



2010 Annual Report

President Report

Sue Willis

The Sunshine Coast Businesswomen's Network (SCBWN) serves women in business by raising their profile, contributing to the achievement of their goals and by connecting and inspiring them to dynamic, successful futures in business on the Sunshine Coast.

We are committed to the facilitation of the personal and business development and networking opportunities of Business Women on the Sunshine Coast.

With a current membership of 380, the Sunshine Coast Business Women's Network is proud to be recognised by industry, local government and business as the leading business women's organisation on the coast, and is thankful for support and endorsement from both local and federal government and the corporate sector, furthering its initiatives to support women in business.

We will continue to advance Sunshine Coast businesswomen by facilitating positive, inspirational and educational events delivered professionally, efficiently and representing a valuable return on investment. Our greatest strength comes from the involvement of our members and their voluntary participation in our committees and managing Board. Committees have been created to champion specific projects. As we complete our second year together, I'd like to formally thank the members of the Board, and their committees who generously surrender their valuable time each month. I thank you for working together to make the big decisions, and for taking responsibility for the appropriate corporate governance of this non-for-profit organization to deliver the best for our members.

Thank you to the **Vice President of the Sunshine Coast Business**

Women's Network, (SCBWN Professional Business Woman of the Year, 2007), Transactional Relationship Manager, Westpac Commercial Banking, **Kaitlyn Akers**, who stepped down in January this year to accept a promotion in Brisbane, thanks and welcome to the role of **Vice President** to Lianne Dickson, St George Bank Manager, Maroochydore. Lianne has served the SCBWN board for the past 6 years and I am thankful for her consistent support and wealth of knowledge of the Network.

Thank you to our **Treasurer, Melanie Jacobson**, Director, PJT Accountants and Business Advisors, who took on the role of Treasurer, left by Lianne as she stepped into the VP role. This is undoubtedly the most challenging and time consuming board position and Melanie has brought much insight and careful guidance to the position.

Thank you to our **Secretary, Clare Sherwood**, Harvey Norman Computers, Noosaville (former Executive Assistant to the Executive Director and COO, Harvey Norman), who at the end of her first year in the second most challenging and time consuming board role, has proven to be a most valuable asset, and I personally have appreciated Clare's professional contribution, as has the board.

To our **Independent Executive Members, Colleen Lucas**, Deputy GM, Sunshine Coast Daily, and **Sharon Hall**, Director, Regional Engagement, Office of Regional Engagement, University of the Sunshine Coast, thank you for giving what little time you had this past year, it is a pleasure to work with both of you at this level and I value your support and commitment to the Board.

Thank you to the **Chairs of the working committees** integral to the professional execution of each and every event and program delivered this year; **Chair of Marketing: Genine Howard**, (SCBWN Micro-small Business Woman of the Year), Director, Profile Magazine. (special thanks to Catherine Little for filling in whilst Genine stepped down to enter the SCBWN awards 2009). **Chair of Awards: Chelsea Hunter**, Executive Officer, SCBWN, **Chair of Professional Development (PD): Bronwyn Armstrong**, Director, Personal Empowerment Network.

Each one has dedicated much time to the effective leadership of your volunteer teams to deliver a high standard of professional programs and events, thank you. To our **Executive Officer, Chelsea Hunter** – thank you again for giving so much more than you ever get paid for, and for doing it with such a gracious, generous spirit. You are the perfect example of a truly successful business woman and I am honoured to have worked with you again this past year. Thank you on behalf of the Board you so aptly represent.

Id like to make special mention, and give a note of thanks to **Merran Dobson, Ideas Universal**, for her leadership and execution of yet another hugely successful Golf Day. The Annual event sponsored by MixFM and held at Twin Waters Golf Course was sold out, attended by 115 women who once again dressed to impress, and enjoyed a day doing business on the golf course. Congratulations to the winning team from the Maroochydore Surf Club. Plans are underway for this years Golf Day in August at the beautiful Peregian Springs Golf Club.

