



Date	Wednesday 22 <sup>nd</sup> August 2018
Location	Darling and Co
Time	6pm for 6:30pm
Outgoing committee	C Mathisen, R Hamilton, C McBryde, L Smith, , S Twomey, L Nielsen, E McDonald, G Gallantree, V Pires, C Byrnes
Chairperson	John Droulers, Past President

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### **Welcome and Apologies**

Chairperson John Droulers opened the meeting, welcomed all members and advised of apologies:

- Bill Cross, Mecca Campaigns
- Chris Byrnes, Klyp
- Lauren Tyler, APN Outdoor
- Margaret Bock, F2F Operations
- Noel Fitzpatrick
- Rod Kirkwood, Oi-Led

### **Minutes from 2017**

Linda Smith read a summary of the minutes taken at the 2017 AGM.

*Proposed: Leah Beadman*

*Second: Rae Hamilton*

### **President's Report – Carla Mathisen**

Welcome to the Chairperson for the evening, John Droulers, Life Member and past President; the BAA founding & life members, Lindsay Stewart & Stuart Worsfold, as well as Life Member Leah Beadman; and the current BAA members, current committee & new nominees.

The BAA committee has successfully delivered what has over the last few years, become our 2x flagship events, as well as introduced some new initiatives in relation to our charity alignment and further strengthened our relationship with QUT.

My focus through my second year as President was to review BAA's overall costs, as well as to continue to deliver great events, maintaining relevance to the industry. The biggest challenge that BAA is facing is the continually rising costs of business.

### **Events & charities**

#### BAA Xmas Lunch

BAA Xmas lunch numbers were slightly down YOY but on par with 5yr average, with 788 in attendance.

BAA Donated \$20k to 4x charities with the 5<sup>th</sup> charity for Xmas being the introduction of BAA Blood Drive, in partnership with Red 25 where blood was donated instead of a \$ donation.

Sponsorships are getting harder to sell, with budgets being reduced and expectations increased each year. However, BAA continued its relationship with oOh! Media who came back on board as headline partner, as well as keeping a number of repeat sponsors across both events.

The room layout remained the same for the 2017 Xmas Lunch.

The event date for this year's lunch is Fri 7 December and based on feedback we sought mid-year, changes are required around the format of the lunch, as well as the after party venue.

The focus for the committee this year will be on changing the format of the event. The committee are discussing a more casual table set-up with long tables.

We have also discussed reducing the charities to 2x to provide more impact, one of which will be related to drought relief. Also in discussion is the introduction of alternative entertainment to a comedian and more networking breaks throughout the lunch.

We have investigated switching venues back to BCEC as they have put forward a competitive proposal; ultimate decision will be made pending possible after party venue.

We are looking at options for after party however this is not officially a BAA event and at this stage, is a cost to BAA, so this will only be done if it is affordable and costs are covered.

Because of the revised format, sponsors have not yet been signed on however, we have interest from half of last year's sponsors, as well as promising leads for new partners.

We are continuing our discussions with oOh! who are more than likely coming back as headline partner for this year.

In addition to the above, we are looking at changing sponsorship packages to include a facilitated activation to make it a better experience for attendees as well as higher engagement levels for the sponsor.

#### BAA Trivia

For the 4<sup>th</sup> year in a row, trivia was a sold-out event; clearly the format works so it will likely to continue in 2019. Only 3 of 5 sponsorships were sold however the event still ran at a profit.

The Event was at the same venue as 2017, Cloudland, which works well for our size and preferred layout. If we go back there for 2019 however, they will need to tighten up their F&B service.

This year BAA committed to a \$3k donation to charity for the evening but raised just under \$4k on the night.

#### **Membership**

As per previous years, BAA membership continues to be a point of discussion. Revenue from memberships help with the day to day running of BAA and with our numbers currently low, cash flow is beginning to become an issue. The communications process regarding expiring members stalled due to changes in committee which meant not many were renewed.

We have seen a few new unprompted members join over the last couple of weeks, which is great, but we need to see these numbers increase.

The value of membership is the largest factor in declining memberships, which leads to the 2x questions we'll pose later on tonight.

One thing that was implemented this year was giving members the opportunity to participate in charity give backs. This is something that Rae, our current VP, is already working on with the first iteration of this the BAA Blood Drive with Red25.

The focus for next year will be working with our digital partner to invest in technology to support management of the members.

### **QUT Scholarship & mentoring**

This year BAA continued its involvement with QUT, looking to expand relationship to ensure BAA and its members have access to the best graduates. This was done through the BAA Scholarship and 5x subject awards. There is an opportunity moving forward for these to be sponsored, with access to these students for internships & mentoring.

### **Committee finishing**

Thank you to Rae, Linda & Court who are all stepping down from the committee.

Rae, your passion, heart of gold and calming influence has been so helpful to me. Your commitment to BAA over the last 5 years and desire to raise money for charities is to be commended. Thank you.

