



PO Box 17 MINTO NSW 2566

## MACARTHUR ASTRONOMICAL SOCIETY MANAGEMENT COMMITTEE MEETING

Held at Durham Green Retirement Village, 153 Menangle Road, Menangle.  
Monday 5<sup>th</sup> Aug 2019 at 7.30pm

**Committee Attending:** Allan Hobbs(President), John Rombi (Vice President), Barry Moore (Secretary), Greg Bradford (Committee Member), Phil Kidd (Committee member), Mike Nicholas, Mark Brakenbury

**Apologies:** Brendon Waterhouse (Merchandising), Andy Milton (Treasurer), Henry Swierk (Membership Officer).

- 1. OPENING OF MINUTES AND APOLOGIES:** meeting opened at 7.42
- 2. ADOPTION OF MINUTES** for July committee meeting held 1/7/2019 Proposed by Barry Moore seconded by the committee, Passed by time elapsed as no corrections received.

### **3. BUSINESS ARISING FROM PREVIOUS MINUTES:**

none

### **4. REGULAR BUSINESS**

#### **4.1 Treasurer's Report:** Barry Moore for Andy Milton

Attached please find Macastro Financial report (Bank Statement transactions) for July 2019. (Main items only)  
The Society Bank Account balance as at 31 July was \$16350.38.  
The Society Investment Account \$21000  
The society Paypal account was \$100

Received from Campbelltown City council for Earth Hour \$300.00  
Received from Commbank \$500 for July 21 event  
Received from Durham Green \$500 for July 21 event  
Received from Blue Hills Village \$500 for July 21 event  
Received from Cuttaway Hill Wines \$525 towards July 21 event  
Received from Raffle and entries fees and sales at July 21 event \$482  
Received from Brendan for sales at July Forum and Outreach \$68.90  
Received from Trybooking \$3050 - registration fees July 21 event  
Received from John, Tony, Greg \$180 - sale of Posters July 21 event  
Received from sale of a poster \$30 ( cash to be banked) from July 21 event

There are no outstanding cheques to be presented.

Paid to Roadshow \$550 for License for the Dish showing at July 21 event  
Paid to Event hire for Chairs \$220 July 21 event  
Paid to Greg Bradford \$649.16 - July 21 event expenses  
Paid to Tony Law \$88 - extra Chairs July 21 event  
Paid to Tony Law \$566.67 - July 21 event expenses  
Paid to Tony Law \$310 - Outstanding Forest Cabin Hire expenses

Paid to Henry Swierk \$70.49 Membership stationary etc expenses  
Paid to Ingleburn Lions Club \$300 – donation for providing catering at July 21 event  
Contra Payment cash \$102 to Ingleburn Lions for sponsors and presenters food requirements at July 21 event

There are is an outstanding payment to be made:

- One giant leap \$4500 for July 21 event presenters (7 people in Total)

There a number of receipts due to Macastro:

- Invoice to Campbelltown City Council for July 21 event \$1840.00 (net of contra payment for picture lamination - \$160)
- Australian Botanic Gardens – \$1000 new invoice template created and sent for completion by Tony Law on 6/8/2019 – towards July 21 event

The Number 2 Account (China) has a residual amount of \$3.64 representing sundry interest payments

We have a new PAYPAL machine cost \$90

We now have an events box of sundry materials (cones, bunting, safety vest and tape ect)

Report proposed by Barry Moore for Andy, seconded by Phil

#### **4.2 Membership:** Henry Swierk (Apologies for meeting – report by Email)

no new members since last report.

Membership at the end of June: 133 members in total including 6 Hon. 3 Assoc.

New 20 year badge. Henry has sent artwork by email

**Action:** on going.

Moved by John, Seconded by Barry, Passed

#### **4.3 Merchandise:** (reported by email from Brendon Waterhouse)

Total Monetary transactions by Merchandising. – Note sales/donations from One Giant Leap not reported fully (one cup and six pens at least though – some sale items are in treasurers receipt book)

Initial Cash Balance April 2018	\$96.00
Cash Allotted from Sales or Donations into COH	\$27.90
Cash awaiting Allotment	\$72.00
Total Cash Held by Merchandiser	\$195.90
Total cash till - Cash On Hand – (COH)	\$123.90

1 - 50 Year Event entries

- Donations - value unknown - please advise
- Sales - 6 pens
- Losses - 1 mug (info via TL), 5 misplaced pens
- Signs - only 11 of 22 reserved sign returned, 1 new Raffle and Merch sign
- Raffle tickets returned - 5 new, 3 partly used
- Giftng to guests - 10 sets - pens \*2, case\*1, mug\*1 - along with 8 beanies
- Please forward any relevant information

h) Poster sales as notified by Greg Bradford - I have not entered these at this time. Considering how to best incorporate them into the file.

