

# Minutes

**Event:** Steering Committee meeting

**Date:** 29 April 2009

**Time:** 12.30pm – 2.00pm

**Location:** Jackson McDonald

**Attendees:** Adam Levin, Jocelyne Boujos, Craig McKie, Alex Sceales, Susan Fielding, Patrick Hughes, Emma Chinnery and Kylie Wilkie.

**Apologies:** Maree van der Kwast, Jonathan Ilbery, John Hockley, Sandra Boyle, Brian Lovitt, Chris Hogan, Marc Worley, Rob Sceales and Christopher Smailes.

## 1. Summary of meeting with STEP International in London

- (a) Adam Levin met with STEP International in London recently. They are very supportive of our endeavours to establish STEP Perth and impressed with the progress made to date. STEP international has supplied us with a list of names of potential members and is posting us promotional banners and other marketing materials for the Launch and other educational events.
- (b) STEP International has also provided us with \$2,000 seed money to fund the launch.

## 2. Sponsorship

- (a) NAB and Perpetual have both agreed to sponsor STEP Perth to the value of \$2,000 for 12 months. We are currently waiting to receive the money.
- (b) Perpetual is already involved in STEP NSW.

## 3. Trust account

We currently have \$2,000 in the Jackson McDonald trust account, being the money from STEP International.

## 4. Status of membership applications

- (a) All membership applications have been approved. All members whose applications were received before 27 March 2009 should have received membership confirmation in the mail by now. The remaining 4 members should receive theirs in a week or so.
- (b) In the long term STEP requires us to maintain a membership of 30 or more.

## 5. New membership fees

- (a) Without any formal advertising we currently have 15 members who have taken advantage of the half price offer (Adam Levin makes 16 members in total) – the half price membership still applies for the next 15 members.
- (b) The membership fee has increased to £195 and a new member application fee of £75 now applies – the half price fee is therefore £135. Adam Levin was advised by STEP International that they were getting negative feedback on the

£75 new member application fee and they are reconsidering whether this should continue.

**6. Payment of membership fee**

We will send the payment to STEP this Friday.

**7. Status of business plan**

(a) The business plan will be submitted to the Development Committee on 14 May 2009. However, they would like us to resubmit the business plan with nominations for more Office holders before that time. Positions to be filled include:

(i) Secretary (mandatory)

(ii) Treasurer (mandatory)

(iii) Vice Chairman (optional, but Adam Levin suggested we fill this position if possible)

(b) Members can also elect to sit on the Development Committee.

**8. Nominations for Office holders**

Craig McKie volunteered to act as Secretary and Jocelyne Boujos volunteered to sit on the Committee.

**9. Committee meetings**

It was noted that that Committee meetings are separate from Member's educational functions. The Committee is for people who want to be involved with the organisation and development of STEP Perth. Kylie Wilkie is to contact members and ask whether they would like to sit on the Committee or merely be invited to educational events.

**10. STEP Perth Launch**

(a) The Launch will be held on 22 July 2009 from 5.30pm to 7.30pm at the Supreme Court.

(b) Chief Justice French of the High Court, Chief Justice Martin of the Supreme Court of Western Australia and Justice Gzell of the Supreme Court of New South Wales are all attending the launch.

(c) Format

(i) It was agreed that we would like all of the Justices to speak at the Launch, but that they should limit their presentation to 5 minutes each and not present a technical paper.

(ii) Chief Justice French will already be in Perth on 22 July 2009 so we do not need to pay for him to attend, and STEP International has provided a grant to STEP New South Wales for Justice Gzell to attend.

(iii) Adam Levin will write a letter to the Justices collectively informing them of our intentions regarding the Launch and asking them what they would like to speak on.

(iv) It was agreed that attendees should be provided with name badges.

(d) Attendance cost

(i) It was decided that members will attend the launch free. Complimentary tickets will also be sent to judges, the heads of the Law Society, Tax institute, Institute of Chartered Accountants etc.

(ii) It was agreed that non-members will pay \$20 per person to attend. This \$20 will potentially be deducted from the STEP membership fee if the person subsequently decides to join STEP.

