**COMMITTEE OF MANAGEMENT**

**Minutes of Meeting 4/13 (No 308) held at Ross House, Meeting Room 1, 4th Floor on Wednesday, 24 April, 2013 from 10.00 to 12.00**

# M I N U T E S

PAPERS/ACTION

1. **ATTENDANCE**
   1. Chair: Max Warlond
   2. Present: Keith Bettles, Lyndsey Burton, Carolyne Cohn, Jack Foks, Shirley Mason, Tony Miles, Anne Riddell, Fran Sciarretta, David Watson, Marcus Wearne, Lan Ping Yeh.
   3. Secretary: Helena Ling (Acting)
   4. Apologies: Necia Burford

## STARRING/ADDING NEW ITEMS FOR DISCUSSION

## No further items were starred or added to the agenda.

## CONFIRMATION OF MINUTES

As the amended minutes had not been circulated, consideration and approval of the minutes of meeting 3/13 (307) of 27 March, 2013, was deferred to the next meeting. Agenda 5/13

## BUSINESS ARISING FROM MINUTES

* 1. “Australia’s Future” seminar series

A report and draft budget from the working group was presented as Paper 308/38-13.

It was reported that: Paper 308/38-13

* The fourth speaker has not yet been confirmed.
* Promotional material was required by mid-May in order to promote the June and July seminars, although it would be preferable to promote the series as a whole.
* It was agreed to promote this series in a different way from Forums in order to minimise confusion amongst members.
* Widespread promotion across the Network and externally is required to ensure that the estimated numbers and income is achieved; Tony has commenced work on a flier for the series.
* In the event of low bookings, it is proposed that the events be re-scheduled at the Multicultural Hub.

It was recommended that a meeting be held as soon as possible after Jill’s return in order to finalise arrangements. J. Thompson

It was requested that information about the TryBooking website be provided to the Treasurer. H. Ling

* 1. Melbourne Knowledge Week

It was agreed that, in the absence of an active Promotions Working Group or any other volunteers, that we will not participate in this event.

* 1. U3A Network Victoria and Asia Pacific International Conference

It was noted that the conference is scheduled for 14-15 October in the Melbourne Town Hall. The theme is “Ageless Learning begins with U3A”. For information.

[Sec’s note: the program is available [here](http://u3a-melbourneinternationalconference2013.org/).]

* 1. Communication Plan

A paper drafted by A. Riddell outlining the rationale for, and elements of a communication plan, was presented as Paper 308/39-13**.** Paper 308/39-13

Anne recommended that the communication plan form part of the Strategic Plan suite of documents. The plan would be formulated by addressing the six questions identified in the paper for each strategic goal.

* Re doing things differently, a question asked at the last meeting – the current stra plan set up working parties nad people were reluctant to be involved – but we should all be interested in everything that U3A does – need to identify drivers for particular activities.
* TM – indicate selling proposition – needs to be fine-tuned – would like to be involved. It informs what goes into the advertisement raher than being the advertisement, eg “you should support U3A because…” Also how woul you put it on a billboard.
* JF – how does this fit in with the workshop on public speaking – covered a lot of this material.

AR thanked for her paper

Following discussion, it was

**RESOLVED** that the Committee

1. Accept in principle the concept of communication planning as integral to all strategic action taken.
2. Agree broadly to adopt the communication planning process and format proposed in the accompanying paper.
3. Set a date and timeslot for the whole committee to construct a communication plan appropriate to current needs.
4. Set an earlier time for the whole committee to create an organisational ‘elevator pitch’ statement as explained in the accompanying paper.

*Moved: A.Riddell, seconded: J. Foks Carried*

[Sec’s note: item (d) was the subject of the strategic discussion at the end of the meeting.]

* 1. Melbourne City Council

A strategy for engaging with the Melbourne City Council was presented by K. Bettles as Paper 308/49-13. The aim of the strategy is to improve communication and Paper 308/49-13

engagement with MCC in order to gain maximum benefit and recognition. During

discussion, the following points were covered:

* Engagement with the Council has to be sustained over a long period – other U3As have taken a number of years to get support.
* Keith attended a community engagement forum held by MCC on 23 April - Emerging Community Organisations held by MCC, which will result in a paper to Council by 30th June.
* Ways of engaging councillors, eg. Invitations to the seminar series.
* It is important to get managers onside before meeting with Councillors and we need to compile a list of those most relevant.
* Our objectives for any meetings need to be clear, and we need to demonstrate how our activities link to their broader objectives.

In addition, a report from a Network workshop titled “Practical Ways of Keeping in Touch with Local Council, State and Federal Government Representatives” was tabled as Paper 308/49-13a. Paper 308/49-13a

It was agreed that Fran would convene a group on Council negotiations, comprising Keith, and Anne. F. Sciarretta

* 1. Promotions Working Group

There was discussion of (a) the need for a communications working group of which promotions would be part. However, Anne clarified that the communications plan would inform the work of all working parties/aspects of our work and a separate group was not required; (b) how to recruit more members and a convenor to the Promotions Working Party.