Special thanks also to **Nicole Sylvester**, Director, Nicole Sylvester Consulting, for the countless hours she has again invested into one of our most important and successful programs; the 2010 Mentoring Program. Underway and fully booked with 16 new mentorees and 8 incredibly skilled and qualified mentors, this has shaped up to be one of our finest yet. This year the program was sponsored by Heritage Building Society and held at the Surf Air Maroola and the graduation evening will be held tomorrow night. Thank you to all involved in this key initiative. We wish the mentorees every success in their newfound confidence and skill levels and thank all who gave their time to ensure its success.

August 2009 saw one of the Coast's premier events 'The Sunshine Coast Business Woman of the Year Awards'. This gala evening, hosted by Liz Smeardon was another resounding success. 320 people watched on as **Kim Edwards**, Sea English Academy was announced **2009 Outstanding Business Woman of the Year**. Kim has been an active member of the Network this past year, and has worked with category Sponsor, The Sunshine Coast Newspaper Co. Pty Ltd to represent the Network at a variety of coast events and Networking/Industry events. Congratulations again Kim and thank you for your commitment to and representation of the Network this past year.

Congratulations to our other Category winners;

- **Young Business Woman: Melissa Austin**, Brilliances for Business, sponsored by University of the Sunshine Coast
- **Corporate Business Woman, Jodie Thompson**, Director, PJT Accountants and Business Advisors, sponsored by Telstra Countrywide
- **Micro Small Business Woman, Genine Howard**, Director, Profile Magazine, sponsored by ANZ
- **Professional Business Woman: Sue Scheinplug**, United Synergies, sponsored by Garland Waddington Solicitors

My appreciation and thanks goes to the **Chair of the Judging Panel, Michelle Hamer** who is the lynch pin in the Awards process every year and must take credit for the success of the judging process from consideration of initial submissions (in their hundreds), co-ordinating the year's judges on two panels, and ensuring the integrity of the process at all levels. The award winners continue to represent us across the Coast in all aspects of Business.

This past year, we have delivered seven breakfasts, with International Women's Day breakfasts, held at Hyatt Coolum drawing 320 people. In addition, we delivered 2 Cocktail evenings, including the Great Debate event, a corporate golf day and 22 PD lunches. Each event is fully sponsored and we thank each business that has supported each successful event. Each breakfast is followed by a professionally delivered free workshop. These are always well attended and feedback positive. These Workshops allow members to share their knowledge and showcase their business.

As an organisation, we are committed to supporting our local community and determined to give back and be counted as making a difference. In December 2009, we presented a cheque for \$2547 to the Lions Emergency Accommodation Centres Better Start Program.

The Bursary Fund was initiated in March 2008 at the IWD breakfast by former SCBWN President Karen Neuendorf and her husband Keith from Neuendorf Interiors. To date, \$5218 has been given out as Bursaries, including three \$500 bursaries to students from the USC, two bursaries from Beautiful Minds and we have assisted with Tafe books and fees. A \$500 bursary has recently been approved for a client of the Betterstart Program and Sunnykids and the 2010 bursary for the USC is underway with offers of interest being sent out shortly to students.

Our website is continually being improved upon and kept up to date for members use and information, with a loyalty program now built in. Our monthly Newsletter has been refined and we are challenged each month to provide something valuable and relevant to our members. We have stepped up the Network's PR representation, and are thankful for the work done on our behalf at no charge by **Maya Gurry and Megan Meineke from Fresh PR** to ensure we are visible across all media as necessary and as the opportunities arise.

For me, this second year as President of the Sunshine Coast Business Women's Network has been one of consolidation, ensuring we have the right people on our board and committees, refining policy and procedure, and striving to role out our key deliverables – the benchmark being our member's expectations of value and worth. As a board we have been concerned with not making change for change sake, but have looked at each and every program and event we deliver with fresh eyes and in accordance with the current economic and professional environment.

This past year has seen a focus on the quality of our event speakers, of ensuring our sponsors get the most value possible, and on our event management and execution for a higher standard.

The Executive Board respect and acknowledge the solid foundation set under the careful leadership of former President, Karen Neuendorf, and seek only to strengthen and improve what is already an organization to be proud of. We are working through a strong business and strategic plan that underpins each decision made and each direction taken as we seek to steward this powerful network with integrity and insight. Our business plan is our guide for our future as a Network – and has included a full audit of current partnerships and with a view to ensuring the future financial health of the Network, recommendations for future financial partnerships have been applied. Corporate Governance has been reviewed and recommendations made to ensure the Board's integrity at all times. The strategic plan will be made available on request.

