

Sub-committee three-year strategic growth objectives

Events

- Cover Costs –for the next 3 years, every event to break even
- Event Strategy – create list of different events and outcomes
- Collaboration – events, sponsorship and fundraising to collaborate more
- Variety – create variety of other annual events
- Evaluation – how we evaluate an event's success

Fundraising

- Strategic– create plan for four large 'umbrella' events (AIMES, to include HOF and two lunches)
- Fundraising – have a clear plan including \$40K outside of umbrella events
- Increase/Grow Fundraising - \$15K per umbrella events - \$20K over three years
- Create – a non-member fundraiser each year

Hall Of Fame

- Connect – Laureates with AIMES Winners
- Mentor – create a mentoring programme for young leaders with senior business leaders
- Pathway – create a pathway for Laureates to want to join the Club
- Dragons Den – new event
- Lifetime Achievements Award

Membership

- To grow paying members to 340 by April 2024
- To grow membership subs and therefore income by April 2024* (Individual subs \$1,000; NeXt Subs 50% of Individual or Corporate subs; Corporate subs \$3,500)
- To have a specific growth strategy for Member Diversity and NeXt members
- To have a clear member referral strategy providing enough leads to growth the club organically and sustainably into the future
- To have member representation across the total geographical reach of the North Harbour Club

Sponsorship

- Value – to grow current sponsorship value to \$350,000 by 2025
- Retain – to look after current sponsors
- Grow / Increase – the number of sponsors