

70TH ANNUAL AGM

MINUTES OF MEETING

DATE: Wednesday 18 September 2019
TIME: 6 – 8pm
LOCATION: Western Power
Ground Floor G.16, 363 Wellington St, Perth WA 6000

ATTENDEES: The following is a list of the Members who signed into the 2019 AGM.
** Denotes members who signed in who were ineligible to vote.

Albert Koenig	Don Bower	Chris Scovell
Mario Piromalli	Harry Webster	Tim Vance
Marat Bliev	Joe Librizzi	Ian Reay
Lia Przymenska	Graeme Roy	John Cavuoto
Aaron Bowling	Ray Elvidge	Alex Papadopoff
Ron Croager	Sheryl Purcell	*Katie McIntrye
Peter Brazendale	Keith Weaire	Rob Robinson
*Dwayne Wescombe	Allan David	Doug Eisenhammer
Emma Brown	John Vanderlande	*Samantha Manderson
*Jacqui Sanzone	Udaya Amaratunge	*India Bradshaw

1. **Welcome by President**

The President, Aaron Bowling, welcomed and thanked everyone for attending our 70th Annual AGM. He advised the attendees that for the first time in the Club's history the AGM would be recorded and broadcast via facebook Live on our Members Only facebook page.

Aaron then ran through the housekeeping and safety evacuation procedures.

2. **Apologies**

Ken Lee, Miles Jupp, Lauren Macfarlane, Ian Anderson, Wes Capenhurst, Bruce Gibbney, Geoff Hurlle and Joy Fyfe.

3. **Guest Speaker – Graeme Roy, Honorary Retired Member**

Graeme Roy from the Retired Members Group (RMG) addressed the AGM and spoke of how the social club was formed back in 1949 by the employees of the State Electricity Commission of WA and should be congratulated on reaching its 70th year of operation serving the social needs of employees. The RMG was formed some time later in 1976 to provide ongoing contact with the members who had retired. He spoke of many of these members carrying out much required routine maintenance of the holiday homes and hands on support for activities such as the annual Christmas event.

There are some 500 members of the RMG and he spoke of how it was important for their ongoing happiness to have contact with workmates through various social activities and monthly meetings with guest speakers.

The RMG run 6 bus tours a year to various locations and have an ongoing interest in the PowerUp Electricity Museum in Manjimup which is due to open in December 2019 after closing down in Fremantle in Decmeber 2008.

Graeme spoke of the challenges of the group with 130 members who need hard copy communications and are not on email, and he wanted to acknowledge the office for their support in keepng them in touch.

4. Confirmation of minutes from previous AGM

Accepted by Ron Croager, seconded by Joe Librizzi

5. Confirmation of minutes from recent SGM

Accepted by Joe Librizzi, seconded by Ron Croager

6. Business arising from the minutes

No business arose from preivous minutes.

7. Presidents Report – Aaron Bowling, President

Aaron gave special thanks to Life members, Honorary members, Board members, office staff partners of the staff and board members, and sponsors for all of their assistance over the past year.

He spoke of the new Constitution being a huge achievement and thanked those especially that were on the sub-committee which included Ray Elvidge, Ron Croager, Lia Przymenska, Miles Jupp and Ken Lee with assistance from the office staff Jacqui Sanzone and Dwayne Wescombe.

Marat Bliev was thanked for his two years as Treasurer, he has achieved a large amount of work and some vast improvements have been put into place.

8. Treasurers Report – Marat Bliev, Treasurer

Marat spoke about the last year delivering greater visibility with the Board getting monthly financial reports and being across the budgeting for the year ahead. He was pleased to report the Club had delivered considerable cost savings and great control of its finances.

In previous years we had faced financial challenges of declining revenue, declining cash reserves and declining profit.

For the first time in the last seven years we have had an increase in membership by 2% with our membership now sitting at 2,567.

The Club is more financially sustainable and has declared profit for the first time over the last five years. This is the highest operating profit since FY 12/13. The Club had not been financially sustainable since FY 14/15 and the loss in the past four years was greater than \$100,000.

A motion was passed to accept the financials.

They were accepted by Ian Reay and seconded by Joe Librizi.

9. Strategic Direction – Marat Bliev, Treasurer

Marat advised the AGM that the Board and office had together completed a Strategic Workshop session that was hosted by Western Power's Innovation manager Rod Peredo.

From this session we now have a better understanding of what is important as we move forward. A Holiday Homes Sub-committee is being established to look at repairs/upgrades, our events will be less frequent but more targeted and we will also be focusing on recruiting new members.

10. General Manager's Report – Jacqui Sanzone, General Manager

Jacqui thanked everyone for attending and spoke about the Club's mission which was to enhance the life/work balance of our members.

Whilst most occupancy was on par with FYE 2018, we did see increased occupancy in Kalbarri resulting from marketing & promotion strategies. Denmark did record the highest occupancy for the year, however it was the worst performing of all the holiday home homes due to repairs & maintenance costs contributing factors are the age of the property. On a positive note our top performing holiday homes were once again Busselton, Albany, Cape View & Dunsborough. The current trend reflects that the newer homes performed higher and outlines the need for possible upgrading, renovating or possibly selling under performing holiday homes to offer some new and exciting holiday home destinations.

In 2019 the social club held 20 metro events, which included a range sundowners not only in the CBD but also north & south of the river. We also held live shows like Jersey to Motown and Gruffalo and the ever popular ticketed events. Our members also contributed to raising over \$3,300 for Breast Cancer Care by purchasing 22 tickets to Spring Day at the Races.