2 - Orders required for out of stock items

a) Caps,

b) Beanies,

c) is there anything else the committee wish to purchase?

Report moved by Allan, seconded by Phil

#### 4.4 Forum Speakers

This month: 15th 19th Aug 2019      Dr Lee Spitler (Mac Uni + AAO) Huntsman Array

Next Month 16th Sep 2019      Marnie Ogg - "The effects of Light Pollution on Astronomy & the Environment"

Full list of future presenters is listed below

21st Oct 2019      Prof. Geraint Lewis (USYD) Cosmology

18th Nov 2019      Dr Brad Tucker (ANU)

9th Dec 2019      Fifth Annual Students Night

Early 2020      Dr Jessie Christiansen TES - NASA

18 May 2020      Dr Luke Barnes

#### 4.5 General Business

4.5.1 The Dudley Chesham redevelopment -- on going

4.5.2 "What we do" or "About Us" - Allan Hobbs - pamphlets - on going

4.5.3 Camden library (Oran park) Stargazing event on Thurs July 11, 2019. Great event 200 people. Very cold.

4.5.4 Andy has offered to keep records attendance at observing nights. Event coordinators will need to be allocated for each observing event and report those attending back to Andy for compilation. The compilation will start after Andy's knee operation. On going

#### 4.6 Regular Viewing

4.6.1 Stargard - 27 July - Good attendance

**Future dates.**, 24 Aug, 21 Sep, 19 Oct, 21 Nov, 21 Dec.

4.6.2 **The Forest** 2/3/4 Aug - Good viewing

**Future dates.** 30/31 Aug + 1 Sep, 27/28/29 Sep, 25/26/27 Oct, 29/30 Nov + 1 Dec, 27/28/29 Dec.

4.7 **Public Outreach** - current dates that are set for 2019. See website Calendar for confirmation close to date

**9-10<sup>th</sup> Aug Fri, Sat, Sun** The Forest, Belanglo International House (Students night)

**13<sup>th</sup> Aug Tues** Broughton Science Fair (1-5pm)

**17<sup>th</sup> August** Picnic under the Stars ABG (Australian Botanic Gardens) outreach (partnership with ABG)

**Action:** Tony's wife to make red covers for the lights to dim them

**7<sup>th</sup> Sept Sat** - Public Stargazing #3 at the Domes

**5<sup>th</sup> Oct Sat** - Public Stargazing #4 at the Domes

#### 4.7.1 Sun July 21 Afternoon 12:56pm, Apollo 11 to STEM and the Next Giant Leap

Apollo Event Survey Results is appended with this document. For discussion and action at the September meeting.

**4.7.2 Campbelltown Library public observing** Good report

**4.7.3 Campbelltown Trivia Night** Wed 17<sup>th</sup> July – Poorly attended 4 people only and 3 MAS people

**4.7.4 Casula Power House** night event 20/7/2019 Good viewing, over 200 people attended.

**4.7.5 Macarthur Anglican College Outreach.**

We have a request for some limited assistance. Mike will discuss this item. Help required to show students in year 10 the stars one night this year. *on going – next year 2020*

**4.7.6 Mentoring.** St Benedicts (Junior High School) and Picton High School will be requesting Mentors (24 August to commence) Declared approved – on going

#### Report tabled by Mike

Part 1. Broughton College Report prepared by Mark Brakenbury

Detailed report was submitted to committee (not repeated here). Main points are

1. Mentors generally have a positive experience with the students
2. Some issues with selection of projects and scope of projects
3. Ric (mentor) dropped out and this caused some problems with the school and projects

List of Mentors.

