



2020 Committee Meeting No 8 - Notes

Friday 13 December 2019

8am (Qld), 9am (Vic/NSW), 10am (NZ), 6am (WA)

Join Zoom Meeting <https://zoom.us/j/900642550>
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Dial by your location +61 2 8015 6011 Australia Meeting ID: 900 642 550

Chair: Laurel Freeland

Attendees: Shel O'Toole, Carolyn Vincent, Laurel Freeland, Danielle Bolton

Apologies: Gillian Cochrane, Anthea Ogilvie

Purpose: Organise and deliver an inspiring and invigorating conference that carries forward the essence of the AFN.

Agenda:

- Purpose and Group Rules
- Program
- Marketing
- Finance and budget
- Administration
 - Venue update
 - Accommodation options
 - Website
 - Eventbrite registration
- Closing words

Discussion

Program

Shel advised there is a draft EOI for presenters. We need to consider the level of experience that each session is pitching at. In Fremantle, Shel noted the conference didn't work as well as it could have because all the sessions were really short at 45minutes and whilst the program was very rich, you didn't get time to immerse yourself in anything. It would be good to have different options – big spaces, big time slots etc. The interactive workshops need a bigger space. Too many offerings detract from the conference as it reduces the numbers at some of the sessions. Shel suggested 4 concurrent workshops at a time. We need a variety of physical space to give a variety of offerings.

We need to give new people enough time to engage, ask questions and digest what is being delivered. Danielle said that a cookie cutter solution is not what the AFN need and having multiple offering styles and times would work best. She also said that she won't contribute to the technical program but happy to help out everywhere else as this is not her area of expertise.

Laurel said its important for us to keep the big picture in mind at all times – and always ensure that workshops align with our theme. Laurel also noted that it's important the Conference is socially and environmentally sustainable. This includes time to integrate, digest and talk over learnings/ideas.

Some times offerings fall off, so we need to have a waiting list to cover any sessions that don't proceed.

We need to get the EOI out to get people to start putting suggestions in. Shel said you do need to make some tough decision sometimes but we need to be really clear that if something has been done lots of times before and it doesn't link to theme – we will say no. In Hobart, there was a set of criteria and checklist which made it easy to make a decision. We need to feed back to people why they weren't accepted. Shel, Laurel, Carolyn and Marie Martin will form the program committee. Shel's email will be where the EOI's go to and she will keep a spreadsheet. She will also save a copy of all expressions on the AFN Google drive. Danielle advised that we can't get specific AFN email address. Laurel is happy to have a look at the invitation for the EOI.

Carolyn commented she plans to run a session on deep listening and all agreed this would be a great topic.

Marketing

Danielle advised she has done facebook and LinkedIn posts on the venue which generated some interest and discussion. She will do another round of marketing once the Eventbrite registration system is set up.

Laurel said we should identify a marketing group and tasks. We need to all be responsible for marketing and we need to think about who we should co-opt to help. Danielle will look at the previous marketing plans for next meeting. We need to include people who are in the corporate sector and government (even NT) – those who will be paying the full rate. Carolyn suggested Conscious Capital Australia – she is a member and there is good corporate support and it would be a good community to market to.

Shel said that we need to look at other groups to get engaged such as the Playback community.

Shel will send an email to the list with the EOI when it's ready with an update. Hopefully the Eventbrite system will be open by then for inclusion.

Finance/Budget

Danielle advised the budget was accepted and the seed funding has been received from the AFN. There is some nervousness around the pricing structure, so we need to ensure we get the numbers we have budgeted for. The deposit on the venue has now been paid.

Laurel is now fully functional as a signatory on the Bendigo account. Shel needs to set up the internet banking and Danielle will forward the contact details of a Bendigo person who can assist with this. Once Shel is on, we will remove Cathryn Lloyd and David Jago as signatories.

Administration

Danielle advised that all the tasks were discussed at the last meeting have been completed. There have been numerous updates to the website including the article on Ubuntu and she encouraged everyone to have a look. Any suggestions/changes should come through to Danielle.

Danielle will set up the Eventbrite registration system in the next few days and get this advertised this side of Christmas. She has started working with another group who had a slightly cheaper deal and after contacting Eventbrite, they have agreed to extend this to the AFN. This means the registration fees will be \$2-\$3 cheaper than last year.

A number of deals are currently being negotiated with accommodation options near the venue and these are going on the website as they are confirmed.

Danielle suggested that at some stage, the group do a site visit to the venue to think about where things might be placed at the conference. We will work this around Laurel if she makes it up to Brisbane.

It was agreed that the group are working at a great pace and getting through tasks nice and early.

Christmas wishes were extended to all.

Next meeting:

Date: Friday 17 January 2020
Time: 8am (Qld) 9am (Vic, NSW), 10am NZ, 6am WA
Facilitator: Hands up for who'd like the job

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Group rules

It was agreed to have the following group rules:

- Have fun
- Stay connected
- No apologising
- Quorum of 3
- Have a generosity of spirit – allow each member their authenticity
- We trust in the wisdom of the group
- We hold the principles of the AFN
- Each meeting starts with a check in

Task List

Job	By Whom	By When
Finalise the EOI and circulate to all and sundry	Shel	18 December 2019
Develop a criteria for assessing workshop EOI's	Shel	17 January 2020
Look at Marketing plans from previous years	Danielle	15 January 2020
Set up the Eventbrite registration system	Danielle	16 December 2019
Send Shel details of the Bendigo Bank person to set up online banking	Danielle	13 December 2019
Investigate leads with Conscious Capital Australia	Carolyn	17 January 2020

Jobs List (ongoing tasks)

Laurel	Manage briefing and debriefing for 2020 Pre/Post Conference workshops
Shel	Send monthly updates to the AFN List
Shel	Develop a conference song

Parking lot

- Marketing sub committee