**Date: Tuesday 9 August 2022**

**Time:** 5:30pm - 6.30pm

**Location:** Virtual

**Chair:** Megan Thomas

**Attendees:** Jen Black, Stephanie Cook, Anthea Cudworth, Cat Dundas, Karen Godfrey, Jane

Hamilton, Luke Morgan,

**Apologies:** Catherine Hollyman, Kieran McCann, Chris Saxby**.**

**Agenda Topics**

1. **Confirm Minutes from the previous meeting and note any conflicts**

* Minutes confirmed: Yes

Moved: Jen

Seconded: Steph

Motion: *carried*

* No conflicts of interest received

**Actions from previous meeting**

* + Sabrina to check EDM links to view Board Report opens. *Complete*
  + Megan to contact Kate Davies about speaking at the ESG event. *Complete*
  + Steph to share Cath's buddies. *To be confirmed.*
  + Chris to introduce Sabrina to Fleur Lawrence who has just joined PwC. *Check.*

1. **President’s Update – Megan**

* Thanks to the Board for the half year progress – main focus for remainder of year will be on member acquisition and retention, also identified as a global challenge. We have revised our 2022 goals to achieve 170 total members (from 200).
* GreaterBank is intending to renew their corporate membership
* Success with inviting LinkedIn contacts to follow IABC NSW page, which prompted over 30 new followers in the month
* August EDM to be issued next week
* Megan and Anthea will do 1:1 board check-ins over the next 4-8 weeks

**ACTIONS:**

* Chris to contact Jen to diagnose an email issue with the new accounts.
* Chris to contact Cat to provide help to set up her new email account.
* All to invite LinkedIn contacts to follow the IABC NSW page

1. **Treasurer's report – Anthea**

* July financial update (refer to submitted report).
* Finalising financial P&L for 2021/22 financial year and finalising budget for 2022 with Bookkeepers.
* Small gift sent across to Board member Catherine Hollyman following birth of her son.
* Megan asked about having a credit card account.

**ACTIONS:**

* Luke to discuss camera equipment costs at next Board meeting.
* Anthea to review whether having a credit card for the IABC account is worthwhile.

1. **Corporate sponsorship – Jane**

* Megan has given feedback on the sponsorship proposal, which can be used to seek funding from future sponsors.
* A list of potential sponsors has been prepared.

**ACTIONS:**

* Jane to finalise the sponsorship proposal and distribute to the Board.

1. **Mastermind Circles – Cat**

* Cat has distributed Mastermind Circles
* Luke identified some potential shifts in his Circle, which Cat will follow up
* Karen agreed to ask one of her members to run a Circle to reduce the size of the group
* Jen has already kicked off her Circle.

1. **Communications – Sabrina**

* Sabrina presented the analytics from EDM, website and LinkedIn.
* EDMs have remained at over 30% opening during the past 3 months
* The website’s unique visitors have been between 400 and 480, mostly sourced from direct visitors, LinkedIn or Google
* There was an uplift in followers to the LinkedIn account after Megan’s invite.
* Megan noted that Tuesday mornings were the best time for LinkedIn posts.

1. **Recognition update – Jen**

* Focus is on Gold Quill showcase event.
* All Board members have sent buddy emails, and Jen has promoted to the government audience
* 17 attendees to date; capacity of 60.
* Jen to submit catering quote to Anthea for approval.

1. **Events update – Karen**

* State of mental wellbeing event hosted by Vic Chapter on July 27 had low attendance.
* Megan confirmed Newgate Comms will host ESG event in September (potentially 14th)

**ACTIONS:**

* Karen and Luke to commence discussion of Gala event for November.

1. **Member update – Steph and Cat**

* 135 members.
* IAG renewed for 2 members. Greater Bank and EY both renewed.
* October Member Month will be a good opportunity.
* Steph presented initial ideas to promote member month

**ACTIONS:**

* Steph to further assess opportunities to promote Member Month actively.

1. **General Business**

* No other matters. Meeting closed.