PRESIDENT REPORT

Chris



YOY RECAP

EVENTS



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- Boat Party
- Swan Valley Wine Tour
- Pub Crawl
- Brunch

- 6 x Cocktail Classes
- Swan River Distillery Tour

- 2 x O Day
- Clubs Carnival
- Guild BBQ
- AGM

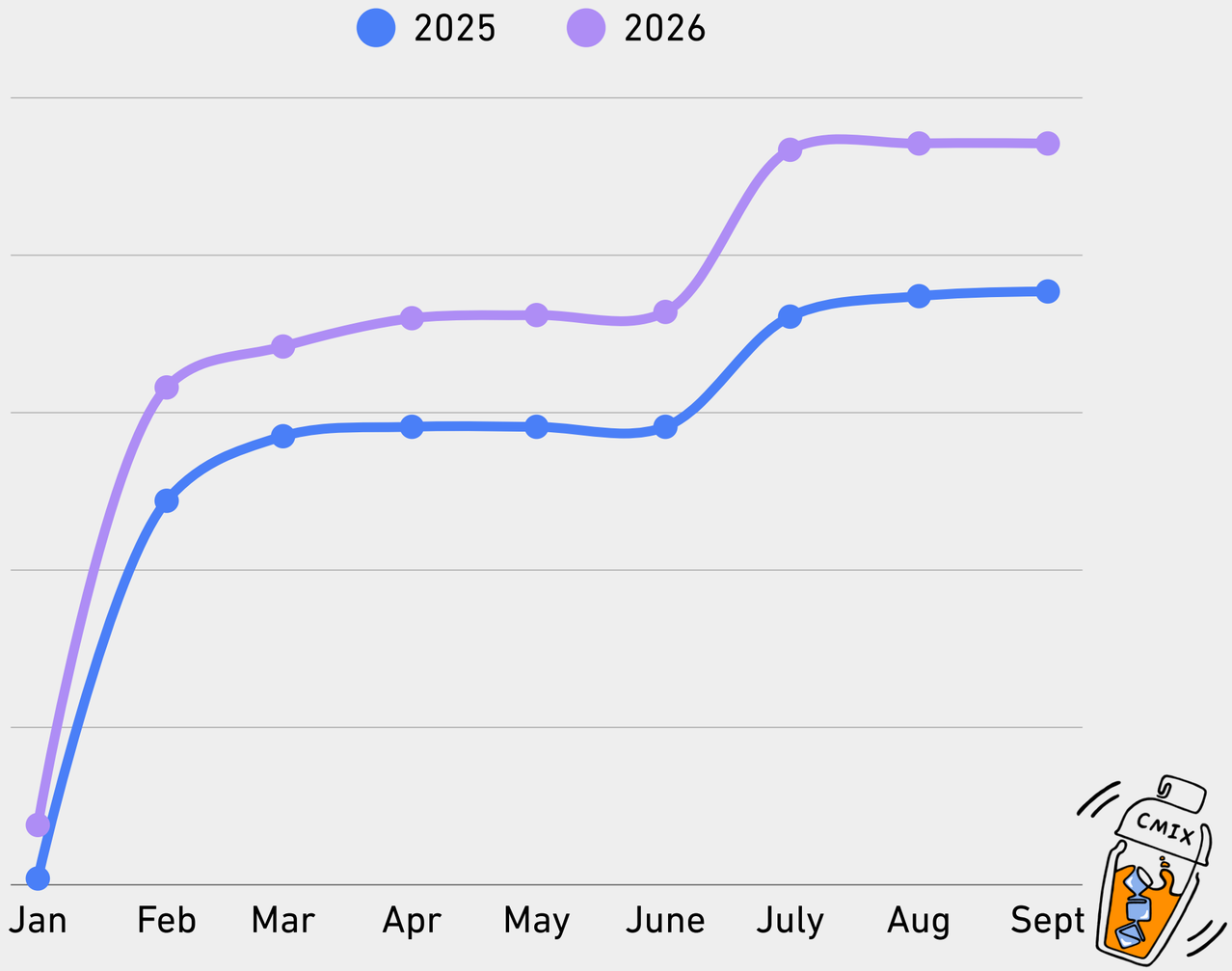


YOY RECAP

EVENTS



MEMBERS

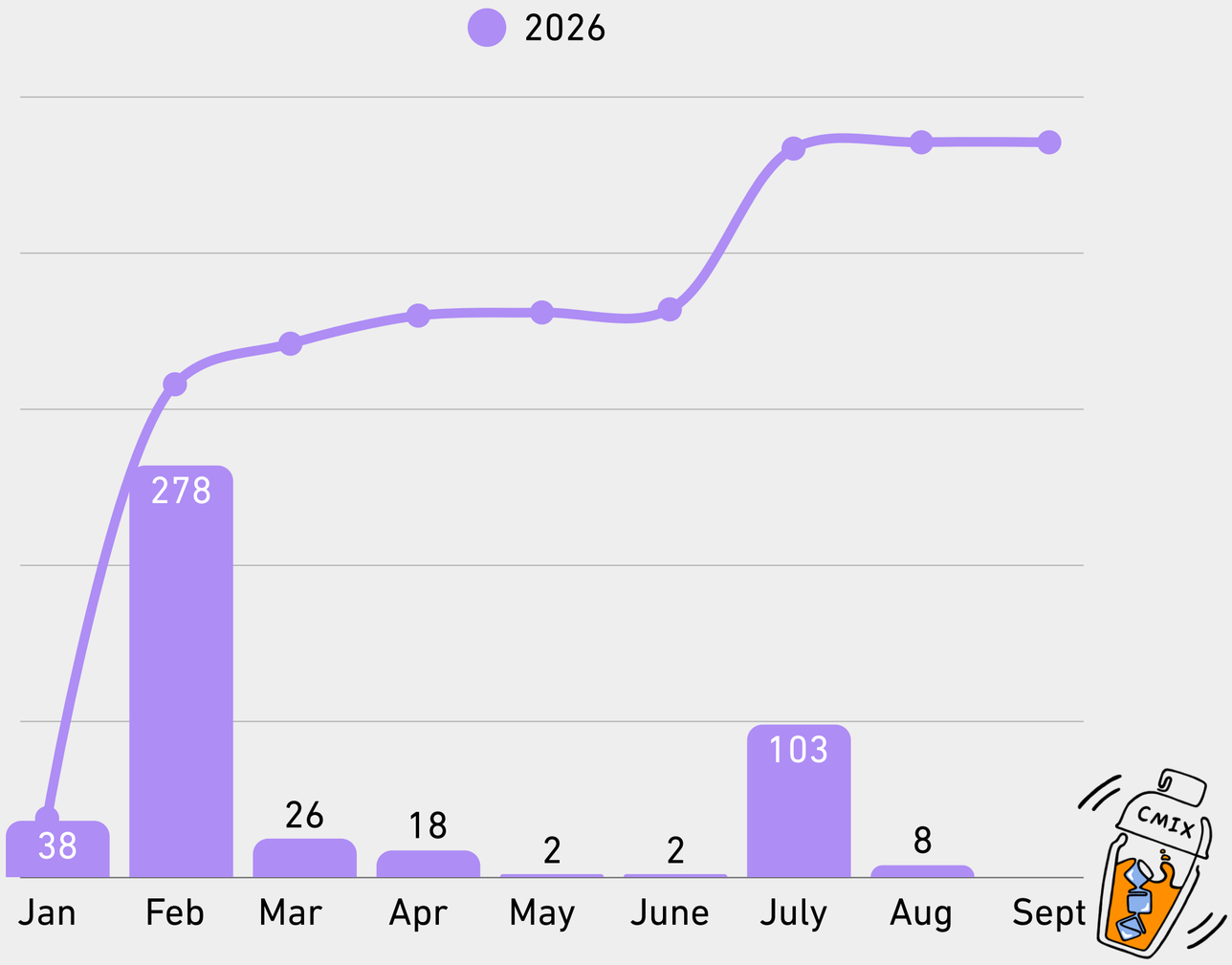


YOY RECAP

EVENTS



MEMBERS



2025 RECOMMENDATIONS

Committee

- Increase efforts for new committee members - keep a constant campaign running

Events

- Start planning early
- Have clear defined roles especially for set up (ice runs)

Sponsorships

- Alcohol costs money :((
- More member benefits
- Create a sponsorships package and share with local businesses

Marketing

- Expand strategy to other platforms (e.g. discord)



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SUCCESSES

Growth from 2025

- Members, events held, attendees, social followers, etc, up from 2025
- Marketing - More known by the general public

Introduction of New Events

- Boat party, pub crawl, brunch, comp
- Along with the continuation of our favourites e.g. distillery tour, cocktail classes etc

Club partners

- AusVenco - member benefits
- Swan River Distillery, Esperance disitllery - running workshops

Cocktail Classes

- 6 run throughout the year
- Much more interest now from members (classes have sold out easier over time)



CHALLENGES

Committee Governance in Sem 2

- Inconsistent meetings
- Plenty of tasks left late to be completed
- Lack of use of setup documents e.g. budgets, runsheets, notion pages, etc...

Weak success with Member Benefits

- Don't believe any partner discounts / benefits have been super succesful
- Especially Ausvenco which could have been pretty cool

Committee Size

- Pretty much netted no new members by the end of the year

Event Cancellations

- Wine workshops - lost contact with Ferngrove :(
- Trivia night - lack of interest by members



RECOMMENDATIONS

Governance

- Meetings at the same timeslot as the cocktail classes (Thursday 5pm) at tav
- Enforce use of some documentation

Sponsorships

- Lock in member benefits for oday
- Add clear asks to our sponsorship prospectus.
- $20 workshops is a nice example

Events

- Scale back the number of events per sem.
- Aim for bigger events then lots of small ones
- Club partnered events
- More partnered events

Marketing

- Spread out workload
- Look into reels / new marketing ideas
- Clear brand styles