(iii) NAB and Perpetual will also receive 2 complimentary invitations.

(e) Venue

The Launch will be a cocktail reception in the Supreme Court foyer.

(f) Invitation

(i) The invitation needs to indicate what time the Justices are speaking. It was agreed that 6.15pm was an appropriate time for the speeches to begin.

(ii) We are waiting on a draft invitation from Jackson McDonald's marketing team.

(iii) It was agreed that the invitations should be sent out at least 6 weeks before the event. Prior to distribution the invitations should be sent to the Justices for their approval.

(iv) Judges, the heads of the Law Society, Tax institute, Institute of Chartered Accountants etc should all receive hard copy invitations, all other invitees will receive an emailed invitation.

(g) Catering

(i) A sample catering menu was distributed. The cost was approximately \$4,000 including alcohol based on 90 people.

(ii) Kylie Wilkie will contact the Supreme Court and inquire as to whether they know of caterers who may be able to provide a second quote.

(h) Invitees

(i) We have been given a list of potential invitees from STEP International and we will use this as a starting point for invitees.

(ii) Sandra Boyle suggested, via email prior to the meeting, that Justices Heenan, Simmonds and Hasluck should all be invited. She also suggested that in time Justice Heenan could hold a similar role in STEP Perth as Justice Gzell holds in STEP NSW

(iii) Adam Levin will ask Sandra Boyle to advise us if all of the Supreme Court registrars should be invited to the Launch.

(iv) It was agreed that neither the Attorney General nor other Government Minister should be invited to the launch. However, it was noted that

this may be a good option for a speaker at an educational event in the future.

- (v) Members were asked to consider further potential invitees and advise Kylie Wilkie of any suitable persons.

- (i) **Marketing**

- (i) NAB, Perpetual and Jackson McDonald will all be recognised as sponsors on the invitation and information brochure being distributed with the invitation. Kylie Wilkie is to enquire with the Supreme Court as to whether banners may be displayed in the Supreme Court during the Launch.
- (ii) It was agreed that we should issue a press release.
- (iii) It was agreed that we should advertise in the Law Society's Brief. We should write to the Law Society and ask if we can have a free advertisement if we provide an article for an issue of Brief and if we invite Brief to photograph the Launch. Jocelyne Boujos suggested that the Information Brochure may be appropriate as the article.

## **11. GST**

GST was discussed but it was agreed that STEP Perth would not meet the GST threshold this year.

## **12. STEP Perth 'Information Brochure'**

- (a) The brochure is to be sent to Launch invitees.
- (b) Kylie Wilkie is to amend the brochure to clarify that:
  - (i) NAB, Perpetual and Jackson McDonald are sponsors;
  - (ii) STEP has multiple Australian branches as well as branches worldwide; and
  - (iii) membership is not only open to lawyers.
- (c) It was queried whether the names of the current members should be listed on the brochure. It was agreed that, generally, this will be required when attracting new members as they will want to know who is involved with the organisation.

## **13. Educational events**

- (a) It was agreed that the first educational event will be held in August and should be advertised at the Launch. Suggestions for speakers at the first educational event were:
  - (i) Rachel Webber
  - (ii) Elizabeth Heenan
  - (iii) John Gillett
  - (iv) Heather Finch

- (v) Peter McMillan
- (vi) An employee from the Public Trustee
- (b) It was agreed that the event should comprise multiple speakers.
- (c) The second educational event is to be held in October to correspond with the Asian Conference. STEP International advised us that they will fund a willing speaker to travel from the Conference to Perth to speak.

**14. Next Committee meeting**

The next Committee meeting is to be held in June to finalise the Launch and the first educational event.

**15. 'Introduction' of STEP Perth to other industry bodies**

Adam Levin is to write to the Law Society, Tax institute, Institute of Chartered Accountants etc to introduce STEP Perth and advise of the Launch.

**16. STEP Directory**

Members were advised that Jackson McDonald is currently holding 2 copies of the 2009 STEP Directory that are available for loan.