

ROSEWORTHY OLD COLLEGIANS ASSOCIATION INC

MINUTES

COMMITTEE MEETING

Monday 16 August 2016 at 6.00pm

FREE Eyre LTD Meeting Room, Hutt Street, Adelaide

1 Welcome:

Light meal 6.00pm until 6.30pm

2 Apologies:

Allan Richardson, Don Chambers

3 Present:

Mark Rodda, David Spencer, David Coyner, Fiona Hill, Dale Manson, Dick Turnbull

4 Confirmation of Minutes of 20 June, 2016 Committee meeting

Moved: Dale M, Seconded: David C

5 Business arising from Minutes:

- Mark R updated the committee on ROCA's successful application for Alumni funding (\$6,000) to grow membership numbers. Innovative social media company, Wright Social, will be engaged to launch a social media campaign that will profile 25 Roseworthy graduates over 25 weeks, to mark the 25th Anniversary of the merger between Roseworthy Ag College and the University of Adelaide.
- Committee members are asked to send through suggested ROCA graduates to profile.

6 Correspondence:

Congratulations to David and Fiona for arranging the first Min-North and YP ROCA reunion, to be held at O'Leary Walker Winery

7 Treasurer's Report:

Attached: in summary, little movement in the overall status of the Groups' finances. Wine sales have slowed and all members are encouraged to rethink their efforts at making sales to through their networks. Other than sponsorship, wine sales continue to be our only source of income. We need to be selling around \$25,000 worth of wine to make enough profit to cover the cost of the 2 ROCA Digests (\$13,000)

Mark R to send annual sponsorship invoice to Piper Alderman (overdue)

Committee encouraged to nominate new sponsors and formal presentations to these people can then be made.

8 Roseworthy Campus Student Fund:

With the passing of Ray, Mark R will work the Alumni and the renamed "Agricultural Education Fund" to ensure that the excellent work of the former RCSF continues to grow.

Very disappointed that the University was not able to have the ROCA (wine fundraiser) Scholarship enacted, despite 6 months notice.

9 Adelaide Alumni and Membership:

Dale led a discussion on the need to engage with the new Alumni team to address the perceived recent inaction of updating the ROCA database details.

Mark R and David C will also raise this with Inga Davis and Lisa Taplin at their next regular meeting – there is a strong sense that the new Alumni team are very focused on raising the number of Alumni members throughout the University, so it is envisaged that our interests are now well aligned.

Other questions to ask:

1. What is the Alumni policy for email 'bounce backs'
2. Can ROCA receive a list of all ROCA graduate contact details and undertake a program to contact them via social media, Mail-Chimp group emailing, personal phone calls

Dale still working with the Roseworthy Vet administrators to have graduates automatically signed up to ROCA. It's time to meet with the Vet course / Wayne Hein and bring them into the ROCA tent, invite them to be involved in the ROCA committee. Dick offered to host a discussion at the Naval and Military Club to bring the groups together.

10 West Coast ROCA Branch:

EP Committee will meet in November to plan the annual EP dinner in March 2017

11 South East ROCA Branch:

No report in Alan's absence

12 Riverland ROCA Branch:

Riverland ROCA dinner to be held in 2017 (every second year from now on)

13 ROCA Membership –

Covered above

14 General Business:

14.1 ROCA Digest / Facebook: Spring Digest content slowly coming together.

- Dale to give David C administration access to the ROCA Facebook page

- Mark R to work with Sabina re updating some of the ROCA website functionality.

14.2 Sponsors Update: William Buck and Piper Alderman continue to provide great support to ROCA

14.3 Fundraising – Plonky's Pick update: covered in Treasurer's report

14.5 Annual Dinner / AGM booking – Glenelg Golf Club confirmed for Friday 21 October 2016. Dale and Dick updated the Committee on early planning progress / year co-ordinators etc.

Other Business:

Nominations requested for ROCA AOM. Mark R to invite 2 independent panelists to assess AOM applications

Dave S updated the committee on his involvement in the “Cows for Cambodia” campaign.

Dave S mentioned the “Beyond 1914” campaign – an initiative between Uni of Adelaide and Uni of Sydney to identify all WW1 RAC graduates.

Dave S is to meet with Mirna (Director of Collections) re the proposed Roseworthy Campus (main building) memorabilia display and seek a co-ordinated to the formation of the display

Meeting Closed: 9:00pm

Next Meeting: AGM to be held at Annual dinner on 21 October, and then proposed for 22 November 2016