

December 2023

# IABC NSW

## Annual Report

20th Birthday Edition



International Association  
of Business Communicators  
NSW



# Our 2023 Highlights

- 🎉 12 fantastic NSW/hybrid events (AI, visual comms, crisis comms + more)
- ☀️ 70 brand new members
- 🏆 10 Gold Quill Winners and showcase event
- 👥 2 x Mastermind circles
- 🎓 4 newly GCCC® accredited SCMPs
- 👉 6 amazing event partners and sponsors
- ❤️ \$900 donated to charity on behalf of speakers
- 🏆 Chapter Management Award won for Financial Management
- 🌸 Attending APAC's Fusion Conference in Bali
- 🎂 Happy 20th Birthday IABC NSW!



End of year celebration, Dec 2023

# Happy 20th Birthday!



In 2023, IABC NSW celebrated our 20th Birthday. I am honoured to be leading an organisation that has supported Communication Professionals for the last 20 years.

2023 has been another “hold-on-to-your-hats,” year. Artificial Intelligence has dominated conversation, and global, economic and political uncertainty has brought more upheaval for our organisations and communities, requiring communicators to be ready for any and all eventualities.

Our roles are constantly evolving and it’s so important we continue to hone our craft. That’s why having a strong and supportive community of comms professionals across all industries and businesses is so important (and fun!).

This has not been an easy year for the NSW Chapter; the environment has changed for professional associations - demands for our attention, tightening budgets and more effort required from volunteer leaders, all had an impact.

Luckily, comms people are incredibly adaptable and we rallied - adjusting our strategy and focussing our effort where members would get the most value.

I am incredibly proud of what The NSW Board achieved in 2023; so many highlights, including welcoming 70 new members!

We are committed to connecting comms professionals with the insights and network they need to thrive in their careers and make a positive impact on the world for the next 20 years and beyond.

A heartfelt thank you to the 2023 Board, our wonderful speakers, event partners, sponsors and our members, who each make us such a strong and vibrant community.

Happy 20th Birthday IABC NSW!

**Megan Thomas**  
President, IABC NSW.



# We aimed to achieve the following outcomes...

- 👥 160 members (revised to 130)
- 👨‍👩‍👧 16 Corporate members (revised to 12)
- ☀️ 50% member retention (revised to 60%)
- 🤝 > 3 partners and sponsors
- 📈 Positive member feedback & insights
- 😊 100% happy board members and role KPIs achieved.

**Continuing to build on the strong financial management we had achieved in 2022 was also an important to achieving all our goals.**

We adjusted some targets in June 2023 due to the changing conditions for member associations and board capacity. We focussed our effort where it would have the most value for our members.

The board agreed several initiatives to achieve our objectives, outlined in this report.

The year began with 129 members and a goal to reach 160, but by mid-2023, members had fallen below 100, despite record numbers attending our highly valued events.

Our 2022 retention was 52% (54% globally), so we increased our retention target as a stretch goal.



Jane Hamilton, Jen Black, Paula Batho, Megan Thomas, Anthea Cudworth. Gold Quills Showcase

# We set out to deliver a clear, measurable strategic plan, adjusting as we needed along the way.

## Our Priorities

Aligned with IABC's global strategic pillars



### 1. Exceptional member experience

Delivering value  
Stronger together  
Data driven



### 2. Enhance professional credibility

Championing our profession  
Advancing my career



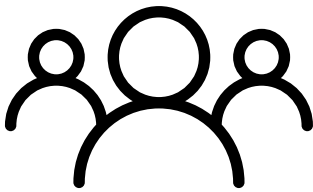
### 3. Increase brand awareness

Stronger together  
Digitally transformed

# 1. Exceptional member experience



IABC NSW always strives to provide value to our members. In our 20th year we showed an impressive commitment to the communication profession.



IABC NSW our members come from a diverse range of industries, organisations and areas of expertise. Most are senior communicators, 70% have 15 or more years of experience.