We introduced what will be a new annual event in 2019 the EWSC Family Fun day. This year it was held at Hyde Park, where members and their family's enjoyed a beautiful Perth day with fun laughter, face painting and even a sausage sizzle cooked by Ron one of our board members.

In FY 2019 we recorded a total of 2,227 attendees to our social events, with the end of year event & ticketed events being by far the member preferred choice.

Our online discount store continues to offer great discounts on a wide range of products, with the most popular being the movie tickets with over 1,200 being purchase. Other popular vouchers were Rottnest, Adventure World and Aqua.

Our online discount store not only offers our members great savings over a huge range of products but also the ease of buy now – receive now with access 24/7 365 days a year. With massive movie ticket savings of up to 48% to be used at a wide range of cinemas.

The benefits keep coming with 19% savings on Rottnest Ferries, 34% of theme parks and 34% off aquariums and zoos. The benefits continue to grow with a wide range of discounted gift cards now available. A new and exciting feature is our online gift vouchers. It is as simple as logging on to our website choosing a gift, writing a message with the ease of eGift templates and clicking send to your nominated recipient.

We have now distributed over 2,000 Member Benefits Cards from member requests and have seen an increase in our supporting business partners and benefits. We also introduced the

new online facility where members can search benefits by category or location. This is not only a members benefit but contributes in assisting local WA businesses. So if you, a family member or a friend has a great service or product that you would like me to try and negotiate a discount for our members, in return offering them free marketing and exposure to potentially over 10,000 people please send them my way.

This FY member engagement was increased with 17 more eNewsletters sent than the previous year, we also communicated to 2400 members with a total of 73 eNewsletter sent and our eNewsletters open rate was 60.83%, which was well above the avg Non profit avg increased open rate of 24.11%. Another increasing popular form of communication is our Facebook Group page where we gained an extra 200 new members bring a total of 499 members at the end of the FY.

Some of the promotions you are likely to see if you are a member of our facebook group, are last minute cancellations, discounted holiday home specials, event updates and last minute specials and giveaways.

Other forms of marketing are our customised TV screen promotions currently running through the industry sites, promoting the benefits of becoming a member like holiday homes

This FY we were nominated for two industry club awards, Marketing and Events. Even though we didn't bring home the bacon on this occasion it was a great achievement to join over 500 WA Clubs and be one of a selected few in making the finalist in both nominated awards. Another major achievement was in Financial Compliance with all outstanding company tax returns being completed and lodged with the ATO, I would like to pass on a big thank you to Don Bower for his input in this achievement. Continuing with compliance, we also completed outstanding Associations annual returns with the Department of Mines. The highlight however was our Membership Increases for the first time in six years, this is contributed to an increase in stakeholder engagement.

2020 Goals and Focus areas will be: remaining sustainable, continuing to improve stakeholder engagement to include country groups and site visits. Last but not least, we will focus on improving our biggest assets the holiday homes and increasing members benefits.

11. Special Resolutions – Aaron Bowling, President

Please see addendum for Special Resolutions.

Resolutions regarding updates to the Constitution from 1 through to 11 were accepted with one exception on Special Resolution which is to read:

30. (6) To be corrected to read "A person must not hold more than one office mentioned in sub Rule (3) at the same time"

It was voted unanimously by the attendees to accept these resolutions.

Special Resolution 12. Regarding honorariums being paid to the Board members given the good financial result this year was also unanimously passed. It was queried if the Board would need to go into the Ballot like other members to use that period and it was confirmed that this would be the case.

12. Election of Office Bearers – Lia Przymenska

Lia addressed the AGM and advised that this year we had five members nominate for Board positions with three positions available.

She was happy to announce the new Board members would be; Lauren Macfarlane, Katie McIntyre and Albert Koenig.

13. General Business

Aaron opened the floor for any general business.

Don Bower asked why the Holiday Home Operations Fixed Assets was missing from the Annual Report. Jacqui advised this was an oversight and would be added in and reloaded to the Club website.

Don Bower also asked why depreciation was not shown and Marat answered that he was not happy to show them as he was not comfortable with the workings for last year so he asked that they be left off. Ray Elvidge asked if all properties had a depreciation of \$7000 and Marat said that yes this was the case for all homes for auditing purposes.

The Auditors report prepared by Nelly Simon for FY 18/19 was unanimously accepted by all who attended the AGM.

It was noted that page 3 of the Auditors Report was missing in the Annual Report so it was noted that this would be updated for the website.

It was voted unanimously that Nelly Simon would be invited to prepare the Auditors Report again for next year 19/20.

Ray Elvidge asked what was happening with the Margaret River house and Aaron advised that the house was due for renovation and the new Holiday Homes sub-committee would be looking at proposals soon. Sheryl Purcell and Ray asked if the members might get to see the plans before they went ahead. It was mentioned that this probably would not happen as it had the potential to slow down the works and that the Board is capable of making these decisions. If there was something that they were unsure of only then would they reach out to members, and members were encouraged to join the holiday homes sub-committee which gives them a platform to contribute to improving our holiday homes.

A member asked what happened with the pet trial. Jacqui advised that the club actually saw a decline in bookings due to people with allergies and there were actually very few bookings for pets during the trial period.

Keith Weaire made comment that there were no depot staff on the Board and what could the Board do about getting them involved. Aaron advised that he had reached out to the country members and Jacqui had been visiting depots more recently so hopefully this will encourage them to get more involved going forward. The depot and country member base has definitely grown and Jacqui noted that the club is looking at doing an event in Collie over a weekend.

14. Close

There being no further business the meeting closed at 7.33pm.