

AA Australia - Eastern Region - Area E Committee Meeting



Location: NSCSO Office, 177 Rosedale Rd, St Ives NSW 2075

Date & Time: 24th November 2025 @ 7:30pm

1. Attendance and Apologies

- **Present:** Aaron D (PI/PA), Taylor (GSR Curl Curl Thurs), Morgan (GSR Curl Curl Women's Monday), Melissa M (GSR Curl Curl Breakfast), Grant C (Chair), Andrew S (Delegate Area E), Martin G (Secretary Area E), Corey F (GSR RTR), Pauline O (GSR Hornsby Wednesdays), Wendy (GSR Seaforth Tuesday), Colin S (GSR Pymble Saturday 9am).
- **Apologies:** Kate G (Liaison), Lee B (GSR Mona Vale Sunday 10am), Jonathan (GSR Neutral Bay 6.15pm), Janine R (Area Registrar).

2. Read Twelve Traditions

The Twelve Traditions were read by all.

3. Minutes of Previous Meeting adopted as true and correct record

Moved:

4. Action Items

Action	Who	Due	Status
Open Committee Roles <ul style="list-style-type: none">• none AGM Rotations (Feb 2026): <ul style="list-style-type: none">• Secretary	all		Open
Handover Treasurer responsibility to Bri and arrange access to NAB Bank account.	Grant C / Bri B	23/10/25	Closed
Area E committee will work together to create a working group for the NSCSO & Area E topic of merging.	Kate G, Committee	TBA	Open
Confirm December date for next meeting. <i>Meeting transferred forward to AGM 14/02/2026</i>	All	24/11/25	Closed

5. Updates

Written and verbal updates to be tabled and discussed:

a. Area E Committee

- **Chairperson (Grant C):**
 - o No more AI constructed minutes for Area E Meetings. Treasurer details handed over to Bri. May quarter levy didn't show, check that it was received or not.
- **Treasurer (Bri B):**
 - o Report attached. Extra expense of \$68.00 not included after publication 16.11.2025.
- **Secretary (Martin G):**
 - o The Area E Mailchimp list currently has 66 subscribers who receive minutes and meeting notifications.
- **Registrar (Janine R):** Nil- apology provided.

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- **PIPA Officer (Aaron D):**
 - (PIPA: Public Information / Cooperating with the Professional Community)
 - We now have a permanent banner in Pennant Hills.
 - "Little bit books" are being delivered for public information purposes in street libraries.
 - Attend December NSCSO meeting to request funding for the Civic campaign.

- **NSCSO Liaison (Kate G):**
 - No report but will continue to liaise with NSCSO including merger with Area E.

- **Delegate (Andrew S):**
 - Andrew provided a brief update on the attended General Service Conference.
 - Full publication of outcomes will be available soon and access will be via the AA members website for download.

b. Group Service Representatives reports & updates.

- **Living the Solution (Morgan):** Big Book street library drops completed, one attended a meeting due to the book found in a street library. 35-45 attendees. SPP attends fortnightly.

- **Curl Curl Breakfast Group (Melissa):** Group would like to view Area E & NSCSO budgets and treasure reports.

- **Curl Curl Thursday 6pm (Taylor):** 30 members average. Meditation, snacks and candles.

- **Hornsby Wednesday 7pm (Pauline O):** Lots of newcomers, GC on 3/12/2025. PI working committee. For several weeks over Christmas the venue will be relocated-these updates are on the AA website. 10th December 2025 to 31st of January 2026.

- **Road to Recovery (Corey F):** Boxing Day and 2nd Jan 2026 only-Venue will be Neutral Bay community centre.

- **Seaforth Tuesday (Wendy):** No real changes. 15-25 attendees.

- **Mona Vale and Pymble (Colin S):** Mona Vale may change venue soon. Mobility access better at Warriewood Community Centre. Pymble on Saturday morning GC to rotate service position in the new year.