## Member Onboarding 🙌

Making new members feel welcome and ensuring they understand how to get the most out of their membership was something we really wanted to do better this year. Three sessions were run with new members, receiving positive feedback, particularly about the professional development opportunities. We look forward to running more of these beneficial sessions with members in 2024.



Communication Networking Drinks, April 2023

## A clearer value proposition 🔍

The Board considered whether there is more to be done to communicate the overall value proposition of the IABC more strongly, and whether members understand the range of global benefits they can access.

This will be investigated further in 2024.

## Member Experience Feedback 💬

We proactively sought feedback through our events, a lapsed member survey and informal feedback through conversation.

Members are very positive about IABC NSW, particularly when they engage through events, Mastermind circles, Gold Quills (in person or hybrid).

# Events

Always a highlight, our events program smashed it out of the park again!

Most of our events were hybrid, thanks to technology we purchased in 2022, and we loved welcoming members and friends from other IABC Chapters in Australia and across APAC.

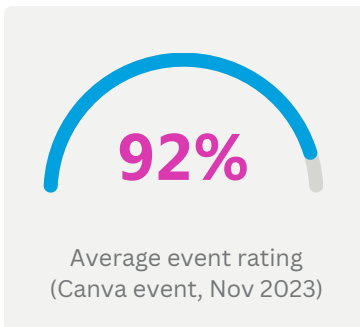
**17** Events:  
• 8 local  
• 4 hunter and coastal region

NSW members were invited to **5 other Australian & NZ events** - thanks to great collab from other IABC Chapters!

**70** • Average number of attendees (target 25)

We hope to continue more of these successful collaborations to bring more value to our members in 2024.

## Great Feedback!



“Happy vibe, great venue, excellent speakers.”



“Fast paced, well organised, useful and practical content.”



“Interesting topic that adds new skills to my toolkit. Fun networking opportunity too.”



### Event Highlights

We kicked off our 2023 event program with Salt & Shein’s Lucy Newcomb, attracting an enthusiastic group keen to start the year with Lucy’s invaluable insights on what it takes to get the best gigs in comms and excel in our careers.

Other highlights were our events on Artificial Intelligence with Microsoft and Traffyk.ai, Leveraging LinkedIn with Propel, Swoop, FTI, and Keep Left, Communicating in a Cyber Crisis, and The Power of Visual communication with Canva - our highest attended event yet with 125 attendees, and achieving a 9.2/10 score in feedback.

# Events

## Thank you to our awesome event partners!

As a Not-for-Profit, the generosity of speakers and event partners are essential for us to put on a high-quality program, with engaging content, great venues and delicious catering.

Thank you to all our speakers, panelists and hosts who shared their time and expertise. We were very fortunate to have four events partners this year. Thank you to Microsoft, Propel (LinkedIn) and Canva. We'd particularly like to thank FTI Consulting, who hosted multiple events and board meetings.



The power of LinkedIn, with LinkedIn, FTI, Propel, Keep Left & Swoop



AI in Communication, with Microsoft & Traffyk.ai



Visual Communication, with Canva

## Thank you to our events team!

A massive thank you to our Events Directors, Luke Morgan and Alicia Baertsoen for leading our fantastic events program, knocking it out of the park!

Also thank you very much to Paula Batho and Anne Molloy for taking the initiative to run events in the Hunter and Coastal region, an important and active IABC NSW network for this regional community.



# APAC & Global Events

One of the many benefits of being an IABC member is that you are connected to a local, regional and global network of communication professionals.

In September, several IABC NSW members attended IABC APAC's regional Fusion Conference in Bali. It was a huge success with 70 Professional Communicators gathering from countries in the Asia Pacific, Europe, South Africa and the USA to share insights on how to connect across cultures.

In July, IABC NSW members also attended the World Conference in Vancouver. World Conferences are an incredible opportunity where around a thousand Communicators come together for unparalleled development and networking with experts across the globe.



