WILDCARE Inc

Minutes 8th September 2016

134 Macquarie Street Hobart

Meeting Chair: Sally Salier

Minute taker: Andrew Smith

**Present:** Sally Salier, Andrew Smith, Robert Dyson, Sally Simco, Bob Tyson, John Duggin, Ian Ross, Erika Shankley, Dave Harris, Rosemary Gales, Malcolm MacDonald, Lindie Lupo

1. **Apologies**: Stan Matuszek
2. **Welcome:** Sally Salier welcomed Directors. Welcomed Robert Dyson to the Board in the position of Treasurer.
3. **Previous Minutes**: Note to include Ian Ross as present. **Minutes confirmed**
4. **Note for Record:** Sarah (Expert position – Legal) resigned on 27th July 2016, stating other commitments and professional workload.
5. **Business Arising**

Action: Malcolm to provide Statement of Duties for the Treasurer position to Robert Dyson

1. **Internal project funding applications**

Friends of GIS - $2000 to purchase 2 iPads approved out of session $2000.

Friends of Maria Island - $65 to purchase bush toilet – Approved

Action: Andrew to inform Friends of Maria, and bookkeeper of approved project funding.

1. **CEO Report**

***Arising from the Report:***

* Sally requested that the CEO be provided in a more timely fashion so that Directors can read it in advance of the meeting. Action: Malcolm to provide Report 2 weeks prior to meeting date
* ***Secretary position***: Malcolm nominated Susan Crowley for the position, after extensive search for a candidate. Action: Malcolm to now formally invite Susan to the position.
* Action: Sally Salier and Andrew to arrange induction meeting
* ***2015 Annual Report:*** copies will be progressively mailed out to finalized mailing list
* ***2016 Annual Report***: preparation commenced. Action: Directors to check their bio details in the 2015 report and forward any changes to Malcolm by the end of September.
* ***2017 AGM***: Date confirmed - 25th March. Location confirmed - Bruny Island Quarantine Station hosted by FOBIQS Action: Malcolm to confirm with FOBIQS
* ***Penguin Cradle Trail***: Patricia Dukes Foundation informed about flood damage. Representative from Foundation planning a visit in December.
* ***Code of Conduct***: Malcolm drafted a C of C. Similar to existing document. There is still a need for a document that outlines expected behaviours during Board meetings, and between Directors. Action: Andrew and Malcolm will work on combining the two documents. Action: Malcolm will draft a behaviours document for distribution to Directors out of session.
* ***Asset Register***: Branches will be required to keep a record of assets. Branches are responsible for maintaining any additional insurances or registration related to assets. They are able to apply for an internal grant but shouldn’t assume that these costs will be paid automatically. Action: Lindie and Robert will develop a template for groups to record their assets
* ***Join a Friend Campaign***: Malcolm recommended a campaign to encourage members to join-up a friend. Action: Malcolm to draft words for inclusion in website join up process, and on the facebook page. Dave has spoken to Freycinet Visitor Centre staff who now encourage all Park Pass buyers to take up Wildcare membership. Action: Sally Simco will talk to Cradle Mt Visitor Centre. Action: Andrew will talk to the new Coordinator at Mt Field Visitor Centre. Action: Andrew will investigate stocks of Take the Wildcare Option posters and evaluate usefulness
* ***Key Activities Report for key partner Agencies***: In preparation

1. **Nomination for Expert Directors**

**Legal**: Rosemary has spoken to Kate Mooney about possible nomination. Board Agreed. Action: Andrew to contact Kate Mooney to invite her to the Board.

**Marketing**: Ian suggested that KingPin Productions may be interested in nominating.

Action Ian to discuss with King Pin Productions

1. **Co-Chair Reports:**

* Andrew invited Friends of Bonorong and Bonorong Wildlife Centre to submit an application to the Gift Fund as per decision last meeting. Yet to receive submission.
* Also corresponded with the Menzies Centre about processes to apply for second year funding from the Devil Saffire Fund. They are required to report on the outcomes and spending from previous year grant, and submit a costed application for the coming year. These will both be forwarded to the Gift Fund Committee for assessment. Andrew requested Board approval to progress the coming year’s invitation and application process. Agreed.

Action: Andrew to progress application process with Menzies Centre.

* Discussions with Raptor and Wildlife Rehabilitation Centre Craig Webb in regard to applying for project funding from the Gift Fund Raptor Rehabilitation Fund. Andrew recommended that the Board invite Craig to make a submission for funding up to the amount held in the sub-fund ($3700). Board agreed. Discussion followed around processes in regard to handling and recording donations. Action: Andrew to proceed with invitation to Craig Webb to submit an application for project funding in line with the purposes of the Raptor Rehabilitation Fund.
* Discussions with Friends of the Giant Freshwater Lobster about processes for applying for an external grant as a Branch of Wildcare Inc. Provided letter of support.
* Sally attended and, along with Freycinet volunteers, staffed a Wildcare stand at the Freycinet 100 year celebration weekend. The Wildcare Nature Writers Prize was awarded by the Minister. Chloe Grace-Baker raised $202 to save the whales. Dave Harris accepted the donation, which has been deposited into the Gift Fund whales fund. Action: Jodie to put a news article related to the weekend and the writers prize on the facebook page and website. Action: Letter of thanks has been prepared by Dave Harris, and will be signed and sent to Chloe by Sally Salier.
* Merchandise: There is a need to rejuvenate the merchandise stock. Agreed that $5000 will be available to purchase new stock.