Mentor	Choices	Comment
Elizabeth Arcadi	Any moons project	
Ric Forster	Spectroscopy	Light pollution?
Peter Godwin	Astrophoto	Jupiters moons, other?
Phillip Kidd	Various	
Tony Law	Astrophoto	Focus on moon then take > 1 student
Dave Manning	Astrophoto	
Ned Pastor	Solar	Other?
Daryl Salmon + Stewart Grainger	Magnitude of stars	Stewart to confirm under study role. Daryl's scope is elementary. Focus on constellations/sky

#### Part 2, Picton High and St Benedicts prepared by Mike Nicholas

1. We need to ensure the mentors can offer help for the whole period.
2. Schools need to issue “do-able” projects based on mentors available and what stars and planets are in the sky.
3. Phil has made a booklet to help the selection of projects (level of difficulty).

#### Picton High School.

Andrew Tann, teacher, is gathering the projects of interest to pupils. Two months ago the interest came from 4 x year 12, 2 x year 10, 1 x year 8, 2 x year 7 pupils.

Andrew accepts we may only accept as few as 5 pupils, is willing to dismiss any remainder.

### **St Benedicts Catholic College.**

Brigitte, like Andrew, is gathering the projects of interest to pupils. She has notified them of these projects: Jupiters moons, astrophotography, light pollution, changing lunarscape, survey southern sky, magnitude is stars.

Brigitte anticipates 5 pupils. Advised to focus on quality, not quantity.

General Comments Overall.

- \* The schools commenced gathering their requirements this school term - now three weeks expired.
- \* The plan is to start with mentees at Stargard on 24 August. What possibility is there for a "Stargard" early in September, as a fallback plan?
- \* Both schools/teachers accept we may limit their numbers to as few as five each.
- \* They are advised to treat this event as an introductory- learning process, which it is for MAS.
- \* Our guideline to the mentors must include they copy the teacher on all emails to student and parent.
- \* Andrew is a science teacher, Brigitte a biology teacher.
- \* Bob Bee is prepared to give his introductory talk to the pupils this month.

**Action List:** Mike and Mark to complete and issue their latest version of the Mentors/student/teacher project Guidelines.

**Action List:** Mike recommended that Bob Bee in his introduction to the Mentorship program set a threshold of 2 or 3 outstanding emails from the mentor which if unanswered will stop the Project directly.

4.7.7 Wooglemai star gazing night request. On going for 2020

## **4.8 Members' Trips**

4.8.1 JPL July 2021 Estimate \$4000 needs to be increased. *On Going*

## **4.9 Fundraising**

4.9.1 Greg has send details to the cash for bottles and cans recycling charities donation. Three month time slot approved. Documents need have been signed. *Email from Greg below*  
*We have been approved for the "Return & Earn" program from the end of August until the end of November. Please read the instructions attached. I will enter the appropriate information over the next day or two and forward the forms. We will need two office bearers to sign the Partner Agreement (preferably digital signature). Please read the attachments. I suggest an announcement be made not before the next Forum as per the advice below. Our full name is too long for the machines displays- see below. The correct short form of society is "Soc". (They gave us all 13 locations instead of the usual 6-8).*

Final paperwork has gone in. Announcement next forum so members/public can donate to MAS.

## **4.10 Website, Facebook –**

Allan, Roger, John, Tony and Chris are moderators of Facebook – email from Roger below

*Following information received from Mike, I have abandoned the old public "Contact Us" page on the website, as errors were reported. I have replaced it with a new, simplified public page "Contact MAS" which handles e-mail without using Joomla. Please let me know if there are any further problems reported but I expect it to work.*

You will notice that I have added a new generic "schools" address which re-directs to Mike.  
I have also removed individual names from this public page thanks to scammer activity.  
Just to confirm that e-mail which is handled in Joomla on the website is untrustworthy. Please don't risk using it.  
The generic MAS e-mail addresses should be fully operational.  
I do not expect any further technical maintenance to be carried out on the now fragile Joomla site, to avoid further inconsistencies creeping in. Chris is researching WordPress website templates and plug-ins with the aim of replicating as much function from the old site content as possible, whilst refreshing the look of the site and improving administrative control.  
Newsletter sent by Allan did not go to all members from our website. Tony sent the newsletter from his own email to get the newsletter out. On going.

