

Minutes of ASTC (Vic) AGM

Meeting held on 1st June 2006. Meeting opened at 6:45 pm.

Present: Andrea Tappe (AT)
 Caroline Dorin (CD)
 Kymberly Fergusson (KF)
 Suchitra Govindarajan (SG)
 John Commin (JC)

Apologies: Simon Watt
 David Cross

Minutes of previous meeting

The minutes of the previous meeting were discussed.

SG proposed that the minutes be accepted as a true and correct account of the meeting.

AT seconded the motion.

President's report

The ASTC (Vic) and ASTC (NSW) are holding ongoing discussions about the issues of nationalisation and accreditation.

The ASTC (Vic) monthly meetings are continuing, with fluctuating attendances. Southern Communicator is being produced quarterly, and generally everything is running smoothly.

Thanks to Lyn for organising Jill Nicholson's course: the profit from the course has been immensely helpful.

Secretary's report

Not available.

Treasurer's report

A copy of the accounts was submitted for comment and approval. The current bank balance is \$5 278.72, almost \$3 000 more than this time last year. This situation is largely due to the success of Jill's course. If Jill's project management course is equally well attended, we will be in a very secure financial position.

JC proposed that the accounts be accepted. SG seconded the motion.

Webmaster's report

The new website went up in October. The number of hits has been steadily rising since the new site went live, with the Resources and Events pages being the most popular. KF plans to update those areas to reflect their relative importance to visitors.

Recently, the site was moved to a new host (boing.net). This move will save us \$350 a year in web hosting costs.

During the next year, KF plans to set up mailing lists (for example, for the job referral service) and create an area for the TechTalk blog on the site.

KF will also put a copy of the constitution on the site: JC to forward.

Newsletter editor's report

TechTalk will be relaunched as a blog later this year. The current format is very labour intensive. Also, the pattern of web use suggests that a lot of sections of TechTalk (for example, the events section) are not being referred to—members are referring to the web instead.

Relaunching the newsletter as a blog would reduce the workload for the newsletter editor and encourage visits to the website.

Thanks to KF for assisting with the setup.

Training co-coordinator's report

(As Lyn Hopper was not present, AT delivered the report on her behalf). Jill's course went well. This was a relief, as several previous courses had been cancelled due to low attendance.

Lyn hopes for good results from Jill's July course also. All going well, Andrew Lockton will present an advanced Word course later this year or some time next year.

Nominations and elections

All positions were declared vacant. The following nominations were received and confirmed:

Role	Nominee	Nominated by:	Seconded by:
President	Andrea Tappe	JC	KF
Secretary	David Cross	AT	SG
Treasurer	Caroline Dorin	KF	JC
Webmaster	Kymberly Fergusson	AT	CD
Public Officer	Kymberly Fergusson	CD	JC

Role	Nominee	Nominated by:	Seconded by:
Vice-President	no nominations received		
Job Referral Coordinator	Simon Watt	Simon Watt (proxy)	SG
Training Coordinator	Lyn Hopper	Lyn Hopper (proxy)	JC
General committee members	Suchitra Govindarajan	AT	CD

The ASTC (Vic) requires a Vice-President and at least two general committee members. The role of Vice-President is particularly important, as it is a constitutional requirement. AT to contact Anita Cross to advertise these vacancies ASAP.

Life membership

JC proposed that Marcia Bascombe be given life membership of the ASTC (Vic) in recognition of her contribution over many years as a committee member. Marcia withdrew from the committee this year, and her contributions will be sorely missed.

The proposal was approved unanimously. Marcia's contribution will be recognised formally with a certificate when she is next present at a meeting.

Monthly meetings

AT to confirm the next two presenters for the July and August meetings.

****Deb confirmed for July, Kate for August. AT 4/6/06****

The issue of attendance was discussed. It was suggested that we could video conference or web distribute meetings, to make the meetings more accessible. However, someone would need to carry out some research to find out whether or not this is feasible, and what technology would be required.

The issue of an alternative location was also discussed. Attendances have fallen markedly since VTR moved to St Kilda, and some members have complained about the lack of parking and difficulty getting to the area. Alternative locations proposed were:

- ❖ Swinburne University of Technology
- ❖ Monash University
- ❖ church halls
- ❖ offices
- ❖ public libraries.

AT volunteered to contact SUT to see if they have a suitable room that we could use.

It was suggested that we could meet less frequently. This will be discussed at the next committee meeting.

Newsletters

It was suggested that we could produce Southern Communicator three times yearly instead of quarterly. The last issue was extremely late due to work and personal pressures on the editing team. If Southern Communicator were produced three times yearly, this would result in a better quality product. This matter will be discussed at the next editor's meeting.

Marketing

AT suggested that maybe the ASTC (Vic) should increase its marketing activities.

KF suggested an online joining form, and agreed to investigate the feasibility of adding this to the website.

JC pointed out that revenue from membership fees has increased. The question is, what are they paying for? Is it possible to increase member involvement with ASTC activities?

Potential markets and marketing ideas include:

- ❖ graduates. They could be motivated to join the ASTC by offers of training to fill the skills gaps. However, this might be difficult to resource.
- ❖ job referral service. If we had a list of agencies, we could market to them. AT present, we do not. It was suggested that we could automate the list, allowing employers to contact job seekers directly. However, this would also increase the risk of spam.
- ❖ universities: people who are looking to change careers, graduates and undergraduates might be interested in a career in technical writing.
- ❖ careers fairs and expos
- ❖ networking meetings for people who are interested in the industry. It would be a chance for them to meet members and discuss the various career options available. It would need to be promoted well in advance, with a particular focus on universities. The event would be free for students.
- ❖ secondary students used to receive careers counseling. This might be a way of introducing students to the idea of technical writing as a career choice.

Banking

At an earlier committee meeting, JC proposed that we change banks. The Commonwealth Bank charges us high fees, and their employees are generally not pleasant to deal with. Following investigation, JC proposed that we move our account to the Bendigo Bank. CD as Treasurer will complete the necessary forms to open the new Bendigo Bank account.

The signatories for the new account will be the President, Vice President, Secretary and Treasurer.

JC moved that we transfer the account across following the AGM.

AT seconded the motion.

Committee meeting

The new committee will meet on the week ending 16 June, date and location to be decided ASAP.

The meeting closed at 8:20 pm.