

2025/26 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 Elizabeth Joldeski

2. Member Communications & Marketing Activities

- Weekly EDM Newsletters distributed via Mailchimp (note changed to monthly with longer form articles from Feb 2026)
- Social Media (Instagram, Facebook and new LinkedIn Account from mid 2025)
- Winter Warmers Digital Marketing Campaign 2025, *Only on the Yarra, Only in Melbourne*
 - o [Fed Square Fondue Chalet: Winter Warmers Campaign 2025](#)
 - o [Billie's Bites & Bar: Winter Warmers Campaign 2025](#)
 - o [Arbory Bar & Eatery: Winter Warmers Campaign 2025](#)
 - o [Asado: Winter Warmers Campaign 2025](#)
 - o [Plus 5 Bar: Winter Warmers Campaign 2025](#)
- Website: Member Directory & Promotion
- Website: Precinct Events Listings
- Digital Marketing (Services & member training provided by Sandi Sieger & Co)

3. Activations, Member Events & Functions

- Networking Functions & Member Briefings, events held:
 - o July 2025, October 2025, February 2026, April 2026, June 2026
 - o Partners include - Eureka 89, Transport, Yarra River Cruises, Arts Centre Melbourne, Greenline Project Hub, Now or Never Team, Belgian Beer Bar, Sandi Sieger & Co, Southbank Makers Market
- Publication Printing & Distribution – Melbourne City River Trails Brochure (Services provided by Ive Printers and Brochures DM)

TOTAL SPEND SUMMARY

Category	Actual Spend
1. Executive Officer/Administration/Misc	\$64,766.82
2. Member Communications & Marketing	\$21,032.82
3. Activations, Member Events & Functions • Business Development Projects • Marketing projects	\$8,169.30 \$18,955.00
TOTAL	112,923.94