Action: Jodie to prepare a list of new stock within the allocated budget Include a long sleeve shirt)

1. **Group Formation:** Sally Simco outlined some confusion that has occurred with forming a branch at Cradle Mt.

Action: Include a button link on website “Forming a Branch?” that links to Jodie’s contact details

1. **Strategic Direction Action Reports**

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| **Strategic Direction** | **Director** | | **Last 3 months completed** | |
| **Fundraising** | Andrew | | Draft letter to sponsors. | First draft (Andrew) and second draft (Malcolm) completed. |
| Andrew | | Draft list of benefits for sponsors. Comments from Fund raising members. | Recommended the list of Benefits\* to the Board. Agreed. |
| Andrew | | Purchase Philanthropy Australia on-line access to philanthropists lists. Co-Chairs approved up to $200 spend on registration | Completed. |
| John | | Research Crowd funding processes | Completed |
| \*Agreed Sponsor Benefits: Permission to use the Wildcare Inc logo on their promotional materials. Perhaps with tagline “Supporter”, Place link from Wildcare website to sponsor website, Carry sponsor profiles on Wildcare website, Recognisition in Newsletter, Free Ad and editorial in Wildtimes, framed certificate of thanks, invitations to sponsor staff to attend working bees, recognition on major projects (with PWS approval required). Any benefits beyond these will need to be approved by the Board. | | | |
| **Director** | **Actions next 3 months (including new and carried over)** | | |
| Bob | Develop a list of possible sponsors/donors from the Philanthropy Australia site | | |
| John | Develop Guidelines for branches wishing to utilise crowd funding for specific project | | |
| Bob | Draft letter to members inviting donations towards (a) Wildcare operating costs – web, admin, internal grants program, (b) Existing Gift Fund sub-funds | | |
| Interested Directors | Fundraising Strategic Direction group will meet to develop a fundraising and marketing budget proposal. | | |
| Andrew | Discuss with PWS other possible sponsor benefits that they might be willing to include in the package. | | |

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| **Strategic Direction** | **Director** | **Last 3 months completed** | |
| **Building effective internal communication** | Sally Salier and Andrew | Liaise with Malcolm to deliver Presidents forums north and south | Dates and location booked. |
| Sally Simco | Write article for next Wildtimes encouraging renewal on line and promote purchase of Annual Park Pass | Written and submitted to Jodie |
| **Director** | **Actions next 3 months (including new and carried over)** | |
| Dave | Discuss Board communication effectiveness with Presidents at Presidents forum | |

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| **Strategic Direction** | **Director** | | **Last 3 months completed** | |
| **Review and refine Board Practices** | Sally Salier | | Draft Agreements Policy for Director feedback | Draft completed |
| Sally Salier | | List and timetable Board activities | Completed with adjustment at Board meeting |
| **Director** | **Actions next 3 months (including new and carried over)** | | |
| All Directors | Provide feedback to Sally Salier for Agreements Policy by end of September | | |
| Sally Salier | Arrange for Jodie to distribute final Agreements Policy to all Presidents, place on website. | | |
| Sally Salier | Distribute the adjusted Board timetable to all Directors | | |
| Sally Salier and Andrew | Review CEO and Facilitator KPIs and provide recommendations for 2017 KPIs | | |
| Andrew | Arrange for Jodie to distribute BOM Grant Progress Updates form to relevant Presidents for completion by end of October | | |
| Sally Salier | Distribute performance review survey to Directors | | |
| All Directors | Complete the performance review survey | | |

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| **Strategic Direction** | **Director** | | **Last 3 months completed** | |
| **Renewal and Relevance** | Rosemary | | Talk with young people to canvass their needs and ideas | Done |
| Rosemary | | Compile reports and advice on how to reach and engage youth | Complete |
| **Director** | **Actions next 3 months (including new and carried over)** | | |
| Ian | Discussion with King Pin Productions about cost of video clip production | | |
| Rosemary | Distill learnings from the Reports collected and make suggestions about ways forward in regard to engaging with youth | | |
| Ian | Draft questions to ask at Presidents forum in regard to engaging young people. | | |

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| **Strategic Direction** | **Director** | | **Last 3 months completed** | |
| **Raising the profile in the wider community** | Andrew | | Develop banners, stickers, posters, mirror tags for public events | Banners complete. “What is Wildcare” complete. Draft design of mirror tags complete |
| **Director** | **Actions next 3 months (including new and carried over)** | | |
| Sally Salier | Establish working group for marketing plan implementation | | |
| Sally Salier | Liaise with PWS. Attend Sustainable Living Festival in November alongside PWS | | |
| Erika | Draft article for use on facebook | | |
| Andrew | Continue with development of collateral for promotion “packs” including digital pack of logos etc. | | |

**Next Meeting: December 9th Christmas lunch, Andrew to book Botanical Gardens meeting room and restaurant**.