Playing with augmented reality, Fusion



Cat Dundas, Shane Hatton, David Imber, Megan Thomas at Fusion, Bali



APAC Fusion Conference, Bali

## 2. Enhance Professional Credibility



Continual learning and honing of our craft through professional development, mentoring, accreditation and recognition means comms professionals are equipped to take on any challenge.

### Mastermind Circles

Now in its third year, Mastermind circles, is our popular peer to peer mentoring program. It is for members at similar stages of their career and is designed to help expand knowledge, solve problems and share experiences in smaller groups.



Nine members joined one of two Mastermind Circles in the second half of 2023 - one was held online and the other in-person, to cater for member preferences.

### Topics

- Artificial Intelligence
- Post-COVID communication world
- The Voice to Parliament comms
- Comms research

And more...

Participants rated the Circles 4.8/5 (96%)

"It is great to discuss important themes and issues that impact communications professionals with a diverse group of peers."

"Group experiences were fantastic - everyone who came willing to share"

"I have really enjoyed everyone's insights and stories."

### Global Communication Certification Council (GCCC®)

In 2023 we celebrated four members who gained their SCMP certification from five candidates who took the exam in late 2022/early 2023; this followed support group sessions held to prepare for their online exam.

Congratulations to Jacinta Campbell, Alison Evans, Chris Saxby and Karen Godfrey for attaining your Strategic Communication Management Professional (SCMP) credential. [Read more here.](#)

The GCCC® was created by the IABC and offers certification at various levels and to promote a common, global understanding of what constitutes professionalism and competence in communication. It runs independently from the IABC and is ISO accredited.



GCCC

GLOBAL COMMUNICATION  
CERTIFICATION COUNCIL

An IABC Initiative

# Recognition Program

There are three parts to our recognition program, with activity throughout the year:

1. Promotion of the Gold Quill Awards
2. Celebration of winners
3. Evaluator management and care



Our recognition program not only raises the profile of the great work professional communicators do, it also provides a pathway for high calibre communicators to join IABC. Additionally, Gold Quills are one of the main sources of income for the IABC globally.

## Gold Quills

Running for over 40 years, Gold Quills are acknowledged as the global benchmark for the communications profession. NSW professionals met this high standard once again.

In 2022-23 an increased focus on the NSW Government Communication audience saw a 212% increase in Gold Quill entries and 100% increase in winning entries year on year.

**2022 Entries: 8, winners 5**  
**2023 Entries: 25, winners 10**



## Congratulations to 10 NSW winners!

- Mahlab, Creative Design
- Infrabuild, Internal Comms
- Agenda C, Govt Relations & Public Affairs
- Boxing Clever + ATO, Public Sector/ Governmental Comms
- Aurecon, Marketing advertising & Brand Comms
- NSW Govt. Dept. of Customer Service (5 awards):
  - Marketing advertising and Brand Comms
  - Public Sector/Governmental Comms
  - Covid-19 Response & Recovery mgmt & comms
  - Diversity, equity & inclusion

## “Best of the Best” winners

NSW Department of Customer Service for the ‘Let's Get Vaccinated’ campaign.  
Division 1 Communication Management  
Category 18: Multicultural Communication



[Check out more on the winners and winning entries here](#)

## Thank you to our Blue-Ribbon Panel evaluators

Twelve Blue-Ribbon Panel evaluators gave their valuable time and expertise to conduct rigorous evaluation against globally accredited standards. Thank you to Anthea Cudworth, Isobel Scouler, Sandi Shrimksi, Alison Evans, Meryl David, Karen Godfrey, Victor Zalakos, Lauren Magid, Jo Alexander, Monica Vardabasso, Lorie Helliwell and Sarah Toaldo.


# Our Gold Quill Showcase

Our Gold Quill Showcase event in June was a huge success, with 65 lively in-person attendees.

We partnered with the NSW Department of Customer Service to celebrate our winners and share insights from winning entries.

