

Committee Meeting 1, S2 2026

This is the first committee meeting of Semester 2. We will welcome the new members to our club. We will be discussing Striver's pitch as well.

When 29-07-2026 at 13:00

Location: Building 402,225, Building 402,225

Chairperson Naman Mehta

Minute
taker Syed Jamil

Present Timothy (Student) , Timothy (Student) , Rayyan Abed , Rayyan Abed , Heidy Garcia (Marketing Director), Heidy Garcia (Marketing Director) , Syed Jamil , Desak Made Kirana Khrisna , Desak Made Kirana Khrisna , Nila Maharaj , Nila Maharaj , Jerone Mathews , Jerone Mathews , Edwin Joseph Sales , Edwin Joseph Sales , Joshua Tan (Sponsorship Director), Joshua Tan (Sponsorship Director)

Apologies Chenitha Ariyaratna , Chenitha Ariyaratna , Adier Deng , Adier Deng , Francesco Didio , Francesco Didio , Trisha Espiritu , Trisha Espiritu , Pratyush Goel , Pratyush Goel , Elijah Marciano , Elijah Marciano , taryn quain (Treasurer, Bank Signatory), Nishant Shah , Nishant Shah , Christopher Vo , Christopher Vo , Amy Xu , Amy Xu

Minutes

1. Striver Pitch

- Alisdair had a meeting with Naman regarding the Striver Event, being held on 12th August.
- He had shot some marketing content with Naman to further promote the event and bring ticket sales to our club. Will be posted on socials shortly.

2. Events Team - Upcoming Events

- Edwin discussed about the Macquarie Bank event being held on the 24th of August
- FAAA event and CFS Birthday Quiz Night - Heidy mentioned that both these events are being held too close together. The events will be rescheduled.
- A new group chat for events and marketing has been made to provide faster communication and help keep both teams up to date.
- More info from events team will be provided soon.

3. Marketing: CFS Brand Strategy 2026 and more.

Brand Strategy

- As there are changes to be made to improve the club for the committee and members, the directors will be presenting their new direction.
- Heidy gave a presentation on the new brand strategy that will be implemented for this semester.
- The link to the document is here: <https://canva.link/8gbqnmjc5503495>
- Summary:
 - A clear focus on the clubs vision will be referred to for our content.
 - Selected fonts, music, colours and more will be used to keep posts consistent and clear to our brand.
 - Role as a marketing officer is made clear

Hiring:

- Will start doing interviews soon to hire more people to join the marketing team (along with events)
- If you have any friends interested in marketing and also have a passion for the club/finance fields - refer them to Heidy

4. CFS 1st Birthday

- CFS turns 1 this year!!
- To celebrate our success and the hard work that the team has given in the past year, we will be hosting an event for this.
- The CFS Birthday and the logistics behind it were discussed, more info will be released soon.

5. SMIF

- New team members for SMIF have joined the team.
- They will do a meeting to get the team members onboarded and will provide updates as they go.

6. General

The committee meetings have been moved to a fortnightly basis.

This is for:

- Getting 2 weeks worth of content rather than just one which will make the meetings worth coming to. Will also be deeper insights into each teams work in these meetings
- Allow the team to be more efficient as they will be able to host their own team meetings in the alternate weeks - thus there will be 1 meeting per week, not 2.
- The meeting room(402.225) is booked on a weekly basis from 12:30 - 2:00 (pack up at 1:50). So if the teams want to do their meetings in the room - feel free.
- Some committee members did find the weekly meetings to provide value and did allow them to connect with each other - the room can be used for this in the alternate weeks as well.

New Whatsapp Help Chat to start soon:

- Everyone will be in this chat and this is to allow the team to get help with any tasks they have if running short on time and if you need to get back to studying for uni. A lot of people from other teams are able to assist with tasks like event applications, emails, etc. If you are stuck on a task and it isn't too specific to your team, feel free to send it here. The chat will open you up to all 20+ CFS team members which will also allow for faster communication.

Succession Planning:

- As seen in the poll which was sent earlier, a lot of people are leaving CFS at the end of this year including the executive team and the directors. But there are a few which will be staying. For those that are staying, if you want to level up your resume experience and take on a new role or challenge by becoming an executive or director, feel free to reach out to the current team. We are more than happy to assist with training you guys and showing you an insight into what we do.
- The positions which will be available for next Sem are:
 - President.
 - Treasurer.
 - Marketing Director.
 - Events Director.
 - Secretary
- Any other positions will be available to everyone and you can be voted into this at the end of year AGM
- We will also do another hiring period at the end of semester to fill in any gaps to ensure the team still remains at a good size and you will be able to launch yourselves directly into work next year.

End of minutes.