The SCBWN has also joined the Chamber Alliance as a way of strengthening the voice of business women on the Coast and providing the network with increased opportunities for funding, allowing us to deliver more programs such as the very successful leadership program which was run in early 2009.

As your President, I have represented the Network at Chambers of Commerce meetings across the Coast, sit on the Economic Sector Board –an advisory Board to the Sunshine Coast Regional Council, and am a member of the former Noosa (now SC) Creative Alliance Program, another Council initiative concerned with the sustainable future of the Coast.

I have been involved in the delivery of, and hosted various Tourism and Charity events and am committed always to furthering the strength of our profile in the local Business Community.

In closing my report for the year ending April 2010, I thank you the members for your ongoing support, for your patience as we learn and grow together, and note that thanks to you, this role is as rewarding as it is challenging. I am proud to be a part of this great organization, doing great things for business women across the Sunshine Coast.

*Sue Willis, President, Sunshine Coast Business Women's Network
President's Report, year ending April 2010.*

Professional Development Committee Report

PD Chair: Bronwyn Armstrong

The Professional Development Committee for 2010 consists of 10 active volunteers. The committee has pulled together over the past twelve months to deliver a high level of services to the Sunshine Coast Business Women's Network. The outcomes from all the services are as below:

Networking Breakfasts: The committee has been dedicated to delivering high profile speakers, more network opportunities and Professional Development Workshops that facilitate growth, knowledge and tools so members can implement to further develop their business. The aim for 2010 for the Professional Development Committee will be engage and attract high profile speakers to the region offering the members a different perspective on business development.

Professional Development Workshops: The objectives of the Business Development workshops for this year was to deliver a range of workshops delivered by members that would be practical and informative, building both business and practical skills for immediate use in the members business. The object for the next twelve months will be build on these resources and deliver a broad spectrum of workshops to enhance both business and personal growth.

Professional Development Lunches: This area of the Professional Development Committee has grown within the last twelve months. The objective of the committee was to make the lunches more engaging for the members and with the focus on building strong business relationships. The committee has achieved this objective and will be looking at further development of the lunches for the next 12 months. The Professional Development Lunches will endeavour to increase to 3 lunches per month on months where there is no breakfast networking.

Professional Development Mentoring Program: The program for 2010 is due to complete on 30th June. This program has been highly received by both mentorees and mentors. The program has evolved over the past years and feedback has demonstrated the recipients are receiving a program that delivers both professional and practical skills to start up businesses.

In July we will see the commencement of the new Mentoring Program this program is designed for middle and corporate management. The mentoring programs will continue to grow and the committee will be dedicated to the growth and change that may need to be implemented to this program. For 2010 the committees focus will be on the implementation of any additional elements or improvements that could be introduced to the programs.

Marketing Committee Report

Chair – Genine Howard

NEW MARKETING COMMITTEE & ROLE OVERVIEW

Genine Howard – Marketing Chair

Rebecca Ind – Sponsorship Taskforce

Melissa Austin – Secretary

Sonya Fraser – Sponsorship Sales and New member

Jen Forster – Newsletter Coordinator

Lisa Harrison – Website and Social Media Coordinator

The role of the Committee Chair and Coordinator is as follows:

- Provide the marketing committee direction and leadership on outcomes to be achieved
- Represent the marketing committee at executive committee meetings including communication on matters for approval and/or communication of outcomes
- Coordinate periodic marketing committee meetings including direction of agenda
- Chair periodic marketing committee meetings

COMMITTEE SECRETARY (MELISSA AUSTIN)

It was agreed that Melissa will be the secretary at all Marketing Committee Meetings. The role of the secretary is as follows:

- Capture all key points and decisions at marketing committee meetings
- Extrapolate notes to meaningful minutes of meetings and action plans for distribution to the committee
- Coordination of action register (ie if you complete a task on the action plan, please communicate this to Mel for update so we are working from one central document)
- Coordination of agenda items (please email/communicate any items that you wish to have on the marketing committee agenda to Mel by 3pm, the day before our scheduled meeting). Agenda will be issued to committee members by 5pm the day before our meeting.