Thank you to our superb panelists, hosted by the Department's Isabel Scouler:

- Anne Wickham from Boxing Clever,
- Parnell Palme McGuinness, AgendaC
- Mayanne Lafontaine, NSW Dept. Customer Service.

“Thank you for doing such an amazing job. It was a fabulous night.” 

“Thank you so much for the great event! I really enjoyed it. Such interesting people”.



**Thank you to Jen Black** for running an outstanding recognition program for the second year. The high level of participation in Gold Quills raises the profile and credibility of the important work that Professional Communicators do, and the positive impact on our organisations and community.



# Strong Financial Management

The IABC is a Not-for-Profit organisation and registered as a Tier 2 Association with NSW Fair Trading. This means we must submit an annual and monthly financial reports.

Another year of strong financial management, allowed us to offer great value for members while maintaining responsible fiscal management in the current economic environment.

## Free NSW Chapter events for IABC members

To cover venue hire and catering a small amount is usually charged to members to attend events on top of the annual fee. In the November 2022 member experience survey, members rated us of 4.5/6 on 'value for money.' While a reasonable result, to offset increasing cost of living pressures and help ensure our events program continued to be attractive, the Board approved making all IABC NSW events free for members in 2023. We were very pleased to further strength the benefits of joining.

## Building a fiscally strong Chapter

One of the initiatives undertaken in 2022, which continued in 2023, was to bring some visibility and awareness of the financial management of the Chapter (and the wider IABC) to our members and Directors. Its aim was to help enhance the credibility of the Association by reinforcing how the Board was taking a responsible fiscal management approach of their dues.

This encompassed publishing Board reports on the website, providing more extensive updates at each Board meeting about financial matters, producing a budget, doing analysis of event pricing alongside revenue for each event, creating a standard invoice reimbursement template and creating a more comprehensive Treasurer playbook.

## Chapter Management Award won!

If we needed evidence that communication professionals can also be highly commercial, thanks to our Treasurer's efforts, this year we won a Chapter Management Award (CMA) for Financial Management, the first in the Chapter's 20-year history and the only one to be awarded in the category globally. Congratulations Anthea Cudworth and the NSW Chapter!



2023 Chapter Management Award (CMA), Financial Management



CMA winning Treasurer & Vice President, Anthea Cudworth, with President Megan Thomas

# Sponsorship & Charity Donations

## Salt & Shein Sponsorship

Thank you to Salt & Shein for your generosity and support for another year. IABC NSW is grateful to Peter Salt, Josh Shein, Fraser Clapcott and particularly Lucy Newcomb, who has been such a wonderful advocate and always willing to contribute her expertise.



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## Charity Donations

Instead of providing thank you gifts to our event speakers, we offer to make donations to a charity of their choice. This year we made donations totalling **\$900** on their behalf.

### A \$50 donation was made to:

Canteen, on behalf of James Finlay, Coveware  
Breast Cancer Foundation on behalf on Lucy Newcomb, Salt and Shein  
Autism Qld, on behalf of Anna Gamvros, Norton Rose Fulbright  
Compassion Australia, on behalf of Brendan Wong, LinkedIn  
Our Big Kitchen, on behalf of Asha Oberoi, FTI Consulting  
White Ribbon, on behalf of Roger Christie, Propel  
Wildlife Services, on behalf of Cai Kjaer, Swoop Analytics  
Movember, on behalf of Katarina Farrell, Keep Left  
Caritas, on behalf of Anne Wickham, Boxing Clever  
Red Cross NSW on behalf of Alex Manchester at Traffyk.ai  
OZHarvest, on behalf of Mayanne Lafontaine, NSW Dept. Customer Service  
Australian Cancer Research, on behalf of Isobel Scouler, NSW Dept. Customer Service  
Australian Literacy and Numeracy Foundation on behalf of Lee Hicken and Liz Green at Microsoft



### A \$100 donation was made to:

The Smith Family, on behalf of Ben Hamilton, FTI Consulting and Parnell Palme McGuinness, AgendaC

### A \$150 donation was made to:

Relove on behalf of Ed Munns, Lachlan Andrews, Danny Wu and Joy Lu from Canva

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**Congratulations to our Treasurer, Anthea Cudworth;** applying rigour and strategic thinking to our analysis and budgeting, and increasing the financial literacy of the Chapter.

