



IABC NSW August 2023 Board Report

Date: Tuesday 8 August, 2023

Time: 5:30pm - 6.30pm

Chair: Megan Thomas

Attendees: Chris Saxby, Anthea Cudworth, Andrew Blunt, Catherine Hollyman, Jen Black, Jane Hamilton, Alicia Baertsoen, Asha Oberoi

Apologies: Cat Dundas, Luke Morgan, Karen Godfrey

Last month's minutes: approved.

No conflicts of interest declared.

Administration

- The NSW Board is currently focused on continued growth and retention of membership and will hold a dedicated Strategy session on this topic.
- All Board Directors have completed one-page summaries of their roles to assist with cover during absences.

Financials

- The Chapter continues to hold a robust balance, alongside a more appropriate level of reserves through a six-month Term Deposit Account with Westpac.
- A full financial year report is being prepared for external reporting purposes including the Office of Fair Trading.

Recognition

- Two MasterMind Circles will soon be launched. Further information is being provided on the IABC NSW website for members who are interesting in finding out more.
- GCCC accreditation will be held at the end of the year. A NSW support group will be organised to help those who are interested in professional certification.

Membership and member experience

- The Board will issue a survey this month to about 90 former members who have not renewed during the past two years. This will help gain insight for retention purposes. There will be benefits and offers to those who rejoin.

Events

- The next event will be hosted by FTI Consulting on 16 August and will focus on how communicators can make the most of LinkedIn for their organisations and personal brand.
- A major event is being finalised to showcase Gold Quill winners on 20 September.

ENDS