In the event that Mel is absent, Jen Forster will perform these duties.

SPONSORSHIP TASK FORCE (GENINE HOWARD & REBECCA IND)

A special task force has been formed to establish/finalise the new 2011 sponsorship hierarchy. It was agreed that Genine & Rebecca will form the sponsorship task force.

Following executive approval, the following sponsor categories have been developed to commence from 1st January 2011:

- Media Partners
- Diamond
- Gold
- Silver
- Bronze

It was agreed that the sponsorship taskforce will have all sponsorship levels mapped out by 18th May 2010.

This includes developing sponsorship agreements (with possible assistance from Chelsea Hunter), sponsorship expressions of interest launch/coordination, sponsorship cost, sponsorship rewards and any other ad hoc matters.

This will allow the new sponsorship categories to be approved for launch by the executive committee in June, with expressions of interest open from 1st July 2010. It was agreed that all sponsorships for 2011 fiscal year will be secured by 31st October 2010. Sonya Fraser and the executive committee to assist in the sale of sponsorships (see below).

SPONSORSHIP SALES (SONYA FRASER)

It was agreed that Sonya will form the Sponsorship Sales Team Leader in relation to the sale of the new 2011 sponsorship categories. The role of the Sponsorship Sales Team Leader is as follows:

- Collate a list of potential sponsors to be approached and assign the most suitable executive or other committee member to approach the sponsor
- Coordinate sponsorship agreements for signature
- Communicate sponsorships secured with marketing committee and executive committee
- Coordinate announcement of secured sponsors and committee member responsible for sponsor nurturing. This role is to be developed further.

BREAKFAST SPONSOR COORDINATOR (REBECCA IND)

It was agreed that Rebecca will continue to manage the breakfast sponsorships. This role encompasses the following:

- Coordinate launch of expressions of interest for breakfast sponsorship
- Coordinate expressions of interest and the eventual selection of breakfast sponsors
- Nurture breakfast sponsors including reminder emails, and follow ups

Currently, breakfast sponsors have been secured to 30th June 2010. Rebecca will coordinate expressions of interest launch for 1 July 2010 to 31 December 2010 breakfast sponsors with Chelsea.

In the event that Rebecca is absent, Sonya Fraser will perform these duties.

PR COORDINATOR (REBECCA IND)

It was agreed that Rebecca will be the Marketing Committee PR liaison. It is the responsibility of each marketing committee member to contribute to the public relations of the SCBWN which will be done in the form of brainstorming at each marketing committee meeting. It is expected that each committee member bring a minimum of two PR ideas to each meeting to be discussed. The role of PR liaison is as follows:

- Liaise with Fresh PR on all SCBWN marketing matters
- Coordinate marketing committee brainstorming ideas on items of interest
- Liaise with Fresh PR on best utilisation of media partners e.g. regular article, interesting press releases

Genine will source the agreement the SCBWN has with Fresh PR on value we can utilise. The executive believes this is approximately \$1500.

In the event that Rebecca is absent, Genine Howard will perform these duties.

NEWSLETTER COORDINATOR (JEN FORSTER – to be confirmed)

There is a role within the marketing committee that is to be assigned in relation to SCBWN newsletter content to ensure members and sponsors/contributors gain value from the newsletter. The role would encompass the following:

- Coordination of advertorials e.g. limit the number and type
- Coordinate articles of interest/value
- Coordinate guest speaker article each month
- Coordinate corporate member email addresses (currently, a corporate membership is assigned one email address. The ladies that attend the breakfasts under this membership are not necessarily getting this newsletter passed on. Need to ensure all breakfast/event attendees under a corporate membership have email addresses noted for distribution).

Role and assignment to Jen to be confirmed at next meeting. In the event that Jen is absent, Melissa Austin will perform these duties.

WEBSITE COORDINATOR (MELISSA AUSTIN)

It was agreed that Melissa Austin will be the website leader following update of the current website. Genine Howard is currently sourcing quotes for a content managed website. Once approved by the executive, the website leader will be responsible for the website. The role of website leader is as follows:

- Coordination of new website construction including minimal impact to members
- Coordination of website content including library of resources
- Coordination of website updates including photo's, newsletters, blogs

In the event that Mel is absent, Genine Howard will perform these duties.

