



Office Manager's Report

2017-2018

Office Manager, Erin Poga, has been contracted to provide the following services: Phone/Email management (including responding to enquiries), Membership management (including new member processing and renewals), Finances (note, Treasurer position has remained vacant), and Events (including marketing materials and Trybooking setup). Erin works under the direction of the Cultivate NSW Committee and reports to the Secretary and has put together a report on her activities.

Membership

Membership has remained stable, with the number of new members off-setting members that do not renew. For new and renewing members as of June 30, 2018, we have now implemented Member Numbers.

Membership as of 30 June, 2017	66
Renewing Members 2017-2018	43
New Members 2017-2018	26
Total as of 30 June, 2018	69

Renewing Members 2018-2019	53
New Members 2018-2019	16
Current Member Count (as of 11/11/2018)	69

Events

Cultivate NSW ran 4 events in the year 2017-2018. Feedback from all events was positive.

Date	Event	Revenue in \$'s	Expenses in \$'s	Profit/(Loss) in \$'s
Jul-17	Elizabeth Swane "10 Best Plants"	603	123	480
Nov-17	Adam Robinson "Why Colour Matters"	1,395	1,642	(247)
Mar-18	"The Therapy of Wild Play"	1,188	1,393	(205)
Apr-18	Elle Shuttelton "The Art of Connection"	381	450	(69)
	Overall result	3,567	3,608	(41)

Comment: The losses on the three events were due to the committee's push to provide high quality events as part of the strategy to provide value for your membership and made the decision to subsidise some aspects of each event eg, a free drink for the end of year function in 2017 and we have also invested in some catering equipment and supplies. In addition, we have been modernising, simplifying a lot of the administrative tasks such as the use of the TryBooking system for event bookings and ticketing. We have absorbed the transaction costs of around \$1.20 per ticket per person, for this financial year, while we assessed the effectiveness of the system which I am pleased to report has been a huge success.

Administration hours/expenses

Kait Gotham handed over Office Manager tasks to Erin Poga in September 2017.

For the year 2017-2018, administration expenses totalled \$4290.00.

Recommendations

- If Cultivate NSW was to continue to operate past June 2019, I would recommend the implementation of a complete website/software system to manage memberships, events, mailings and payments in one system. This would reduce admin hours considerably. I believe from my research that the ClubExpress system would suit our needs as well as being cost effective. (USD960 set up plus USD28 per month for 70 members).

Signed, Erin Poga