- **Note: GSR from Virtual Area** contacted by Curl Curl GSR Melissa about Saturday 7am group now converted to online only. Are they still part of Area E? Online AA meetings are now part of Virtual Online Area- as this is now a real Area within AA Australia.

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6. New Topics for discussion/voting

Topic	Improving participation at committee meetings and assemblies
Detail of Motion	Discussion, agreement and planning on ways to improve participation; GSRs and committee members. Include discussion on number and dates for 2026 Assemblies.
Voting Type	All
	Meeting dates for proposed assemblies to be announced at the AGM 14/02/2026

7. Other Matters

Topic	2026 AGM Agenda & December Meeting Date
Discussion	<p>AGM: The committee was out of time to discuss the AGM agenda in full. Grant noted the date is set for Saturday, 14th February 2026, to be held at the NSCSO office.</p> <p>December Meeting: Grant raised a concern that the final meeting of the year is scheduled for Tuesday, 23rd December, which is very close to Christmas.</p>
Outcome / Action	<p>AGM 14/02/2026</p> <p>Skip December 23rd 2025 Area E Committee meeting.</p>

8. Additional Topic

Topic	PI/PA proposal
Discussion	Initiative for funding of digital billboards- take proposal to NSCSO if accepted by Area E Committee. Summary of initiative tabled and posted below.
Outcome / Action	The general Consensus was to accept this proposal to go to NSCSO in December for approval of funding.

AA Area E – Civic Outdoor Campaign

Purpose

To run a simple, tradition-safe public information campaign using digital billboards across Northern Sydney, helping more people find AA when they need it.

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What We're Buying

- 1 campaign = \$10,000
- 14–17.5 days on digital billboards
- 4 rotating screens across Northern Sydney
- AA messaging only (simple text, no faces, full anonymity)

If we later run a second campaign, we may be able to negotiate extra billboard spots (e.g., 9–10 instead of 8).

Audience Reach (Simple Explanation)

LTS – Likelihood to See: “Realistic minimum — people who actually notice the ad.” (267,000–299,000 people)

OTS – Opportunity to See: “Maximum potential — everyone who passes the billboard.” (435,000–465,000 people)

Total Impressions: ~540,000 (LTS), ~1.5 million (OTS)

Cost Efficiency

CPM – Cost Per Thousand: “How much we pay for 1,000 impressions — lower is better.”

CPM = \$6–19 (very good value for outdoor media)

Impact Score

A memorability score — typical ads score 1.0–1.5; this campaign scores 1.8–2.2, which is above average.

This means people are more likely to remember the message.

Why It's Valuable for AA

- Reaches almost half a million people
- Targets key locations across the Area E region (North Shore, Northern Beaches, Ryde)
- Simple, attraction-based messaging
- Fully compliant with AA Traditions
- Flexible messaging across seasons
- Outdoor ads capture people in daily life (commuting, school runs, shopping)

What We Need From the Committee

Option 1: One campaign for \$10,000 (expected)

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Option 2: Two campaigns for \$20,000 → possible extra billboard placements

Next Steps if Approved

1. Request full location list (including Chatswood/Artarmon options)
2. Confirm exact billboard faces
3. Finalise AA-approved artwork
4. Lock in campaign dates
5. Report back to Area E after campaign

End of summary.

Committee meetings for 2025:

Area E (7:30pm)	NCSO (7:00pm)
Tuesday 23rd December=Cancelled	Tuesday 16th December

Bank Reconciliation as at 16/11/2025

		Date
Opening Balance	\$7,715.90	16/09/2025
Income		
Cromer Wednesday	\$210.48	16/10/2025
Crows Nest Saturday am	\$300.00	20/10/2025
Expenses		
Overdue levy May INV-10256	\$643.27	15/05/2025
Nov Levy INV-11197	\$643.27	12/11/2025
TOTAL INCOME	\$510.48	
TOTAL EXPENSES	\$1,286.54	
Closing Balance	\$6,939.84	16/11/2025
Bank Balance	\$6,939.84	16/11/2025
Reconciliation	\$0.00	

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