SURVEY COORDINATOR (MELISSA AUSTIN)

It was agreed that Melissa Austin will be the survey leader following the executives decision to utilise a survey for member feedback. This role is a special assignment and will no longer be required following the completion of the survey. It is the responsibility of all marketing committee members to contribute to the content of the survey and are asked to bring 2 questions for the survey at our next marketing meeting. Please email these questions to Mel for coordination. Mel will coordinate with the USC representative once the survey questions have been collated. In the event that Mel is absent, Jen Forster will perform these duties.

POWERPOINT COORDINATOR (GENINE HOWARD)

It was agreed that Genine Howard will be the Powerpoint Coordinator. This role relates to the running powerpoint presentations at the breakfast and other SCBWN events. It is the responsibility of each marketing committee member to contribute to the content of the powerpoint presentation including discussion prior to each breakfast/event.

Genine will simply coordinate the slides and send to the relevant person for AV display. In the event that Genine is absent, Jen Forster will perform these duties.

NEW MEMBER COORDINATOR (JEN FORSTER AND SONYA FRASER – to be confirmed)

There is a role within the marketing committee that is to be assigned in relation to managing new members to ensure the value and benefits of membership to the SCBWN are articulated and managed. The role would encompass the following:

- Coordinate names of new members attending each breakfast/event and assign the relevant PD/marketing committee member to the hosting table
- Nurture new members via follow up email/phone call prior to and after event
- Encourage new members to attend upcoming PD luncheons and assign a PD/marketing committee member to be in attendance at the luncheon
- Coordinate and lead any new member initiatives and ideas e.g. welcome packs, newsletter/website recognition,

Genine to confirm with executive in relation to both the PD committee and the marketing committee hosting a table at each breakfast for new members. Role and assignment to Jen and Sonya to be confirmed at next meeting. In the event that

Jen or Sonya is absent, any other marketing committee member will perform these duties.

2009 – 2010 AIM and future marketing activities

1. The committee has dedicated the remainder of 2009-2010 financial year to improving OPPORTUNITIES FOR MEMBERS through expansion of sponsorship programs. This document will be finalised by end financial year and will be actively promoted throughout and signed off by December 2010 for 2011.

2. The committee has been working on creating NEW PR OPPORTUNITIES to promote the SCBWN brand to attract new members
3. Research has been conducted into the problems/positives associated with social media including Facebook and Twitter, to attract and retain members.
4. A member survey is being developed to gauge member interest in social networking.
5. Quotes are currently being sourced for a CONTENT MANAGED WEBSITE so that the network can control the content of the website to firstly, improve the functionality of the site and reduce costs and secondly provide members with more interesting and useful information.
6. The main focus for the year has been on MEMBER RETENTION via numerous activities including but not limited to;
 - Hosting new members at breakfast meetings (roster to be set up for committee to committee hosting)
 - PowerPoint presentations during breakfasts highlighting member benefits
 - Promotion of member offers (for new offers and to highlight offers to members)
 - Rebranding of SCD advert to be done to improve BRAND
7. CORPORATE MEMBER DRIVE: The committee is to determine action strategy to help attract more corporate members to the network including a NEW MEMBER DRIVE:
Possibly look at a referral program for existing members to refer new members.

CONCLUSION

The marketing committee is now driven by newly reinstated Marketing Chair, Genine Howard who is excited to help improve the network's brand and position within the business community. Genine takes over from former Marketing Chair, Catherine Little who successfully led the committee through the majority of 2009-2010. The committee will be focusing on developing and selling a number of new sponsorship opportunities to not only improve revenue, but to offer wider opportunities to members, in particular our corporate members (and attain new corporate memberships).

Awards Committee Report Chair Chelsea Hunter

It is with great pleasure that I have taken on the role of Awards Chair for 2010, replacing the 2009 Chair, the 2008 Young Business Woman of the Year Melanie Jacobson. The Business Woman of the Year Awards are renowned for their professionalism with many of the finalists going on to become finalists and in the case of 2009 Professional Business Woman of the Year Sue Scheinpflug, winning the Qld Telstra Business Woman of the Year Awards.