**Thanks also to Bryant Bookkeepers** for their support, and for their efficient and timely reporting and auditing of our accounts.

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# Governance and Administrative Rigour

In 2023, we maintained rigour on administration, governance and documentation. Minutes of every board meeting were made available to members on our website, improving transparency, and all governance matters adhered to.

We also introduced a “conflicts of interest” check-in with attendees at the start of each Board meeting.

Some improvements could still be made to standardise email addresses, improve document and file storage and keep role related processes and platform access up-to-date and available to board members.

**A very big thank you to Chris Saxby** for keeping us organised and on track and particularly for being so proactive in managing the Secretarial duties, especially after the move to Singapore.



Kane Errol Choa (Chair, IABC APAC), Chris Saxby (IABC NSW Secretary), Jyoti Khan (Immediate Past Chair, IABC APAC), APAC Fusion Conference, Bali

# 3. Increase brand awareness



We want the IABC to be seen and heard on the international stage and we want to strongly advocate for professional communicators for the next 20 years. In 2023 we increased our brand awareness through strategic partnerships and marketing activities.

## Strategic Partnerships

This year we sought out new strategic relationships that would increase awareness of IABC and add value to our members.

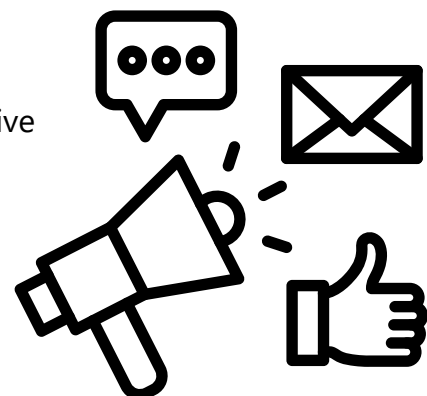


We are forming a partnership with **Professional Speakers Australia (PSA)**, also a Not-for-Profit organisation and Australia's premier body for accrediting and empowering professional speakers. This collaboration will unite members from PSA nationally with all five IABC Chapters in Australia.

Public Speaking is an essential skill for Professional Communicators - for us and in coaching others to be effective communicators. Members of both organisations benefit through access to each other's events at member rates; providing more opportunities for growth, learning, and networking in related fields. We look forward to welcoming PSA members to our events in 2024 and learning from each other.

## Marketing Campaigns

It's our wonderful community of talented, vibrant comms professionals that makes the IABC so great. Retaining and bringing fresh faces is therefore a hugely important objective of the NSW Chapter.



### We ran three marketing campaigns in 2023:

1. March member month campaign
2. Lapsed member insights & renewal campaign
3. Happy 20th Birthday - LinkedIn paid advertising + AI campaign.



# March member month campaign

## IABC NSW's "Month of More!"

Leveraging Global's March Member Month campaign, which offered free online learning bundles; Employee Engagement, Diversity Equity and Inclusion (DEI) and Storytelling, for all those who joined or renewed, IABC NSW took the opportunity to announce the "Month of More".

## More free events, more value for our members and more incentives to join or renew membership.

The NSW Chapter usually charged a small fee for events on top of annual membership. This covered modest venue and catering costs. Following the IABC NSW Board decision to make **all NSW events free for members in 2023**, member month was a good way to promote the good news, and to offset a \$15 increase to international dues.

### Tactics

- Proactive contact of potential group members
- Newsletter
- LinkedIn posts
- Event promotion - personalised email invitations

Event attendance remained high throughout the year.

Event attendance did not always translate to membership.



