

## President's Report 2005

Presented at the 2005 Annual General Meeting - Wednesday November 23<sup>rd</sup> 2005

2005 has been a year of transformation for the Commerce Alumni, as we continue to learn as an organisation, and position ourselves in a crowded and changing market competing for the time of School of Commerce graduates.

This year has been dominated by two themes:

**Structural Reform** - continuing to refine and develop our people, processes, and IT infrastructure to support our operations

**Strategic Shift** – responding to changes in our market, we have shifted focus to make better use of our unique strength as an organisation supporting School of Commerce graduates, as detailed below:

### The Strategic Shift

**Effect** – Gaining sufficient attendance at large formalised events and functions is difficult and requires a lot of time and commitment from committee members.

**Causes** – Increased clutter in our market, and “me too” events conducted by a variety of new and existing organisations. Product offer and brand perception appear to be misaligned with the desires of members. Lacking a critical mass of active and committed members.

**Objectives** – To make joining the Commerce Alumni the norm for Commerce grads, rather than the exception. To generate a critical mass of active and committed members.

**Strategies** – Shift towards a more personal focus throughout our organisation:

- ❖ Build lasting inter-personal bonds between members through smaller informal dinner events that encourage interaction
- ❖ Reform visual identity and language used in all communications to convey a more informal and fun image
- ❖ Building stronger relationships with the Commerce Students Association executive team to increase awareness of the Commerce Alumni among the student body, and increase member conversion rate of graduates.
- ❖ Begin to implement a mentoring program between alumni and students

### 2005 Activities

- ❖ Monthly informal wine tasting
- ❖ Hosted Session at AMI's Marketing Week – Mobile Messaging and Direct Marketing – the Sharpest Tool in the Box?
- ❖ Gail Fuller Event – The Rise of Rising Sun Pictures
- ❖ Finance Students Event – Show Me the Money!
- ❖ Informal networking dinners – August, October
- ❖ End of Year event – Wednesday November 23