

<b>REPCOM AUSTRALIA</b>	<b>MINUTES OF ANNUAL GENERAL MEETING MAY 19<sup>TH</sup> 2021</b>
<b>LOCATION:</b> Zoom via Sovereign Private Sydney Office	
<b>TIME:</b> 12.00	
<b>ATTENDEES:</b> Stephen Smith John McCluskey, Anthony Whyte, Laila Billberg, Melissa Occhipinti, Lesley Horsburgh, Jayson Eichstadt, Nicholas Taylor – Sovereign Private  James Liley – virtual, Stephen Veness – virtual,	
<b>APOLOGIES:</b>	
<b>Registered Attendees:</b>	Carly Fordred, David Pereira, Samuel Glass, Mark Laudrum Alan Robinson, Paul Dunn Nicole Shepherd Ryan Kevelighan
<p>Stephen Smith opened the AGM for 2021, acknowledging that this was the first time that some of the directors had met face to face in over a year.</p> <p><b>CIRCULAR RESOLUTIONS:</b> To accept Minutes of 2020 AGM Held on May 19<sup>th</sup> online.</p> <p><b>RESOLUTION:</b>          Moved: Anthony Whyte          Second: Jayson Eichstadt</p> <p><b>To accept the financial report of 2019.</b></p> <p>Moved: John Mcluskey</p> <p>Second: Melissa Ochhipinti</p>	

<p><b>Financial Summary</b></p>	<p>Nicholas Taylor of Sovereign Private ran through the full year financials. Noting that the decline in income was largely due to the lack of government assistance as previously received in 2020 and the lack of face-to-face event income.</p> <p>Some one-off costs were incurred due to the restructure of APSCo Australia team.</p> <p>While the 2020 Global fee was paid, there remains an outstanding balance to be paid for prior years.</p>
<p><b>Chairs Report</b></p>	<p>Stephen Smith presented his Chairman's report.</p> <p>SS said he believed the team at APSCo excelled with online events and through this channel built groups, workshops and webinars that reached out (and continue to reach out) to APSCo members and affiliates. Bringing people together for meaningful purpose and to provide the information that is required for navigating not only a covid disrupted environment, but a legislative, financially disrupted market place.</p> <p>Through these channels APSCo, supported by our affiliate partner relationships were providing tailored support and information on a self-serve basis specifically for those in need, as legislation was practically changing week to week. Communication releases around WHS, Tax affairs or at the more specific end, JobKeeper, we as an industry were able to come to rely on APSCo to respond rapidly and concisely as demands changed.</p> <p>APSCo board changes occurred in 2020 as it was an election year: We were pleased to welcome new members to the board of Directors, specifically Melissa Occhipinti from Paxus, Donna Alcock from the Manpower Group, Jayson Eichstadt from Medacs Global and Cilla Arnold from Cox Purtell.</p> <p>Also Ant Whyte a returning director assumed the role of Vice Chair and I as a returning director and previously Vice Chair was happy to accept the role of Chair.</p> <p>Thanks to retiring directors Jason Trevethick from Paxus (outgoing Director and Chair) Bronwyn Murphy (outgoing Vice Chair) from Medacs and Nick Bacon for his long standing service to both ITCRA and APSCo.</p>
<p><b>MD's Report</b></p>	<p>Lesley Horsburgh said while the Association launched into 2020 with some robust plans for APSCo, the inevitable impact of COVID-19 saw a scale back on planned events, withdraw the Annual Awards dinner and draw our attention toward Member retention and giving value.</p> <p>As the industry responded to the Pandemic we sought to provide our Members with as much information as we could by leveraging the expertise of our Affiliate partnerships.</p>

The advice line was launched into a live weekly webinar format, aimed at giving Members business critical information and an opportunity to ask questions to a range of advisors across legal, finance, tax, WHS and business sectors. We also launched our COVID resource hub for Members and continued to add resources, checklists, guidelines and templates for Members as the year progressed. Much of the year also focused on driving engagement and communicating to industry the values of APSCo and the purpose of our Association. Our LinkedIn engagement has increased by a staggering 400% and our referrals are beginning to bear fruit as our brand builds in the market.

### **Membership**

While we did lose some Members due to business closures and some consolidation our retention remained at 89%. With many Members reducing staff headcount, renewal income adjusted to reflect the market conditions. We moved in some instances to assist Members with payment plans or flexible payment terms.

### **Restructure**

The year also gave us an opportunity to assess our company structure and ensure we had the right people, systems and processes in place to shore up APSCo for the future. As a result we restructured internal teams and invested in the hire of a Business Development Manager to ensure the focus for 2021 is on growth. The changes deliver a substantial saving across the year to APSCo as well as re-distributing headcount to concentrate on growing Membership numbers.

Paul Ferris joined APSCo in November 2020 as Business Development Manager, focusing on membership growth and retention across Full and Affiliate Members. Our key sectors for growth are IT & Digital, Medical, Engineering and Finance.

### **Awards**

While the Annual Awards dinner did not proceed, it was important to continue with the Awards process and take the opportunity to give a nod to the extraordinary achievements that our Members and indeed the wider industry accomplished. We therefore reshaped our Award categories to reflect the market conditions.

The cancellation on the Gala Dinner resulted in a loss of forecasted revenue. The income generated from sponsorship for 2020 covered the costs of the Awards campaign that was run both online and in print across the AHRI magazine.

### **Member Survey**

We concluded the year with a full Member survey to gauge how well we performed during the year and to glean a strong sense of priorities for our Members in the coming years.

With over 50% participation and an overall rating of 4.3 out of 5 LH said she was delighted with the results.

Accept – LH Report – LB

Second: AW

	<p>No other business</p> <p>AGM –2022 date to be confirmed.</p>
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