Thankyou to the Category Sponsors for 2010

Outstanding Business Woman of the Year – Sunshine Coast Daily
Professional Business Woman of the Year – Garland Waddington Solicitors
Corporate Business Woman of the Year – Telstra Country Wide
Micro / Small Business Woman of the Year – ANZ
Young Business Woman of the Year – Faculty of Business, University of the Sunshine Coast.

Special thanks must also go to the members of the awards committee, without them the awards would not happen.

Debbie Battaglini-Clarke – BOQ Maroochydhore
Min Swan – White House Celebrations
Tegan Cross – Perry's Hire
Melissa Austin – Brilliance for Business
Miriam Torres – Secure Access
And to Lisa Harrison from POMO who is designing the invitation

Nominations for 2010 have closed and we received 145 unique nominations over the range of categories. Thankyou to everyone who nominated; the process is underway to convert those nominations into submissions.

This year the Gala will be held on a Saturday night in the Pavilion at the beautiful Hyatt Regency Coolum and will include entertainment and a dance floor. The theme "showcasing our local diamonds" will permeate through all aspects of the theming and décor and we aim to make it a true celebration of the outstanding business women on the Sunshine Coast.

We have also introduced a Morning Tea, sponsored by the Sunshine Coast Daily for all finalists to be held in the week leading up to the Gala. We hope that this event will help to build relationships between the finalists and increase their involvement in the SCBWN.

Finally, thanks must go to Michelle Hamer who is Chair of Judging for the 11th Year. Her knowledge, commitment and professionalism is paramount to the success of the awards.

On behalf of the Awards Committee, we look forward to bring you an Sensational Gala dinner and show casing the outstanding business women on the Sunshine Coast.

SUNSHINE COAST BUSINESS WOMEN'S NETWORK INC ANNUAL GENERAL MEETING

**MINUTES OF MEETING HELD ON
TUESDAY 9 JUNE 2009
AT MAROOCHY SURF CLUB, MAROOCHYDORE**

Meeting commenced: 7.08am

Present:

There were 130 people present, consisting of Financial Members, non-members and visitors.

Welcome:

Myles McNamara, President Maroochy Chamber of Commerce presided as Chair of the AGM and thanked all attendees for coming.

Apologies:

There were no apologies received.

Acceptance of Minutes of Previous Annual General Meeting:

The minutes of the previous meeting were made available in the Annual Report which each member received at registration of the AGM. It was moved that they be confirmed as a true and accurate record of the last meeting by Ros Williams; seconded by Prue Byrnes. All in favour, carried.

Business Arising From the Minutes:

There was no business arising from the previous minutes.

Correspondence:

All correspondence is available from the Executive Committee.

Business Arising From the Correspondence:

There was no business arising from the correspondence.

President's Report:

Sue Willis presented the President's Report (**copy attached hereto**). Current membership stands at 450 members. Sue noted the SCBWN is widely recognised as a leading body at state and federal level and thanked Fiona Simpson MP for her support. Sue congratulated the outstanding efforts of the Executive Co-ordinator, Chelsea Hunter and recognised the voluntary participation of the Executive Committee and sub committees.

Treasurer's Report:

The Treasurer, Lianne Dickson, presented the Treasurer's Report and advised that the Network is financial. The Financial Statements were made available in the Annual report for perusal. It was moved that the report be accepted by Melanie Jacobson and seconded by Ros Williams; carried.

Sub-Committee Reports

The annual reports for the Professional Development Committee, Marketing Committee and Awards Committee were presented.

Election of Office Bearers:

The following office bearers were elected unopposed:

President	Nomination:	Sue Willis	Elected
Vice President	Nomination:	Kaitlyn Akers	Elected
Treasurer	Nomination:	Lianne Dickson	Elected
Secretary	Nomination:	Clare Sherwood	Elected
Independent Member	Nomination:	Colleen Lucas	Elected
PD Committee	Nomination:	Therese Watson-Weir	Elected
Marketing Committee	Nomination:	Catherine Little	Elected
Awards Committee	Nomination:	Melanie Jacobson	Elected

Appointment of Auditor:

Michael T Harper, Registered Company Auditor of Nambour was appointed and has audited the Sunshine Coast Business Women's Network financial statements.

General Business:

There was no general business to attend to.

Meeting Close: 7.36 am