

2024/25 Public Report

1. Executive Officer & Administration Funding

- Committee Meetings
- Stakeholder Liaison (ad hoc and regular meetings)
- General Administration & Financial Management
- Member Liaison & Oversight of CRM
- Member advocacy (key stakeholder affiliations)
- Executive Officer Services provided by Consultants Tim Bracher until April 2025/ Elizabeth Joldeski from February 2025

2. Member Communications & Marketing Activities

- Weekly EDM Newsletters distributed via Mailchimp
- Social Media (Instagram, Facebook)
- Website: Member Directory & Promotion
- Website: Precinct Events Listings
- Digital Marketing (Services provided by Sandy Sieger & Co)
- Brand refresh and web upgrade

3. Activations, Member Events & Functions

- President's Networking Lunches & Social Functions, events held:
 - o July 2024, December 2024, February 2025, April 2025
 - o Partners include - Eureka 89, Afloat, Yarra Botanicals, Belgian Beer Bar
- Digital Health Examination – YRBA Marketing Activity Review (Services Provided by Roadmap Consultants)
- Publication Printing & Distribution – Melbourne City River Trails Brochure (Services provided by Art by Design, Ive Printers and Brochures DM)

TOTAL SPEND SUMMARY

Category	Actual Spend
1. Executive Officer/Administration	\$62,146.33
2. Member Communications & Marketing	\$22,500.50
3. Activations, Member Events & Functions <ul style="list-style-type: none"> • Networking Events • Digital Health Examination • Publications 	\$10,362 \$10,972 \$14,970
TOTAL	120,950.83