Linda, your can-do attitude and organizational skills help kept BAA running. Your sunny disposition was always a pleasure to have around. Thank you.

Court, you're a real go-getter, whose connections and tenaciousness have helped immensely in securing sponsors and raffle prizes. Thank you.

You'll all be missed dearly!

*Proposed: Courtney McBryde*

*Second: Rae Hamilton*

### **Treasurer's Report 2017-18 FY – Courtney McBryde**

The Brisbane Advertising Association's financial statements and reporting for the financial year 2017-18 were managed by **Ewing & Company**; a Brisbane Chartered Accountant firm that has managed BAA's financial affairs for some years now.

BAA have again appointed **Clear Accounting Solutions** to conduct an independent audit of the accounts, in accordance with Australian Auditing Standards under the requirement of the Associations Incorporation Act (QLD) 1981.

The auditor's opinion was that the financial report:

- a) Presents fairly, in all material respects, the financial position and performance of the Brisbane Advertising Association as at 30 June 2018.
- b) Complies with Australian Accounting Standards to the extent described in Note 1.



Overall, there needs to be a significant lens on how we can increase revenue for BAA and decrease outgoing costs to ensure that BAA remains viable for the years to come. We started this year at an overall net position of \$14K loss, and despite making changes to the treasury have continued to face challenges in securing funds from sponsorships, as well as maintaining seat income from previous years.

- Net Loss for the 2017-18 financial year was **\$29,036**
  - This is off the back of a net loss for the 2016-2017 fin year of **\$14,024**
- Retained earnings at the end of the 2015-16 financial year was **\$52,401**
  - Down 21% from FY 2016-17

With respect to the Net Loss, The Treasury would like to acknowledge the following contributing factors:

- A decrease in Sponsorship revenue, down \$5000 YOY which is -11% YOY
- A decrease in Seats income, down \$5000 YOY which is -4% YOY
- An increase in Insurance costs, which is not something that we've paid for before as we previously weren't covered at the correct level, so this was an additional charge of \$3583.
- The cost of running events continues to increase, up this year from \$155,842 to \$159,451 which is an increase of 3% YOY.

The treasury has been focused on reducing costs this year where possible, including eliminating the networking events, eliminating the membership badges, eliminating costs associated with committee meetings and reducing the credit card charges by 43% and reducing general expenses by 69%.

### Summary of Events

#### **Xmas Lunch 2017: Loss of \$812 (111% YOY)**

Our Christmas event at the Royal ICC saw an attendance of 788 which is lower than the 2016 event by 6.6%. This year we reduced the number of charities we supported from 5 to 4, which ensured we were not giving away more than we raised. Committee is continuing to review changes in the format and reduction in costs. The positives for this year were that we're able to keep costs down even with a reduction in sponsor and seat revenue but the after party is a big investment for minimal return so the committee will continue to investigate options here.

#### **Trivia Night 2018: Profit of \$8432.01 (up 5838% YOY)**

BAA's fifth Trivia Night was a success and built on the previous year success at Cloudland. Our charity partner was Positive Human Movement which was put forward by Belinda Eccles from OMD and we supported that charity with \$4000.

#### **Sponsorships: Revenue of \$38,941 (-11% YOY)**

Sponsorships remain an essential income stream to ensure BAA has the financial ability to hold our events and is becoming increasingly more difficult to secure. Trivia in particular was challenging this year, and this will continue to be a challenge for the committee with new events coming into market chasing the same sponsors.

#### **Memberships: Revenue of \$849 (- 63% YOY)**

Membership revenue continues to decline, with the delivery of value to paid members an increasing challenge. This is a factor that the current Committee continues to review and discuss.

**Ticket Sales:** **Revenue of \$113,621** (- 4% YOY)

It's BAA's events, and the memories made at them, that are currently the driving force behind our acknowledgement within the industry. BAA continues to provide flagship events that are consistently a highlight of the advertising year.

**Raffle Sales:** **Revenue of \$21,505** (flat)

Raffle income is the primary source for BAA's donations to our nominated charities and worthwhile causes. For both events in this FY, BAA donated 100% of all raffle proceeds to achieve promised commitments, which is a testament to BAA's objective and constitution. The Treasury would like to take this moment to thank all those who have supplied raffle prizes throughout the FY; it's greatly appreciated and we could not have donated without your support.

**Donations:** **\$25743.92** (-17% YOY)

Donations form the foundation of why BAA exists and through the generosity of our members, sponsors and event attendees, continue to provide valuable support to charitable causes and members of our industry during their time of need. For example, this year we supported an ex-President who is suffering ailing health to a total of \$1743.92.

**QUT Scholarship:** **\$7500**

In addition to the charities at our events, BAA continues to nurture and support those wanting to work in the industry through the QUT BAA Scholarship (formerly the John Mansfield Memorial Scholarship) at QUT which saw us donate \$7,500 across the course of the year.

