

ATEM WESTERN AUSTRALIAN BRANCH

Minutes of the Branch Committee Meeting held on Friday 12 March 2004 at 7.30am at ECU Joondalup

Present Chris Jeffery Chairperson
 Laurie Money
 Pick Oo
 Michael Jones
 Gloria McQuillan
 Linda McLain
 Kevin Smith
 Phillip Draber
 Susan Dunn
 Chris Pepper

1. WELCOME & APOLOGIES

Apolgies received from Leisa Wheatland and Mark Stickells

2. REPORTS

Treasurers Report

- Establish separate Bank Account for 2005 Conference
- Funds to be set aside for 2005 Conference – estimate \$5/10,000
- \$1500 seminar income to Bank for 26 February 2004 and last two seminars in 2003.

Membership Report

- Committee asked to attend as many seminars as possible, recirculate list of 2004 events
- Set a target for each committee member of one new member per quarter
- Circulate percentage of members for each tertiary institution
- Circulate list of TAFE members
- Non members who attend ATEM Seminars will be contacted after each seminar and encouraged to join ATEM
- Aim to hand out a flyer for the next seminar at the current seminar
- Attendance record will be updated at Registration Desk
- ECU have renewed ATEM Corporate Membership

Written Reports from portfolio holders

Circulated prior to the meeting by Gloria McQuillan and Linda McLain
Portfolio holders to circulate in the week prior to the committee meeting

3. OTHER ITEMS

Faculty Manager Forum

There would probably be local interest in a WA Forum/Seminar

Chris Jeffery to respond to request

Delivery of Higher Education and Research activities on a National basis

Laurie Money to coordinate with Richard Sochacki Curtin on the possibility of holding a local seminar in conjunction with a WA visit, perhaps in August 2004.

May need to contribute towards costs

Could be either a Breakfast or Sundowner function

Professional Education Training Framework

Linda McLain participated in a recent teleconference

Next discussion group will be at the ATEM May Council meeting

Kevin Smith gave a 5-minute c/v

3. DISCUSSION ITEMS

PERSONAL: DEVELOPMENT - Michael Jones

Data Projector will be utilised for Seminars

Card attendance record in operation

Last seminar well attended, well presented by Rob Brown ECU

Non members were given an ATEM Membership brochure and 2004 seminar calendar

MARKETING - Susan Dunn

General discussion ensued on areas where we can develop relationships
Society for College & University Planning – ATEM has a relationship
Laurie Money to visit UCLA and promote ATEM Seminars & Conferences
Neil Fernandez is the new Director General of Dept of Education & Training
Kevin Smith is still attending Corporate Service Directors meetings
Chris Jeffery to speak to TAFE Managing Directors at a monthly meeting
ECU Management Services Group
Corporate Members – tell our members that major institutions are ATEM Corporate members
Core points of ATEM membership to be covered at ATEM seminars

LINKS WITH MEDIA

Chris Jeffery to forge relationships eg ABC, The Sunday Times and The West Australian
Need a very significant news item to gain coverage
Nee to target a seminar or event
Radio – establish links with Curtin Radio & 720 (Liam Bartlett)
Work on Institutions first then Industry
Consider appointing a Marketing Consultant in a paid position

Quarterly Meeting Agenda

Branch Conference July 2004

Each portfolio holder to give a one paragraph report on developments

Two strategies for each meeting

Monthly Meetings

February 20 – Networking – Development of strategies

March 12 Michael Jones - Professional Development

May 14 – Marketing – Susan Dunn

Written report from each portfolio holder – one paragraph with dot points

Written financial report

The meeting closed at 9.00am.

QUARTERLY COMMITTEE MEETING

Friday 2 April at Faculty of Agriculture UWA – Apology Pick Oo

AGENDA

Branch Conference July 2004

MONTHLY COMMITTEE MEETING

Friday 14 May at Curtin Club Curtin University of Technology

AGENDA

Each portfolio holder to give a one paragraph report on developments

Two strategies for each meeting