

YARRA BUSINESS PARTNERS CHAPTER PLAN

Chapter Vision (Legacy)

Example

To be a warm and enthusiastic chapter that inspires trust, provides quality and achieves success through strong connections with dynamic industry professionals

Chapter Mission

Chapter Goals

End Result	Current	Sept 2025
Size of Chapter	18	40 - Net Growth 15
Overall Retention	52%	100%
100% Green members	72.22%	100%

Minimum Standards (KPI's)

This is the minimum level of performance for our members that is expected. Remembering that our minimums are not our maximums.

Minimum standards or lowest KPIs are for the membership committee so

- all members are treated equally
- membership committees members can to lead discussions with lower performers
- to set parameters for when a person will not be renewed
- Clear communication for all members

Individual KPI's

- Number of referrals per month per member
- Number of One2One's
- Number of visitors per month per member
- Number of CEU
- Be in the Green
- 100% Attendance

Monthly Chapter Focus

Activities that generate visitors and grow members are ideal. Once a chapter reaches 25 members, establishing contact spheres is also a perfect focus for planning.

Month	Activity Details	Who Responsible
November	Chapter Stimulant e.g., BNI Boogie Visitor Day /Stack Day / Member Growth Day Education theme, e.g., business growth. Chapter Success Meeting Membership Committee Meeting Contact Sphere Focus – category visitors Member Reviews – 3, 7, 10 mth Social Event	President Growth and events / VH Coord Education Coord President Vice President Community Builder / Growth Coord Membership Committee Events Team
December	Last meeting (date) Chapter Stimulant, e.g., Ball of Yarn Education theme, e.g., self-awareness. Chapter Success Meeting Membership Committee Meeting Contact Sphere Focus – group presentation Member Reviews – 3, 7, 10 mth Social Event = Celebration of the year 2025 Planning Meeting	President President Education Coord President Vice President Community Builder / Growth Coord Membership Committee Growth and events President

January	First meeting (date)	President
	2025 Planning Meeting (if not done in Dec)	President
	Member Reviews – 3, 7, 10 mth	Vice President
	Social Event	Growth and events

Actions:

- **Speakers to provide - Kim to add slide, Sheshan to speak to it**
 - Topic
 - Key headlines
 - Share their event on LinkedIn / Facebook
- Facebook / Eventbrite / LinkedIn
 - Include presentation information
 - Distributed out 2-3 weeks early for member to share
- Inviting visitors:
 - Link / list the presentations coming up
 -
- **Competition - Kim to add slide**
 - 1 minute discussion on competition
 - What will work?
 - \$200 credit toward....
 - Create extra slide
 - 21st June - 19th July
 - Gift by Awards day
- **Goals - Scott to add slide**

Other actions

- Follow up Anthony - bank account
- Pay the Awards Breakfast

Chapter Stimulants

Refer to the [chapter stimulants](#) document for ideas about different events.

“Plan your work for today and every day, then work your plan.”

Margaret Thatcher