Homebirth NSW

Meeting Minutes – 5th March, 2020

Whole committee invited

Attended by: Aimee Sing (AS), Claire Heenan (CH), Kristin Fildes (KF), Kristyn Begnell (KwB), Virginia Maddock (VM), Jessica

Apologies from: Jodie Powell (JP), Santina Sannen (SS), Arthur Sannen (AS), Amelia Parkinson (AP), Kathryn Bell (KB),

Via ZOOM Online at 1pm at 1pm - [https://zoom.us/j/2913512649](https://zoom.us/j/2913512649?fbclid=IwAR1bC5Y4mKjbZf3NtohMXDgJdFXKCA2kKgjuC5phhUg-weAHy1_zLU3QX-M)

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| Item | Issue |
|  | Acceptance of Minutes from Previous Meeting – VM and AS |
|  | Issues arising from AGM

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| **This years internship project** - Looking at women’s experiences within different homebirth models of care (publicly funded vs. privately practising midwife care)- New pricing going forward (media kit below) $50 for Birthings, social media and website $30 at the HBA conferenceStart releasing social media posts calling for people to advertise with us once the website is completeGood reachGoing forward, advertising coordinator will get details to share on socials from advertising people, then flick to Virginia to share on social media |
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|  | Treasurer’s report* Monthly financial report to discuss
* Bank: 1718.10
* PayPal: 1853.78
* Have received $300 back from Drummoyne AGM deposit
* Thank JP for taking care after handover
* AS has been added and JP removed from accounts with Commonwealth Bank, still need to sort PayPal
* Do we keep JP on PayPal or remove and replace with AS? Just 2 for PayPal (SS and AS)
* Midwife Membership invoices paid so far (Chantel, Jacqui, Geesje, Cara) and yet to pay (Emma, Robyn, Jo, Jane) – AP to be flagged. What is the pricing scheme? New midwives to approach now we’re NSW wide! Easy fact sheet. AS to ask SS/AP about pricing
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|  | Have midwives who’ve paid received their welcome packs? AP – have they? AS to checkWhere are the welcome packs we currently have?Need to get bags to Chantel (most recent payment)Welcome packs – when do we need to do these? Let AP and CH KwB happy to help out. |
|  | Affiliate links – JJ to send out emails to all people who provided donations for raffle, ask for affiliate links |
|  | Books on hand – stock in shopShall we just sell what’s left, take rest to conference in the hope they clear out?VP suggested we keep and sell on our website. We could do packs of homebirth kids books? Make up packs and promote on socialsAdd Nathalie’s book to our shop to see if we can sell some? ‘Welcome Home’ Yes, put on website |
|  | Welcome packs and members – KwB and CH happy to help with packing with AP |
|  | Old Envelopes – Postage Paid enveloped but the postage gets charged to our account. We keep the account open but only use as needed.  |
|  | Advertisers – Promote on social media once new website is up. |
|  | PII statement from KwB for review KwB spoke with Alecia from MCN and she said she couldn’t tell KwB what was happening, but she thought it would work itself out. With Medicare changes coming through, PII will need to happen, “If the midwives are getting more from Medicare then they need to be insured”Jennifer Lorance sent KwB a text saying ACM are on the ball and PII looks like a done dealAS to call Megan from ACMKwB to try get more info from Jennifer too |
|  | HBNSW media kit updated by JJ* Did we have Elli’s permission to use her birth photo? AS to check
* Let’s roll this out on social media some time soon! Or wait for website? Wait for website
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|  | Positions to advertise for – Advertising, Events and Fundraising. New Proofreader (Amy Lou) * Prompt JJ to put out advertisements for these on our social media and website
* Going forward, we need a stronger committee before we can do events
* Fundraising coordinator should do events too (just have a fundraising/events coordinator)
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|  | Website update – JP has spoken with Annalee and she thinks it’ll be ready within the next two weeks! Images are required – put out a meme for images.* VM to send images to info@homebirthsydney.org.au
* JJ to put a call out for images for website
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|  | Fundraising Plans going forward?* Get a dedicated fundraising person
* Raffle again ($1000)
* Do screenings of documentaries (BirthTime) at local homes with nibbles etc
* More local based groups and having documentaries screened through them
* Purchase old documentaries and run local screenings
* Find pockets of homebirthers and do mini raffles etc
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|  | Strategic actions – who would like to take on what roles? To be considered going forward. |
|  | Birthings handover – Kristin is taking over Birthings and editor position, Amy Lou is our new proofreader. Updated from Kristin?* AS to contact Amy Lou and KF regarding proofing
* AS can do some proofing as can KF and AL
* KF to finalise the Royal Homebirth Program article with Sheryl Sidery and upload to drive
* Ru is going to send the BirthTime media kit to KF
* KF company might sponsor a limited run for printing Birthings to then put at Beaches Baby and similar
* Freebies list to KF
* Any benefit to make Birthings content available to more people
* VM to share Birthings feature articles on social media (need a nudge)
* CH to share Birthings feature articles via blog once new website is up
* KF to send feature articles and images to CH and VM once Birthings complete
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|  | Structure of homebirth NSW – * Need more local groups and organisers can be part of the committee
* KwB happy to do digging and find out where there aren’t homebirth groups and get people to create local groups
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|  | Homebirth Australia Conference – who’s going?- CH, VM, AS, KF (?), JPAre we having a stall? We need to arrange and pay for this. Yes, have a stall. CH and VM happy to help with the stall on Saturday and Sunday |
|  | Doula Network Australia Conference – who’s attending? Should we do a deal for advertising of doulas? No advertising at DNA conference, perhaps specials for doulas at HBA conference instead or through DNA? |
|  | Position Statements – we need these to be up on our website and readily accessible! All finished and need to load on website |
|  | Claire doing the MailChimp CH is sorting the mailchimp and blog and will be able to sort that going forward |
|  | SocialsJJ still happy to make memes for social media posts and then VM will post on Facebook and InstagramJJ to send Instagram logins to VM asap |

