

ICF Australasia Immediate Past President, Eileen Duncan welcomed everyone to the 2017 Annual General Meeting (AGM) and declared the meeting open at 12.01pm AEDT (Sydney time).

**1. Attendance, appointment of proxies and apologies**

**Brenda Brown**

**In attendance:**

Melinda Horton ACC, Queensland  
Grace Thomas PCC, Victoria  
Eileen Duncan ACC, Queensland  
Tony Draper MCC, Queensland  
Brett Walker ACC, New Zealand Central  
David Bennett ACC, New Zealand Southern  
Tony Di Trapani, Queensland  
Linley Rose MCC, New Zealand Central  
Warren Midgeley, Queensland

Christopher Brooks, New South Wales  
Arlene Quinn PCC, Western Australia  
Zsofia Juhasz ACC, Queensland  
Tracy Tresidder PCC, New South Wales  
Revel Gordon PCC, New South Wales  
Cindy Nicholson ACC, New South Wales  
Sharon Honner ACC, South Australia  
Tatjana Turcinov, South Australia  
Brenda Brown, Queensland

**Appointment of Proxies:**

No proxies were appointed for this meeting.

**Apologies:**

Maria Newport ACC, New South Wales  
Tina Shah ACC, New Zealand Northern  
Catherine Plano PCC, Victoria  
Paul Lawrence PCC, New South Wales  
Sue Dwan PCC, New Zealand Southern  
Ronita Neale ACC, Queensland  
Jenny Devine PCC, New Zealand Northern

Robyn Mercer, New South Wales  
Nicky Kilpatrick, Victoria  
David Udy, New Zealand Central  
Alyson Keller PCC, New Zealand Northern  
Paul Barton PCC, New South Wales  
Teresa Koerbes, Victoria  
Belinda MacInnes MCC, Victoria

**2. Presence of quorum (5)**

**Eileen Duncan**

Quorum of 5 members achieved.

**3. Confirmation of previous AGM minutes**

**Eileen Duncan**

Motion: That the minutes of the AGM held 21/10/2016 be approved as an accurate record of the proceedings.

Proposed	Seconded	Abstentions	Motion Carried
Eileen Duncan	Arlene Quinn	0	Yes

**4. Reports of Officers and Teams**

**David Bennett**

David acknowledged past Board Directors, Branch and Committee Leaders for their efforts and commitment in bringing ICF Australasia to the point it is today. Results for in the 2016/17 year are solid. The Global Leaders Forum (GLF) held in Warsaw in March 2017 was the third event held globally and provided a valuable opportunity to engage face to face.

Focus 2017: Unity & Purpose – ICF Australasia has focused during this year on ensuring alignment of activities across the Chapter to its three Strategic Pillars - Community Outreach, Membership Support and Professional Development and Credentialing - which underpin the Global ICF Strategy. These Pillars remain relevant and unchanged since they were established in 2013 by the then Board Directors and Branch Presidents.

Highlights for the year include global acknowledgement of increased member retention across ICF Australasia, seeing the Chapter reach 1500 members. Special thanks go to the Branch teams that are at the coalface in supporting members and to ICF Australasia Administration Services Manager, Brenda Brown plus Felix Lee and Fiona Toy from the ICF Regional Support team.

## 5. Portfolio Highlights

David Bennett

### a. Branch Connect

- Rewarding Pro Bono programs were delivered by several states including Western Australia, ACT, Queensland and Victoria
- There has been an increase of professional development webinar offerings by Branches to local membership and across the broader region
- Successful collective induction sessions for Branch Leadership Team members across Australasia was trialed in 2016
- Great team effort between NZ Branch leaders and teams to confirm priority initiatives with Branch Presidents
- Grew NZ membership from 200 – 228 (+14%) and credentialed members from 63 – 85 (35%) between October and June
- Recruited, inducted and supported NZ-wide Alliances lead and 2 Pro-Bono leads
- Rich multi-option local and national events programs occurring
- Added the 5th Supervision Group in-country, several of which are running virtually
  - *Sharon Honner ACC, Director of Australia maintained the role during 2017 while relocating between New South Wales and her home base in Adelaide. Sharon steps down today after completion of her 3-year term. Thank you.*
  - *Brett Walker ACC, Director of New Zealand has collaborated closely with the NZ Branch Presidents to make notable efforts in increasing both membership and credentialed coaches.*

### b. Professional Standards

- 75 new members with credentials (approx. 6%) across New Zealand and Australia.
- New Guidelines for ethical complaints and breaches developed and adopted
- Established a Credentialing Workgroup across Australasia
- Requirements and nomination process for PSC created and adopted
- A review on reporting ethical complaints conducted and recommendations are currently under consideration.
  - *Special acknowledgement of the commitment and focus of the Professional Standards Committee, which has led the drive to increase the number of credentialed coaches across Australia and New Zealand and supported Branch leadership teams and members directly in this endeavour. 2017 sees an increase of 6%. Congratulations.*
  - *Tony Draper MCC, Director of Professional Standards vacates the role today and is nominated for ICF Australasia President Elect.*