*Proposed: Carla Mathisen*

*Second: Rae Hamilton*

### **Management Committee 2017 – 18**

**Executive Committee Members:** All unopposed.

Carla Mathisen continued her position as President for 2018/2019.

John announced that with only one nomination for Vice President, therefore the elected Vice President for 2018/2019 is Sharon Twomey.

John announced that with only one nomination for Treasurer, therefore the elected Treasurer for 2018/2019 is Veronica Piers.

John announced that with only one nomination for Secretary, therefore the elected Secretary for 2018/2019 is Lily Nielsen.

**Committee Members:** All unopposed.

Brad Fowler (Ambient Media)

Chris Byrnes (Klyp)

Emily McDonald (Hayday)  
George Gallantree (Sterling Recruitment)  
Kasharn Pratt (Powered by Nine)

Carla opened to the floor to see if any other members who attended wanted to nominate for the remaining 2 committee positions.

With no nominations, the Exec Team will reach out to those who have shown interest in the past.

John welcomed the new committee and welcomed the new president, Carla Mathisen for 2018/2019 term.

### **New President's Address – Carla Mathisen**

Continuing to expand charity partnerships, in line with membership research

Continue to cut back on general committee costs

Look at new ways to innovate with events, without costs increasing

Perhaps try more informal style events again, purely for networking with no charity element; just have these @ Xmas & Trivia

Personally invite areas of the advertising industry which are under-represented throughout BAA, as there is a perception it's agency only, for eg marketing companies, social influencers, PR companies, creative agencies, clients etc

Working with BAA members and major industry players on all sides, to increase BAA relevancy and profile

### **General Discussion**

To open general discussion, John Droulers posted two questions to the room:

1. Must you be a BAA Member to purchase a ticket to BAA events?
2. Should a corporate BAA membership be introduced?

Dave Box asked if the membership cost could be included in event ticket prices.

Leah Beadman questioned the motivation behind wanting all ticket holders to be members. Membership is not what drives revenue; events drive the majority of BAA revenue. Leah stated that the costs associated with the BAA Christmas Lunch exceed over \$100,000; these costs include paying deposits which can be difficult with a low cash balance. Increasing Memberships will not solve this issue in terms of revenue. What is the value of being a member and what is the driver of people going to an event. BAA exists to give to Charity and provide networking Industry events.

Chris Reid noted that if we include the membership with each ticket purchased this will give BAA a natural boost in members whom can attend the AGM each year.

Brad Fowler stated that people are expecting a lot more from our events however, these extras costs a lot more and we need to scale back costs and look to deliver on these increasing expectations. Including Membership on the price of a ticket will grow our network which we can market and on sell to our potential sponsorships.

Lindsay questioned why we needed to charge for Membership, BAA was built on the success of coming together to have fun. Lindsay suggested promoting the brand to increase awareness and memberships.

Stuart Worsfold posed the question of looking at Midyear Lunch events.

Carla noted that we currently don't have the funds to support another event. We need to tighten budgets, so we can build our balance buffer before committing to another event.

Lindsay Steward suggested to get back to basics, we need to cut back on costs and rebuild again.

Stuart Worsfold ask if the Major Media Networks support BAA.

Carla stated that it was much harder due to budget cuts. Businesses getting budgets approved is significantly harder, so we are seeing an increase in money coming from interstate businesses who don't have representation in QLD.

Leah Beadman noted that there was an increase in companies taking their own staff instead of taking clients instead of clients which changes the

Lily noted that growing membership will also help us grow our engagement around events and assist in reaching a younger audience. Our younger attendees often can't afford the tickets and engage with junior members beyond trivia and QUT. At the moment we don't have their contact details so this would increase our audience and scope for engagement.

Carla questioned different ways for BAA to capture attendees beyond the membership database. We could look at recording data retrieved through competitions/ Val Morgan Comp or activations.

Dave Box suggested that we give first year employees a free BAA membership, to allow them to be exposed to all communications then after that year they have the choice to become a member.

Kaye Smith suggested that BAA explore different formats for the Christmas Event which would drop the price for tickets. High ticket prices are pushing people out of the market. If the format is changed to something a little more casual, we could look at having more guests.

Carla stated the BAA team previously sent a survey to our Database to pose the question of changing the format of the Christmas event and the feedback was our database did not want any changes to the format, Guests still want an environment where they can entertain their clients.

Lindsay suggested to decrease the amount of donated to charity.

Leah said we made the change to constitution that we give all money raised through raffles/donations directly back to charity.

The Question was posed if there was a significant difference between a \$10,000 and \$20,000 donation to Charity. Could we keep more of that money to cover operational costs? Potentially keep the Trivia event to raise funds for BAA and showcase the Johns Mansfield Scholarship instead of giving to a charity.

John Droulers thanked all members for their attendance and input and advised the discussion would be a work in progress and he looks forward to feedback and update from the BAA Committee.

Thanks for attendance and thanks to the new committee.

Official meeting closed at 8.13pm.