**More Incentives**  
Global Member Month campaign - renew now and take advantage of the incentives

## Get MORE from your Membership!



### A Message From Our President, Megan Thomas

Dear members and friends,

March is Member Month and the month of **MORE at IABC NSW!** This means more free events, more value for our members and more incentives to join or renew your membership. It's our wonderful community of talented, vibrant comms professionals that makes the IABC so great, so please dive in or contact any of our friendly [NSW Board members](#) to find out more.

### MORE valuable market insights

In our most recent Member Experience Survey you told us you most value our events and opportunities for social networking, and we'd love you to join us on 21 March at [The State of Play for Communicators](#). In partnership with Salt and Shein's Lucy Newcomb, one of Australia's most respected Executive Recruiters, Lucy will give us invaluable insights into the market, what employers are looking for, how to get a pay rise and what it takes to secure the top gigs. The hybrid event is supported by our friends at FTI Consulting at their beautiful city office, and it's totally free for members.

# Lapsed members insights & renewal campaign

## “We miss you at IABC NSW! Can you tell us why you left? Plus 3 great reasons to come back!”

IABC NSW is committed to providing a valuable and enriching experience for our members. We always seeking and listen to our members and adapt our approach. In light of our higher than desired member attrition, in August we conducted research to:

1. Understand why lapsed members hadn't renewed
2. Identify areas where the member experience can be improved
3. Entice lapsed members to renew.



First, 80 lapsed members received an email from the IABC NSW president to those who had lapsed within the last 12-24 months, including around 20 individually personalised messages. The email invited them to complete a short survey asking:



- For the primary reason they didn't renew their membership
- Whether they had adequate awareness of the range of member benefits
- What improvements, resources or changes would encourage renewal
- Whether they would be willing to have a chat with a member of the IABC NSW Board to provide more in-depth feedback.

We also highlighted 3 reasons to renew:

1. **Free events** for members
2. The opportunity to register for the upcoming intake of **mastermind circles**
3. And the added incentive of **free online learning bundles** - Storytelling, Diversity Equity and Inclusion (DEI) and Employee Engagement, normally valued at \$830 for non-members and \$420 for members.



### Campaign results

Unfortunately, the campaign did not generate the number of insights we were looking for (4 only) so it was difficult to get any reliable themes for further action.

While they didn't complete the survey, a number of people did reply directly to the president's email. Many had very positive things to say about IABC NSW, but had moved away or were no longer in the industry.

Pleasingly the campaign generated two member renewals and the reconnection with past members was valuable. If we look to gain further insights from lapsed members, alternative research methods should be considered to increase response rates.

**A big thank you to Cath Hollyman** for your passion to enhance our member experience and initiative with this campaign.

# LinkedIn advertising + AI campaign

## Happy 20th Birthday IABC NSW!

Our 20th birthday represented a great opportunity to celebrate and offer discounted memberships, additionally taking advantage of IABC global's annual fee cycle change benefits for new members.

With the support of FTI Consulting, we decided to trial a paid advertising campaign on LinkedIn. It aimed to return our membership back to 130+ by 31 December 2023, from 100, by attracting:

- at least 2 x new Group Memberships (10+ individuals)
- at least 10 new (or lapsed 6 months+) individual members.

The campaign ran 7 November 2023 – 15 December 2023, with two target audiences and an advertising spend of \$5000.

### Offer

1. 2-for-1 membership (join with a friend), targeting early-mid career comms professionals, or

2. 20% off Group Memberships (5+ individuals), additional to the existing 15% off international dues, and targeting Heads of comms teams – group membership

### LinkedIn ads: 2 for 1 membership



The call to action on the LinkedIn ads drove people to a dedicated website to explain how to get the offer and the terms and conditions at <https://www.iabcnsw.com/current-offers>

Campaign fulfilment was managed by IABC NSW, who refunded the discounts directly back to members, with no need to add administrative load to the global membership team.

