# yarrariver.melbourne



## 2024/25 Public Report

#### **Executive Officer & Administration Funding**

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

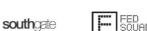
## **Member Communications & Marketing Activities**

- 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

#### **Activations, Member Events & Functions**

- President's Networking Lunches & Social Functions, events held
  - o July 2024
  - December 2024
  - February 2025
  - o April 2025
- Partners include
  - o 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**









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