

# Minutes

**Event:** Teleconference with STEP London

**Date:** 3 February 2010

**Time:** 5.00pm

**Attendees:** Adam Levin, Kylie Wilkie, Elaine Crehan, Carilyn Clements

## 1. Cost of membership for the 2010 / 2011 membership year

There will be no increase in the cost of membership for the 2010 / 2011 year as opposed to the 2009 / 2010 year.

## 2. Discounts on membership for new members in 2010 / 2011

- (a) Notwithstanding the previous arrangement between STEP International and STEP Perth (ie. 2 members may still join at 50% of the TEP fee and the yearly membership fee), no discounts will be offered to new STEP Perth members.
- (b) STEP only has a 3% attrition rate and don't believe price is a factor for non-renewal.

## 3. Assistance from STEP International

STEP International is able to assist STEP Perth in the following ways:

- (a) Assisting to organise international speakers for STEP Perth educational events. STEP International will put an advertisement in the monthly newsletter seeking interested persons.
- (b) Signing up potential members to the STEP digest for free for a limited period to encourage them joining STEP.
- (c) Drafting articles for local publications and pay for advertising costs (STEP Perth to give STEP International a list of local publications and the cost to advertise in them and STEP International will decide what is reasonable).
- (d) Scott Devine will contact STEP Perth regarding drafting the feature article for Brief Magazine.

## 4. STEP Perth program for 2010

- (a) STEP Perth met today and discussed its program for 2010.
- (b) Once the program is finalised STEP Perth is to send a copy of the program to STEP International.

## 5. STEP International website

The STEP website is being overhauled and the new website will be launched on;

- (a) February 12 (soft launch); and
- (b) 1 March (hard launch).

**6. STEP Perth webpage**

STEP Perth to forward the webpage content to Elaine Crehan (including STEP Perth newsletters). As the new STEP website is being launched over February and March, the STEP Perth webpage may not be created until late March.

**7. STEP Journal**

- (a) STEP Perth will draft an article for publication in the STEP Journal.
- (b) Rachel Johnson will contact STEP Perth with the deadlines and word limits.

**8. Targeting new members**

Laura Farmborough will continue the research started in 2009 to find potential STEP Perth members.

**9. Membership renewal**

- (a) Members will receive a renewal notice at the beginning of March, followed by a friendly reminder in the last week of March and a hard reminder at the end of April / early May.
- (b) STEP International will advise us as our members renew their memberships.