

25/7/2025

Geelong Business Club

Presidents Report AGM 2024/2025

Steve Jobs said

Great things in business are never done by one person there done by a team of people

I have been very fortunate that when Scott handed over the president's baton that we had in place a great team on the committee who all wanted to make a positive difference and willing to put in the necessary effort

We began with strategy. In July, we undertook a comprehensive review of the club's mission and values, clarified our goals, and completed a strategic plan that aligned with those aspirations.

We explored what made this Club unique, and where we needed to evolve. That work gave us a stronger foundation and helped define the key performance indicators that now guide our direction.

We also looked inward at our structure. Through this process, we introduced a Corporate Membership model and Nominee Membership as well as greater flexibility for the existing individual memberships ie ability to send a representative if unable to attend giving members more options –

ensuring organisations could be more actively involved, and members better supported.

I greatly appreciated the clubmembers unanimous endorsement of this change to our constitution

These changes were not just administrative – they were designed to broaden our base, deepen engagement, and future-proof our Club.

Importantly, we didn't just plan – we acted.

We refreshed our marketing and communications approach with a new plan, and we welcomed a new Executive Officer with valuable experience in marketing and social media.

I'm sure you will agree Edwina has brought fresh energy to our operations, improved our outreach, and helped us communicate more effectively with members and the broader business community.

Of course, the life of the Club is found not only in its plans, but in its people – and in the moments we share. I know myself and the committee have been encouraged and supported by our Club members, and this is very much appreciated

We added a little flair to club formality with the introduction of an MC and the Presidents table talk as well as some celebrations this year – with a Spring Racing night in November, a Christmas party complete with live music and dancing, and a renewed sense of community and fun.

It would be remiss of me not to mention our great hosts Deb and Hugh and the team at Truffle Duck they ensure every dinner is

magnificent and every detail attended to from the start to finish of our evening with professionalism warmth and care

My Presidents table talk was introduced to stimulate conversation we covered some great topics intergenerational communications, Pizza leadership styles, Trumpism the impact of global events and what we need to do to prepare Geelong business for these challenges

These events and activities reminded us that our business connections are strengthened most meaningfully through shared experiences.

On a shoestring budget and the generosity of our speakers we have had an outstanding caliber of guest speakers this year with thanks to Anthony and Maxine for their hard work – another cornerstone of our year.

From the incredible resilience and inspiration of Olympian Jacqui Cooper to the economic insights of Warren Hogan Judo Bank; from Jo Plummer's leadership perspective to KPMG's local business outlook, we've been fortunate to hear from some of the best.

And we will finish strong tonight, with Rick Aylett offering a glimpse into the exciting future of the Geelong Convention Centre – a fitting iconic symbol and asset of our city's – and our Club's – forward momentum.

Above all, I've overseen a committee, and a membership committed to growth, open to change, and generous with their time, energy, and ideas.

That gives me real optimism for what lies ahead.

So, as I hand over the baton next month to Sharon, I do so with immense pride in what we've achieved together – and deep confidence in the next chapter of this great Club.

Thank you for your trust, your support, and your enthusiasm throughout this year. It has truly been an honour to serve as your President

Geoff Hutchinson
President
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