and contained a number of articles from New Zealand contributors. However, a greater New Zealand flavour is required for future editions.

### ***Television interview***

David Ryan was interviewed in a 25-minute programme on the Triangle/Stratos channel in Auckland and Wellington in September 2009. This interview was favourable about Esperanto.

### ***Exhibition for language teachers***

Gwenda Sutton, Don Rogers, and David Ryan organised an exhibition in September 2009 at a one-day seminar for language teachers in Lower Hutt. The exhibition table displayed a good collection of books, magazines, and brochures. Among the approximately 50 teachers at the event there was, however, little interest.

### ***Newspaper article***

On 14 March 2009, a three-page article by Shelley Bridgeman appeared in the *Canvas* magazine, part of the *Weekend Herald* newspaper. The article was generally favourable toward Esperanto and contained photographs of David Ryan with his daughters, Vicky Crickett reading an Esperanto book to her son, and young member, Rouan van Ryn. This was significant free publicity which would have been seen by hundreds of thousands of New Zealanders.

Afterwards, the normal level of telephone and e-mail enquiries continued; in other words, there was no sudden surge in interest in Esperanto.

### ***Magazine advertising***

Advertisements continued to appear in the Grey Power magazine and produced a steady stream of telephone and e-mail enquiries. Persons seeking information were sent magazines, books, a guide on how to use Esperanto, and a membership form with a special offer (free magazine) available to new members.

NZEA also placed a one-off, small advertisement in the 'noticeboard' section of *The Listener*. This did not appear to generate any direct interest.

### ***TradeMe sales***

David Ryan offered a variety of Esperanto books on the TradeMe website. This generated a small number of sales, mostly to people who had learnt Esperanto when younger and who now wanted to relearn.

### ***0800 number and e-mail address***

The 0800 number (advertised on our website) remained redirected to the home of the President. At the same time, the [nzea@esperanto.org.nz](mailto:nzea@esperanto.org.nz) e-mail address directs any e-mails received to the President and Treasurer. These two means of contact were useful for non-members/interested parties and generated a number of contacts during the year.

### ***Esperanto resources***

NZEA bought 50 copies of the high-quality 'Esperanto estas' DVD. This is a durable resource which will remain 'fresh' for several more years and can be sold or given away to people who show a genuine interest in Esperanto. Copies were sent to the clubs in Christchurch, Wellington, and Auckland.

NZEA also maintains a stock of books and magazines which can be sent to people requesting information.

### **Financial matters**

NZEA produced a pleasing financial result for the year with a surplus of income over expenditure, mostly as a result of investment income. Please refer the Treasurer's separate financial report.

### **UNANZ**

NZEA continued its membership in UNANZ (United Nations Association of New Zealand). Bradley McDonald remained as an affiliate representative on the UNANZ National Council. In Auckland, Bradley arranged an exposition about Esperanto as part of a UNANZ event.

NZEA prepared an article about Esperanto which appeared in the April 2009 issue of *UNANZ News*.

### **Duke of Edinburgh's Hillary Award**

Gwenda Sutton updated the requirement for the Duke of Edinburgh's Hillary Award (previously known as the Duke of Edinburgh Award). Esperanto can be studied as a topic in the skills section for the Bronze, Silver, and Gold levels of the Award.

### **International relations**

Bradley McDonald and Chris Krägeloh attended the World Congress in Poland in July 2009. Chris greeted those at the opening ceremony on behalf of New Zealand.

Various overseas Esperantists visited New Zealand during the year. David Ryan travelled to Argentina and Brazil where he met local Esperantists.

Our relationship with AEA remains good, and was strengthened by a good delegation of New Zealanders at the 2009 summer course in Sydney. During the year NZEA and AEA remained in contact regarding the planned summer course in Sydney in 2010 and matters relating to ESK.

### **General comment**

A pleasing aspect during the year was an upturn in the number of members. Nevertheless, our membership is still relatively low and did not grow significantly

despite our advertising efforts and our free publicity through the prominent article in *Canvas* magazine. Fortunately, however, we have had a steady stream of enquiries, mostly as a result of the advertisements placed in the *Grey Power* magazine. That appears to have been the most successful advertising means which we have tried in recent years.

NZEA continues to hold its position, like most other Esperanto associations around the world. It is good to know that Esperanto still maintains a presence in New Zealand after so many years. Nevertheless, extra effort is required in future years to raise awareness of Esperanto and to convert that awareness into understanding and then either membership of NZEA and/or people who learn Esperanto independently. We are in the fortunate position of having sufficient financial reserves, although what we do need are creative ideas and a strong volunteer base to implement our actions with regard to providing information about Esperanto.

I wish to record my thanks to the members of the Executive and to many other members of NZEA who helped in many ways during the year. We are all busy people but we all manage to maintain our involvement in Esperanto matters.

David Ryan  
President