## LinkedIn ads: 20% off Group Memberships (5+ individuals)

Celebrate our **BIG 2-0!**   
20% back on team memberships



International Association  
of Business Communicators  
NSW

- Latest insights
- Awesome events
- Gold Quill recognition
- On-demand learning
- Huge global network
- Accreditation & more!



Celebrate our **BIG 2-0!**  
20% back on team memberships



## Cost of Acquisition

Discounting membership fees added costs to IABC NSW however we agreed it was a very worthwhile investment if objectives were met, and particularly if these members are retained in 2025. The total (net) cost of campaign was projected at \$2,204 (73 cents, cost of acquisition).

## Artificial Intelligence (AI) use

AI was used throughout the campaign development - to assist with refining value propositions, idea generation, creative concepts, content for copy and image generation. The AI tools used were ChatGPT 4, Dall-e and Canva's AI magic studio.

## Campaign results:

Date of report 12 December 2023 (3 days prior to campaign close)

### Engagement

We ran 13 ads over 6 weeks using LinkedIn campaign manager. Overall, the campaign generated good engagement, with over 1,130 engagements earned, 76k+ impressions, 68 follows and nearly one thousand clicks. With a 1.5% average engagement rate, the campaign met LinkedIn's average benchmark, indicating good cut-through among competitor campaigns. This met the campaign objectives driving both awareness and active interest from target audiences and generating traffic to the website for signing up as members.

### New Members

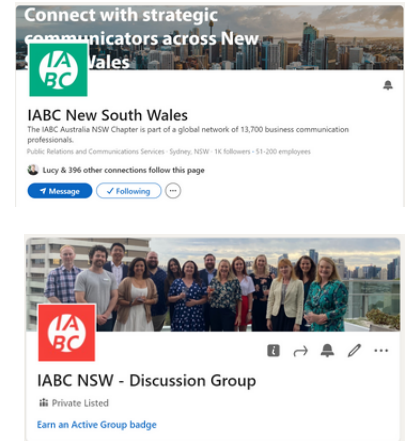
While the campaign is due to complete this Friday 15th November, I am really pleased to say that we have already exceeded our targets, gaining 3 new group members (15 individuals) and 21 new and rejoining individual members for a total of 36 new members. We also had 2 renewing group members take advantage of the offer.

# IABC NSW Communication Channels

In 2023 we enhanced our communication channels and website.

## LinkedIn

An increasingly important communication channel for our activities, events and member engagement, we gained 372 new followers of our official [IABC NSW LinkedIn page](#), for a total of around **1200 followers in 2023 (up 30%, from around 830 in 2022)**.

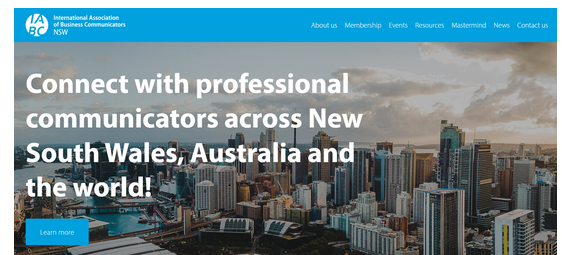


In 2023, a total of 54 posts resulted in 1056 reactions, 171 comments and 88 reposts. Capacity restraints meant LinkedIn was underutilised and presents a good opportunity for more engaging content, thought leadership, event promotion and interaction in 2024.

A supplementary LinkedIn Group called “The International Association of Business Communications (IABC) NSW Chapter”, was renamed [IABC NSW - Discussion Group](#). This group is open to direct member posts and discussions and has 1110 followers.

## Website

With LinkedIn playing a bigger role, overall website traffic was down around 28%, however it remained an important channel for more detailed information and analytics showed we had members join from it. **The most popular page was “Events” with 667 views**, with the “2023 Annual General Meeting notice” being the most popular news article with 79 views. User experience and content are opportunities for improvement next year.