To follow up

Release social media posts for advertisers once the website is up and running

Set a date for the next meeting

Advertising coordinator to send advertisers details to VM for a shout out on social media

Do a call out for advertisers once the new website is up and running

Chase up PII for PPMs

Put our new website all over socials once released!

Advertise Birthings in newsletter, put feature articles on blog and in socials.

Load position statements onto website

Present for Jodie for being president <3

To do:
AS – Next meeting date, Post on FB with below and minutes. Find the welcome packs. Organise emails to all expired members. Tell AP that KwB and CH are happy to help with packing welcome bags. Contact Megan re PII for PPMs. Ask Elli about use of her image on our advertising. Send message to AL and KF regarding Birthings proofing etc. Do proofing. Organise a stall for HBA conference and get JPs ticket free if possible (no food, no conference attendance). Ask DNA whether they’d like to affiliate with HBNSW and offer cheap advertising at the conference?

JJ – Send out emails to all raffle donators to ask for affiliate links for members (and welcome bags), Develop a meme to ask for an advertiser AND fundraising/events for HBNSW, Create a meme for asking advertisers to advertise with us – new website special of $50! Send Instagram logins to VM. Create a sheet for midwives to advertise with us. Create a sheet for doulas to advertise with us. **Tile asking for birth photos from photographers/women to be used on our website (with appropriate permissions).**

SS – Remove JP from PayPal and replace with AS

CH – Release newsletter with AGM minutes. Put Birthings feature article on blog once website is up and running (prompt KF for this).

KF – Finalise the Royal Hospital for Women article and upload to drive. Get media kit from Ru for BirthTime and load into drive. Do proofing. Send feature articles to CH and VM once Birthings complete.

AL – Do proofing

AP – Welcome packs out to midwives who need them. Who has their welcome bags? Who doesn’t? Chantel needs new ones. Where are our current welcome packs?

JP – Put Nathalie’s book on website, and put up ‘packs’ of a few books on website or packs of DVDs etc.

KwB – Get info from Jen re PII for PPMs. Do some digging about local homebirth groups and where there aren’t any (please let Aimee know so that we can make up a map of local homebirth groups!!).

VM – Put new website all over socials once released. Upload tiles for advertising AND fundraising/events coordinator on socials (Prompt Josi for this). Upload tiles for advertisers to advertise with us once website is up and running. Send images for website to info@homebirthsydney.org.au. Put up a call out for birth photos for our website (prompt Josi for this). Share Birthings feature articles once Birthings complete (prompt KF for this).