

## Office Manager report

### MCAV AGM 2023

Thank you to all for attending.

Most of the AGM documents have been emailed to you already and any that were not are included today for you to read over. To save trees we have only printed one copy of our financial statements but they are available to read over. Please let us know if you have any questions.

Generally speaking the MCAV is tracking well and our new female president Cass is doing a great job, particularly in assisting me with the day to day running of things. Cass will always make time to attend trade stalls and is only too happy to have a chat on the phone about the MCAV direction.

Working with Tania and Cass in preparation for the Get Together was a great experience – two very strong minded women showing just how much can be achieved when they are allowed to throw their all behind an event.

One thing I have noticed is an increase in the way people interact with the MCAV in an online capacity. We have a greater online engagement when we offer general information or funny tidbits – for example, our Friday Funny columns have been hugely successful while posts or media releases about heavy items are not as well received or certainly are not viewed as being engaging.

Merchandise continues to be a great source of both income and advertising for the MCAV – every single person that wears a hoodie or a hat is a walking ad for the organisation, so continuing to push sales will be a focus of 2024.

Other things I would like to work on in 2024:

Finding grants that can be related to the MCAV message and used for furthering research

- Attracting new members
- Updating our membership database with more specific demographics
- Developing stronger ties with other bush user groups
- Increasing our reach through media participation
- Finishing off the VCE resource in time for the 2024 School year

Thank you for another great year.