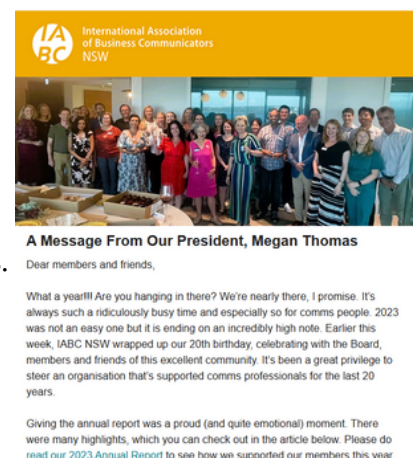
Google analytics switched over to GA4 property to improve privacy and security. Domain registration, hosting and CMS remaining with SquareSpace.

## Newsletter and emails

This year we moved to a paid version of MailChimp. After being unable to recover our account and established distribution list due to missing access details, we were pleased to make some ground back, with newsletter subscribers increasing from 151 subscribers to 316, and achieving an **average open rate of over 50% (target of 40%)**. The addition of a new preference centre let subscribers opt out entirely or just receive newsletter or event promotion.

Google Workspace was used for a general contact email [contact@iabcnsw.com](mailto:contact@iabcnsw.com), which all Board members could access, and a dedicated president email address [president@iabcnsw.com](mailto:president@iabcnsw.com).

These worked well, though monitoring and response to member enquiries needs more consistent resourcing to ensure timely responses.



**Massive thank you to Andrew Blunt** for building our website, and setting up stronger platforms with more flexibility to support our information sharing.

# Overall 2023 results

Metric	2023 Goal Set	2023 Goal Achieved*
<b>Total IABC NSW members</b>	160, revised to 130 (June 23)	132
<b>Total new members</b>	31 (+ attrition)	70
<b>Total group members (5+ individuals)</b>	16, revised to 12 (June 23)	11
<b>Member Retention YoY (Jan-Dec 2023)</b>	50% (64), revised to 60% (77) (June 23)	48% (62)
<b>Number of partners &amp; sponsors</b>	>3	6
<b>Member Experience</b>	Positive feedback & insights	9.2/10 + research findings
<b>Board member experience</b>	100% happy & KPIs achieved	Not all KPIs achieved
<b>Financial management</b>	Meet all metrics	Exceeded

\*as at 12 Dec 2023 prior to campaign end

Our membership base is slightly higher than we started at the beginning of the year, up to 132 from 129, and likely to grow further before the end of the year.

While a modest overall increase, we had excellent growth, with **70 brand new members joining throughout the year, 24 of them gained in the 20th birthday marketing campaign**. This makes us the 8th largest IABC Chapter globally. We retained a total of 62 members over 2023, giving us a retention rate of 48%. While lower than our ambitious 60% objective we are pleased with the outcome and have created strong momentum to improve on this next year.

A very warm welcome to our newest group members, the teams from **Mahlab, Zurich, CPB Contractors**. We are also thrilled to welcome all our new individual members this year, along with everyone who has renewed.

Earlier in the year we were delighted to welcome the team at **AgendaC** as a new group member, and very pleased that the teams from **Optus, BUPA, EY, Aurecon, FTI and The Smith Family** have continued to be part of the community, along with several team members from Woolworths.

Thank you for continuing to be part of this vibrant community, and adding to the strength and credibility of the communication profession.

While we did not achieve the ambitious goal we set at the beginning of the year to increase membership to 160 by end of 2023, we did exceed our revised target of 130, and will get closer to the 150 mark before the end of the year, an excellent recovery from the mid-point of the year.

## Thanks to our 2023 IABC NSW Board

The IABC NSW chapter has been led by Megan Thomas, Anthea Cudworth, Chris Saxby, Asha Oberoi, Jane Hamilton, Jen Black, Cat Dundas, Cath Hollyman, Luke Morgan, Alicia Baertsoen and Karen Godfrey.

All have incredibly busy careers and lives and to show up at board meetings, events and lead your portfolios as volunteers shows tremendous passion for the communication industry and IABC network.

Thank you all very much!



**Thank you.**