



IABC NSW November 2023 Board Report

Date: Tuesday 14 November, 2023

Time: 5:30pm - 6.30pm

Chair: Megan Thomas

Attendees: Karen Godfrey, Chris Saxby, Anthea Cudworth, Jane Hamilton, Catherine Hollyman, Alicia Baertsoen, Cat Dundas, Luke Morgan

Apologies: Jen Black, Andrew Blunt, Asha Oberoi

Last month's minutes: approved.

No conflicts of interest declared.

Administration

- The IABC NSW Board has opened nominations for new Board Directors. The AGM will be held on 12 December and the nominations close 24 November. The Board nominations sub-committee, which includes the President, Vice President, Secretary and a Board member from another Chapter, will meet prior to the AGM to put forward the proposed candidates. Members are encouraged to contact Chris Saxby or Megan Thomas if they would like more information.
- The Treasurer put forward a motion that incoming Board members should be incentivised to achieve the strategic objectives set out for the Chapter in 2024. Provided the Board achieves the outcomes it sets and provided there is sufficient funds in the IABC NSW account, future Directors will have their membership fees refunded in full. Only non re-nominating Board members were allowed to vote and the motion was passed.

Financials

- The Treasurer submitted the October 2023 financial report. The current and term deposit accounts remain healthy, with the term deposit renewal completed at an increased rate, reflecting higher prevailing interest rates.

Development & Accreditation

- Mastermind Circles have completed for the year. These have been very successful with good feedback and the incoming Board intends to continue them in 2024.
- A campaign to encourage members to achieve their CMP and SCMP certification will run next year. For those people wanting to achieve professional accreditation, the 2023/24 Gift of Excellence Grants are now open through the IABC Foundation to fund certification fees for IABC members who cannot afford them. Applications close on 14 February 2024.

Recognition & Events

- IABC NSW held a panel event hosted by Canva on 9 November focusing on the power of Visual Communication. The event was very successful with almost 130 attendees and a very favourable response.
- There will be an end-of-year networking event following the AGM to welcome new Directors, thank outgoing Directors and celebrate another successful year.
- Entries for the 2023/24 Gold Quills opened on 3 November. IABC NSW members are encouraged to submit their campaigns. The deadline is 4 February and we will be running lunchtime drop-in coaching on 23 November and 15 December 2023.



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Membership and member experience

- We are delighted to welcome Mahlab as a new group member.
- The Chapter is running two major member campaigns through to the end of the year to attract new members and celebrate the 20th anniversary of IABC NSW. These are promoted on the website and social media.
- IABC NSW has been running a paid LinkedIn campaign using targeted advertising to generate interest from non-members across the communications community. This has started to secure new followers.

ENDS