### c. Brand Development and Marketing

- Developed “pull” strategy to build awareness amongst HR execs of the ICF Australasia, what we do, and the value of using the ICF credential as a factor in coach selection, to create greater market demand for ICF credentialed coaches
- Video interview on HR Monthly Magazine re value of the ICF credential
- Stand at Marcus Evans HR conference, Gold Coast
- Sponsored Simon Sinek speaking tour through The Growth Faculty
- Sponsored stands for the 2017 AHRI conference (Sydney) and 2017 HRINZ conference (Auckland) supported by global grant funding
  - *Thanks to Revel Gordon PCC, Director of Brand Development & Marketing who has brought his corporate experience and leveraged his networks to raise the profile of coaching in Australasia.*

**d. Membership Communication**

- A project to explore membership to better understand this challenge from the branch perspective and identify the best ways to support branches to retain members was undertaken by Ann Wright ACC (Vic).
- Results have provided valuable information to contribute to the development of a focused membership strategy for the 2017/18 year. Many thanks to Ann and David Bennett for driving this initiative.
- More recently, an Asia Pacific Chapter Membership group has met for the first time in September.
  - *Special thanks to the Branch Leadership teams for a range of initiatives implemented across the Chapter in support of member outreach.*
  - *Austin Parry PCC, Director of Membership Communications resigned from the ICF Australasia Board in March 2017 and we take this opportunity to formally thank Austin for his many years of service to ICF.*

**e. Professional Development**

- Fulfilled our promise from the expressions of interest received for the 2016 ICF Australasia Conference held on the Gold Coast by providing speaking opportunities during the monthly virtual professional development (VPD) program
- Sincere thanks to the presenters of the 2017 VPD program:

<i>Melissa Donaldson MCC</i>	<i>Alison Cameron</i>
<i>Janet Sernack ACC</i>	<i>Paul Lawrence PCC</i>
<i>Damian Goldvarg MCC</i>	<i>Tracy Tresidder PCC</i>
<i>Judith Lissing</i>	<i>Satyam Veronica Chalmers PCC</i>
<i>Mary Cravets</i>	
- Introduced a new initiative to encourage targeted social media promotion of events to achieve reach beyond the Chapter
- Plans for collating a combined calendar of events across all Australasian branches is underway
  - *Thanks to Catherine Plano ACC, Director of Professional Development for coordinating a diverse program of presentations during the 2017 year.*

**f. Business Development**

- Social Media footprint grew extensively through the year creating greater brand recognition, including activity around the ICF Australasia Conference
- Increases evident in -
  - ICF Australasia LinkedIn Group membership: 81 to 1,014
  - Connectivity to other relevant LinkedIn groups: 12
  - Posts reach to LinkedIn groups: 155,765 to 496,408
  - Twitter followers: 93 to 899 (at September 2017)
- FaceBook page likes currently sit at 487 (at September 2017)
- Daily posts being issued and monitored for responses included: Topics of interest, Virtual Professional Development, Branch events, and Advertising
- Formed Digital Strategy team to focus on alignment of social media channels with a theme of Simplicity; Automate; Repeatability
  - *Thanks to Cindy Nicholson ACC, Director of Business Development for her focused efforts to grow the social media presence of ICF Australasia.*

**g. Governance**

- Director of Membership Communications, Austin Parry PCC, resigned in March 2017. The Board decided not to seek a replacement, as membership retention and growth is the responsibility of all ICF leadership team members and the Board and Branch Presidents will drive the Chapter Strategy.

- On-boarding program created and rolled out to existing leadership team. It will be continuously rolled out biannually and as required with new Director and Leadership Team appointments.
- Monthly schedule of commitments relating to Board and Finance & Governance Committee
- Annual AGM and Chapter Activity Reporting activities
  - *Thanks to Maria Newport ACC, Board Member and Secretary for her commitment to ICF Australasia and ensuring appropriate governance mechanisms are in place for the long-term sustainability of the organisation.*

#### **h. Finance**

- De-registered ICF Australasia for GST
- Working closely with Brenda Brown to develop an intranet for ease of access to important Drive information
- Facilitated consolidation of branch accounts and reporting, with further improvements planned for 2018
- Development of 2017/18 Budget
- Prepared and submitted the consolidated Chapter Global Financial Return
- Annual AGM and Chapter Activity Reporting activities
  - *Tony Di Trapani was elected to the ICF Australasia Board last year and has brought an external perspective to our financial management approach and other Board activities. Special acknowledgement to Tony for his professionalism and contribution to ICF.*

