

Minutes of Business Plan meeting held Saturday 10 January 2015

(Last updated – 1 February 2015)

Meeting opened at 10am.

Attendance: Charmaine Atkinson, Kerry Kruger, Joseph Mula, Frank Ondrus and Terry Ryan

Apologies: David Shipp and Shawn Dang

Recap of earlier work and new assignments:

Frank – Office Manager

- Book Dr Price Room for monthly community forums/demonstration events → *looking at 1st Saturday of the month, from 4pm to 6pm*
 - Frank to draft program of potential speakers/topics
- Submit composite GCBF (Gambling Community Benefit Fund) equipment grant application → *Done 23/1/15*
- Work with Kerry on attracting corporate sponsorship → *try top 100 businesses/individual; and key industries such as environment consultancies, etc.*
- Complete & issue January newsletter → *Done 18/1/15*
- Frank & Joseph working a proposal to roadshow NEEN Energy Efficiency Workshop throughout the region. If project goes ahead, ask Fieldforce Services for a donation of CFLs.
- After some discussion on the business plan and looking at examples it was agreed that Frank would draft a simplified business plan in consultation with Joseph Mula, for consideration at next meeting.
- *Suggestion that volunteer liaison officers be found in all states & territories to act as spokespersons, recruitment touch-points → Frank & Kerry to work on this matter*

Kerry Kruger – Secretary

- Set up meeting attendance book → *Done 15/1/15*
- Work with Frank on attracting corporate sponsorship (as above)
- Set dates for ¼ meetings (perhaps Mar, Jun, Sept and Nov)

| | |
|--------------------------------|----------------------------------------------------------------------|
| <i>Saturday, 14 March 2015</i> | <i>Ordinary Meeting</i> |
| <i>Saturday, 13 June 2015</i> | <i>Ordinary Meeting</i> |
| <i>Saturday, 12 Sept 2015</i> | <i>Ordinary Meeting</i> |
| <i>Saturday, 14 Nov 2015</i> | <i>AGM, followed by 1st Ordinary Meeting for New Year</i> |
- Update template for Information Sheets → *Done 30/1/15*
- *Suggestion that volunteer liaison officers be found in all states & territories to act as spokespersons, recruitment touch-points → Frank & Kerry to work on this matter*

Shawn Dang – Website Manager

- Review 'metadata' and keywords to lift website's ranking and relevance. Work with Charmaine on what strategies they can follow for all social media/website
- Review use of Google services for NGOs
- Review of website – adding/changing/deleting pages, sub-subsections, etc.
- Archive "What's New" information older than 3 months
- Assist with writing newsletter articles & website summaries
- Add Reports subsection for Meeting reports

Charmaine – Facebook Admin

- To increase exposure of Facebook
- To investigate other social media options such as Twitter & Instagram
- *Once accounts have been established, add to website and promote via enews bulletin*

Volunteer – Terry Ryan

- Re-write article on composting

Volunteer – Joseph Mula

- Draft a media release highlighting HOPE's support for the retention of RET (Renewable Energy Target)
- Draft a media release seeking expressions of interest from NGOs & churches throughout the Catholic Diocese of Toowoomba who would attend a workshop on energy efficiency
- Assist in drafting HOPE's Business Plan

Volunteer – Jasmine Ding

- Assist with writing newsletter articles & website summaries

Business Plan discussion and allocation of tasks

Preamble:

Over the years, HOPE has endeavoured to produce a Business Plan highlighting our aims & objectives; organisation structure; and marketing & promotional strategies to achieve our stated goals (to be re-examined).

We have engaged consultants to help tease out our Strengths, Weaknesses, Opportunities and Threats.

Certainly, obtaining corporate sponsorship would help alleviate some of our financial worries. The attached Australian Conservation Foundation's (ACF) Strategic Plan is the best example of business plan format that I have found to date.

Perhaps we can use this format and major headings to develop our Business Plan.

Action:

After some discussion on the business plan and looking at examples it was agreed that Frank would draft a simplified business plan in consultation with Joseph Mula, for consideration at next meeting. Frank to summarise material and forward to Joseph for review and comment.

Other matters to follow up:

- Check status of HP colour printer → *12/01 – Power supply faulty. Not worth repairing.*
- Ask for a promotional article from Landshare Australia → *Done 15/1/15*
- More help needed with media activity. Investigate possibility of media/marketing students at USQ (University of Southern Queensland) being given an assignment around raising media profile - talk with lecturers → *Email sent to lecturer at USQ*

Meeting closed at 11:50am.