**RESOLVED** that the Promotions Working Group be re-convened following the new Strategic Plan and that Jill Thompson be asked to convene it. Secretary

*Moved A. Riddell, seconded C. Cohn, Carried.*

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1. **STANDING ITEMS**
   1. Correspondence

**RESOLVED** that the report of correspondence, presented as Paper 308/40-13 be

received. Paper 308/40-13

*Moved K. Bettles, seconded T. Miles, Carried*

* 1. Treasurer’s Report and Financial Statement-March

**RESOLVED** that the report and financial statement for March, presented as Paper 308/41-13, be accepted. Paper 308/41-13

*Moved D. Watson, seconded J. Foks, Carried*

* 1. New Members

**RESOLVED** that the new members listed in Paper 308/42-13 be approved for Paper 308/42-13

membership.

*Moved C. Cohn Seconded A. Riddell, Carried*

1. **PLANNING AND POLICY MATTERS** 
   1. Planning Calendar May–December 2013

Members were requested to advise the Secretary of items for inclusion in the Planning Calendar, presented as Paper 308/43-13. Paper 308/43-13

### GENERAL BUSINESS

* 1. Short Course Student Feedback

A report of student feedback for the 2012 short course program was presented as Paper 308/44-13

Paper 308/44-13.

**RESOLVED** that

1. The Committee of Management make this report available to all Tutors and interested members via the website and the U3A Melbourne City office.
2. An Executive Summary of this report be distributed to tutors and published on the U3A Melbourne City website.
3. The report be discussed at the Tutors’ Workshops/Meetings to gain their perceptions on the findings and to reinforce positive tutoring approaches with senior students.
4. The Course Coordination Team considers suggestions by members in respect of short course development and organisation of the U3A Melbourne City education program.
5. The Committee of Management and Promotions Committee use the report findings and student comments as appropriate in terms of grant application and promotion to members and the wider community.
6. Short course participants continue to be surveyed to provide input into continuous improvement of the U3A Melbourne City short course offerings.
7. The reasons and views of students who withdraw from courses, and hence not participants in the feedback survey, continue to be sought to inform program improvement and development.

**RESOLVED** that a vote of thanks be forwarded to the Course Coordination team which compiled the report. Secretary

*Moved J. Foks, Seconded H. Ling, Carried*

Marcus commented that the short course program is a good way of augmenting yearlong courses as it provides flexibility for members and tutors alike, and enables us to trial new tutors and topics.

* 1. Requests for access to U3A members as mentors, research participants etc.

Carolyne expressed concern at the number of requests to access U3A members which are being received

### REPORTS

* 1. **Communication**– a report was presented as Paper 308/44-13. For information. Paper 308/44-13

* 1. **Accommodation and National Seniors** – a progress report was presented as Paper 308/45-13. It was reported that: Paper 308/45-13
* Advice had not yet been received on room hire fees and Jack undertook to follow up on this. J. Foks
* We have received an invitation to attend the launch of the Productive Ageing Centre on 1st May.

It was also agreed that Keith re-open negotiations with Ross House on our proposal to equip a room with audio-visual facilities. K. Bettles

* 1. **Course Coordination** –a report from Julie Nankervis was presented as Paper 308/46-13. Paper 308/46-13

Helena reported that 42 members had completed the Bridge Survey with 26 expressing interest in a Beginners class, 10 in social bridge and 5 in competitive bridge. One member and one-non-member indicated willingness to teach a beginners class. Julie and Jack will interview potential tutors shortly but the class will be dependent on the availability of the Ground Floor meeting room in Ross House.

Helena also gave a preliminary report of the IT survey which closed yesterday.

* 1. **Third Sector Expo Report** – A report from David Watson was presented as Paper 308/48-13. For information. Paper 308/48-13
  2. **Events** – a report from Shirley Mason was presented as Paper 308/50-13. Shirley Paper 308/50-13

also advised that an Events calendar had been produced for reference in the office.

### STRATEGIC DISCUSSION

Anne Riddell led a workshop on strategic communication and the development of an “elevator pitch”. The ideas and points raised in the workshop are to be used as a basis for composing a letter to the City of Melbourne councillors and managers seeking engagement between the City of Melbourne and U3A Melbourne City for mutual benefit.

### OTHER BUSINESS

**Risk Management**

It was reported that the Risk Management Working Party is currently working to identify risk mitigants and a one page matrix will be presented at the July meeting. Agenda 7/13

**Business Planning**

A draft business plan is under way.

#### NEXT MEETING

The next meeting (no.309) will be held on Wednesday 29th May 2013 from 10.00 am -1.00pm Agenda 5/13

#### CLOSURE

The meeting closed at 12 noon.

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| Confirmed as an accurate record: |  |
|  | 29th May, 2013 |
| Max Warlond, Chair | Date |