#### **i. President Trio**

- Aligned Board and Branch goals with the Unity & Purpose strategy to develop a Goal Directed Plan (GDP)
- Submitted report following the March GLF to Global Chair and VP Global Development highlighting areas where 'partnership' and 'dialogue' between ICF Australasia and ICF Regional/Global could be improved
- Established a working relationship with new ICF VP Global Development and have instigated monthly meetings with ICF Regional Strategic Director
- Strong contribution to ICF Regional Task Force & Asia Pacific regional leadership system forums
  - *Immediate Past President, Eileen Duncan PCC steps down from the Board today at the end of her 3-year term as President Elect, President and Immediate Past President. Prior to this Eileen held the position of Director of Membership Communication and before that served for several years on the ICF Australasia Queensland Branch Leadership Team. Eileen has contributed significant time, wisdom and expertise within our Chapter and has also participated in various task force and committee activities to support the growth and sustainability of ICF globally. We thank Eileen with sincere appreciation and wish her every success moving forward.*

### **6. Audited Financial Statements**

**Tony Di Trapani**

Director of Finance, Tony Di Trapani presented the key points from the financial reports, highlighting an overall profit for the 2016/17 year of \$17,186 due in part to the success of the ICF Australasia Chapter Conference held on the Gold Coast in October 2016, which achieved a profit of \$6,831. Net assets increased to \$253,409 due to consolidated reporting of funds held at Branch level. Other points noted include:

1. Website generating regular advertising income;
2. Expenses reduced by \$20k from last year due to focused efforts to continue streamlining of processes;
3. The virtual professional development (VPD) program continues to be a major source of revenue along with the ICF Global rebate to ICF Australasia of US\$31.41 per member.

## 7. ICF Australasia Conference – Unlocking Potential

**Eileen Duncan**

- Delivered on our goals and intentions to host a professional, inclusive and successful conference
- 25 speakers presented, 3 of whom travelled from overseas: Judith Glaser, Bryan J Dik and David Clutterbuck
- ICF Global representation by then Chair of the Board, Leda Turai Petrauskiene, MCC and CEO Magdalena Mook
- ICF Regional representation by Fiona Toy
- Post-conference feedback survey collated overall positive results from delegates, presenters, sponsors and supporters
- A rich pool of learnings has been collated and will be taken forward into future events.

## 8. Election and Announcements

**Eileen Duncan & Brenda Brown**

*Votes of Thanks:* ICF Australasia President, David Bennett ACC acknowledged the following for their passion, professionalism, commitment and energy in supporting the ICF Australasia purpose and the ICF Global vision – without these people, the Chapter would not function:

- the outgoing and continuing Directors of the ICF Australasia Board 2017;
- the outgoing and continuing members of the Professional Standards Committee;
- the outgoing and continuing Branch Presidents and their Leadership Teams across Australia and New Zealand;
- the members of the Finance and Governance Committee;
- Brenda Brown, Administration Management and Business Services.

*Incoming President's Vision for 2018:* Melinda Horton ACC, confirmed her commitment to and focus on the following areas for the coming year –

- Lead the ICF Australasia Board to set clear strategy and direction that is aligned with ICF Global and supports a strong and sustainable organisation.
- Engage, empower and support the broader Leadership Teams across the Branches to execute the strategy and engage our membership.
- Foster a collaborative, high impact network that is the 'go to' association for professionals and the community when seeking access to coaches and information about coaching.
- Maximise the energy, impact, commitment and passion of our valued volunteers by reducing duplication and eliminating burn out.
- Bring Board Directors and Branch Presidents together for an annual Strategy Session to continue building on foundations and relationships.

*Election of Directors:* Three ICF Australasia Board positions were voted, all of which were uncontested. While not required under the Constitution, voting was carried out in line with precedent and to record member support for the appointments. Congratulations and welcome to –

- President Elect – Tony Draper MCC, Queensland;
- Director of Australia – Inta Sellick PCC, South Australia;
- Director of Professional Standards – Linley Rose MCC, New Zealand Central.

## 9. New Business

**Eileen Duncan**

*Appointment of Auditors:* Motion - that the audited financial statements for the 2016/17 year be accepted and that Faladons be appointed as auditors for ICF Australasia Inc for the financial year ending 30 June, 2018.

Proposed	Seconded	Abstentions	Motion Carried
Eileen Duncan	Tony Di Trapani	0	Yes

**10. Outgoing President's closing remarks**

***David Bennett***

Immediate Past President, Eileen Duncan PCC expressed her personal thanks and appreciation for the support provided during her Board tenure.

Outgoing President, David Bennett ACC, acknowledged that he'd had an "interesting year" as Chapter President and reiterated his thanks and appreciation of the combined efforts of Branches, Board and Committees in supporting ICF Australasia members and furthering the ICF Global vision in New Zealand and Australia.

The meeting was declared closed at 13:23pm AEDT (Sydney time).