



Introducing the interim Establishment Board for Primary Industries



Hinerangi Edwards – Chair

Ko Taranaki te maunga. Ko ngā Aotea, Kurakaupo me Tokomaru ngā waka. He whakapapa anō noku ki Te Arawa, Tainui me ngā moutere o Hamoa. Kei Te Wairoa, ki te Tairāwhiti au e noho ana ki ngā hapū o tōku tane. Hinerangi was born and raised in her haukāinga of Taranaki, and has whakapapa to Te Arawa, Tainui and Samoa also. She has a background in career planning and employment. She co-founded AATEA Solutions in 2000 and has been an employer for 20 years. Hinerangi is actively involved on her whānau farm in Hawera, and served 12 years on the board of Taranaki's biggest farming whānau, Parininihi Ki Waitotara. Other board roles include community development, digital technology, Māori economic development and education.



Cathy Webb

Cathy has approximately 30 years' experience in the seafood industry and is currently the Seafood Standards Manager at Seafood New Zealand. She is the Chair of the Seafood Industry Partnership Group, Primary Industry Training Organisations (ITO) Stakeholder Councillor Representative, and was recently appointed as a Director of the Primary Transitional ITO Board. She prepared the seafood industry's submission on the Reform of Vocational Education (RoVE) Bill, presented at Select Committee and is a member of the WDC Design Reference Group. Cathy is a member of the Food and Fibre Skills Establishment Group (SEG) and helped develop the Food and Fibre Centre of Vocational Excellence (CoVE) proposal currently being considered by TEC. She is also a member of the Ministry for Primary Industries (MPI) Regulatory Redesign Reference Group.



Chris Flatt

Chris has served on the Primary Industry Training Organisation (ITO) Board and was the Deputy Chair and Remuneration Committee Chair. Prior to this he was a director on the NZITO Board and involved with the design and creation of a new model of ITO organization that merged NZITO and the Primary ITO. He has worked with Primary ITO Boards, management, and Stakeholder Councils on strategic plans to improve training opportunities for primary industry learners and employers. Since 2012, he has been the National Secretary of the NZ Dairy Workers Union – Te Runanga Wai U (DWU), and since 2016, has been the elected Affiliated Unions Vice President on the NZ Council of the NZ Labour Party. Chris is also a director of the Union Medical Benefits Scheme Limited (UniMed) and a trustee of Waikato Community Trust Incorporated (Trust Waikato).





Erin Simpson

Erin's extensive career in the Horticulture Industry started in the 1980s. His experience gives him a robust and insightful understanding of the skills needed by employers to be effective members in today's industries. He is passionate about ensuring skills and training delivered and developed today are agile, adaptable, and fit for purpose in the unknown world of tomorrow. Erin has been active in the education sector through programme development and teaching and in his current role with New Zealand Apples and Pears Inc has the capability development mandate to engage and collaborate with Government and Industry training providers to attract, grow and retain talent for the sector.



Geoff Taylor

Geoff worked on the DairyNZ industry consultation and submissions on the Reform of Vocational Education (RoVE). His remit also includes strategy and investment to address opportunities and challenges in the dairy sector with respect to human capability on farm and business performance. This includes work with the Primary Transitional Industry Training Organisation's Dairy Industry Partnership Group to build qualifications and industry learning programmes, and work with other primary sectors and GrowingNZ to implement attraction initiatives to bring people into the sector. He is a member of the Food & Fibre Skills Establishment Group. Geoff has governance experience in establishing complex partnerships in farm business consulting and sit on the board of a non-profit education and certification business.



Jeremy Baker

Jeremy has over three decades of experience working on industry skills issues. He has been the Executive Director of the Industry Training Federation, an Industry Training Organisation Chief Executive, and a University Deputy Vice-Chancellor. Other roles include Employment and Skills Policy Manager for the Department of Labour and Senior Adviser to the Tertiary Education Advisory Commission. He has conducted research and analysis on industry skills needs, the design of qualifications and quality assurance systems. He was Chair of the NCEA Ministerial Advisory Group, a member of the Food & Fibre Skills Action Plan leadership group, and is Chair of the Food & Fibre Sector Establishment Group. Jeremy is Chief Insight Officer at Beef + Lamb New Zealand.



Turi Ngatai

Ngāi Te Rangi/Ngāti Ranginui, Tauranga Moana

Turi has 40 years' experience in the Kiwifruit Industry and was instrumental in establishing the Māori Kiwifruit Growers Association. He is a director of the 100% Māori owned and operated Te Awanui Huka Pak and Chairman of its investment company, Te Awanui Capital Limited. His experience in governance includes membership of the Rotorua Energy Trust, Chairing the Fordland's Community Trust, and involvement in the Tangitu Whānau Trust, Ohuki Trust, and Te Haumāuru Trust. He is Deputy Chairman of the Ngāi Te Rangi iwi post settlement governance entity and the Runanga. He is a representative for Ngāi Te Rangi at the Iwi Chairs Forum. Turi has also held executive management positions at Te Wānanga o Aotearoa and the Open Polytechnic of New Zealand.



Wini Geddes

Ngāti Awa/Ngaitai

Wini is Kaitohu/Director at Tāne Mahuta (NZ) Limited. She is actively involved in the forest industry, in business, on-the-job kinesthetic learning and building workforce capability for rangatahi and whānau. Her industry skills training programmes, bi-cultural therapy, mentoring, professional and cultural supervision background with Youth Worker Services, Correctional Facilities, Ministry of Justice Youth Court and Te Kooti Rangatahi, made her aware of the limited basic life choices and lack of employment opportunities for ngā hunga hara (transgressors). Wini's work in forestry, the community, and caring professions led to the design, development, and implementation of the LWYE™ Learn While Your Earn training model. She sees synergies between the LWYE™ model and the vocational education reforms as a contribution to the IEB kaupapa.