Homebirth New South Wales

Meeting Agenda

27th November 2020

TIME: 10am

Location: Zoom

Invited all members plus committee: Virginia Maddock (VM), Jodie Powell (JP), Azure Rigney (AR), Aimee Sing (AS), Amelia Parkinson (AP), Santina Sannen (SS), Arthur Sannen (ArS), Josi Jentsh (JJ), Kathryn Bell (KB), Kristyn Begnell (KB), Claire Heenan (CH), Bonnie Hook (BH), Jessica Hodgens (JH), Karley Humphries (KH), Marina Taylor-Clift (MT-C), Alicia Bennets (AB), Amy Lou (AL), Kristin Fildes (KF), Amy Innes (AI), Amelie Patrux (APt)

Apologies: Karley Humphries

Item	Issue	Who	Minutes	Action
1.	**House keeping** (muting etc)	AS	Done	All
2.	**Acceptance of Minutes from last meeting**	All	Done	All
3.	**Financials**	SS	PayPal – $3,570.06 (to stay in until bank balance Bank – $1,358.96 Incomplete address for one member needing a Birthings – Santina following up Reconciled up to end Oct	SS
4.	**Committee** Doula directory position	AS	Newsletter article on positions available Doula directory coordinator role:	All

	Editor position Web designer position Memberships coordinator role Event coordinator role		• promote via Facebook groups, Australian Doula College and other organisations NSW wide to boost directory listings Birthings editor role – to split: • Project manager - sourcing content, photographer credits, loading into Google Drive, liaising with associate editors, proofers, and checkers • Associate editors x 3 – Alicia and Marina • Kath can proof too • Advertise Editor and Associate Editor See below for web designer, event and memberships roles	
5.	**Events**	AI and AB	• AGM – early Feb potentially at Claire Heenan's home (TBC) plus Zoom • Need events coordinator – Phoebe to advertise and first task for them being to create calendar of events for 2021	
6.	**Comms – blog, social media** Xmas competition to boost followers DTEB book review video to post Blog and newsletter update	CH	• Newsletter – 150-200 opens; keen to get open rate higher and clicks rate low 4-7%; shorten titles and use questions, emoticons, large clickable photos, their name in preview, advertisers • Christmas shopping article – membership vouchers, books, discount codes for members etc • More time into blog – Weebly time consuming	

			• Mail Chimp link up?	
7.	**Merchandising** Kristyn's review of Birth with Confidence?	SS	• Sold 2 Mummy's Having a Homebirth on back of review • Otherwise quiet • Christmas promotion – membership vouchers and products (Phoebe/Josi) • Xmas giveaway – signed copies of Birth with Confidence plus free 3-year membership (Phoebe/Josi)	
8.	**Fundraising** Raffle update	AB JJ	See above – re Christmas newsletter and insta promos $2,540 from raffle	JJ
9.	**Memberships**	KWB	• Emma Sedlak to take on memberships (interested in website too – could move on once memberships sorted) • NSW wide liaison • Ongoing midwife liaison – twice annual sending packs	AS
10.	**Advertising**	JJ	• Advertisers spreadsheet and check in with • Need to create page with media kits and info on how to advertise with us (images / web copy etc we need) • Send suggestions for new advertisers to Josi	

			• Community Hub project manager needed!!! Josi to create tile PRIORITY	
11.	**Website/GDrive** Web coordinator roles – split: • Split back-end google drive admin out – Jodie to do • Focus role on content / digital marketing, would suit someone on mat leave	JP SM	• As above – Emma S to take on web coordinator • Josi to contact Emma re email privacy session issue	
12.	**Birthings**	BH	Keen to print and distribute every issue – need sponsors, $350 postage and $985 printing (x150) Consider what funds we have can go towards next issue	
13.	**Research / Internship** Report writing	KB	Started! More to do	KB
14.	**Local Groups**	All	Macarthur & Wollondilly group now meeting fortnightly (KH) Blue Mtns great turn out fortnightly – Katoomba and Springwood Josi setting one up in Northern Rivers NB group starting next year	
15.	**Advocacy** ACM update	KB	MP letters urging them to contact Greg Hunt to ensure medicare taskforce recommendations implemented –	

			include intrapartum rebate GP Referrals – Abigail making noise	
16.	**Remind of to-do stuff from last meeting**	All		
17.	**Close meeting, schedule next**	AS	10am Friday 22 January	