#### **4.11 Publicity and Secretary** report by Barry Moore

**4.11.1** Publicity for the next forum August 19th been sent to Advertiser and Chronicle.

**4.11.2** Secretary will forward minutes as soon as they are approved by committee to Roger (webmaster) for member's perusal. Ongoing item

**4.11.3** Mail box has been checked each week – nothing to report

##### **4.11.4 Attendance – July Forum**

as per sign-on book: 41 members, 6 Non-members; total 47

#### **4.12 Correspondence**

##### **Received. emails**

- Tony sent updates for July 21 including budget

##### **Sent.**

- open letter to Members from Tony Law regarding the one Giant Leap program
- Emails to Roadshow requesting a partial refund – we have a credit note I believe now?

#### **5. NEW BUSINESS (Items tabled at the meeting – to be moved into General Business next month)**

5.1 Request for "Services & Support document Form". Allan to speak on this (outreach booking and other booking Document was tabled for discussion).

**Action:** Greg to look into an editable PDF form

**Action:** Barry to prepare a better Invoice template with ALL the details (Done 6/8/19)

5.2 Received from Murray Henstock from Wiley Park Girls High School

*"WPGHS is hosting an Astronomy Night on Thursday August 15th for Science Week and We'd like to invite you and your members to join us for the evening. We had such a good time with you guys last time. Looking at the calendar it would be a night to look at the moon's surface and possibly Jupiter and Saturn."* Via Tony Law.

Committee suggested they visit our next Public night as we are unable to help them at this time.

5.3 Outreach Picton High School. New date requested: 11 September

Science teacher Andrew Tan has requested a delay to Wednesday, 11 September of the previously confirmed visit due to a mix up of event arrangements at the school.

Committee suggested they visit our next Public night as we are unable to help them at this time

5.4 Outreach Punchbowl Boys High School. 25 September. Request has been made for a night time school visit on Wednesday, 25 September by our member Mohammed Badda's wife: Intessar Tlais, Head Teacher Science Punchbowl Boys' High School, Kelly Street Punchbowl 2196

Committee suggested they visit our next Public night as we are unable to help them at this time.

**6. NEXT COMMITTEE MEETING:**

7.30pm Mon September 2<sup>nd</sup> 2019 at Allan Hobbs, Durham Green Retirement Village, 153 Menangle Road, Menangle.

**7. CLOSE OF MEETING 10.05 pm**

Typed by Secretary, Barry Moore on 5/8/19, edited 6/8/19

Approved by Allan Hobbs Date 2/9/19

# Apollo Event Survey Results - Summary

## The (Very) Good....

*This document summarises and combines results from two surveys – one for members and one for non-members.*

- *Very good survey response rate - 53% of members attending, 49% of non-members attending. Approx 28% of the total attendance.*
- **96% of respondents rated the event as Excellent or Very Good.**
- *Pricing of the event was considered appropriate by 61% of respondents. 6% considered it too expensive, (including 11% of the members responding) while 33% overall would have been prepared to pay more.*
- *The vast majority - 85% - thought the length of the event was "About Right", 15% said it was too long.*
- *Morning Sessions (Panel, short films & The Dish) were rated Excellent or Very Good by 81% of all respondents*
- *Afternoon Speaker Sessions were rated Excellent or Very Good by 83% of all respondents*
- *Selection of positive comments*
  - 
  - *Brilliant*
  - *Can't improve on perfection*
  - *Speakers very engaging*
  - *Excellent program*
  - *Engrossed the whole day.*

## The Bad.....

- *Food service provided by Ingleburn Lions was less well received. Only 24% of respondents rated it as Excellent or Very Good, 28% rated it as Good 23% rated it as Fair or Poor. 26% did not buy food. Respondents appreciated that this service was provided by volunteers, but several comments were made about poor food selection, poor vegetarian options, lack of healthy options, but mostly, slow service and long queues.*
- *Selection of negative comments received about the following issues:*
  - *Poor audio*
  - *Photographers were annoying*
  - *Talks were not technical enough*
  - *Not enough volunteers*
  - *Cold in the theatre*
  - *Couldn't easily swap between talks - not synchronised.*
  - *Did not like having to choose between speakers*
  - *Not enough food vendors*
  - *No coffee van*
  - *No concession pricing*
  - *MC management of Q & A*
  - *Event felt rushed*
  - *No coffee at the lunch break*
  - *Did not like the seating area for lunch*
  - *Car park was "like the surface of the moon"*



## And the Utterly Ridiculous....

Disliked:

"That it was all the way out in Campbelltown" (non member)

Venue:

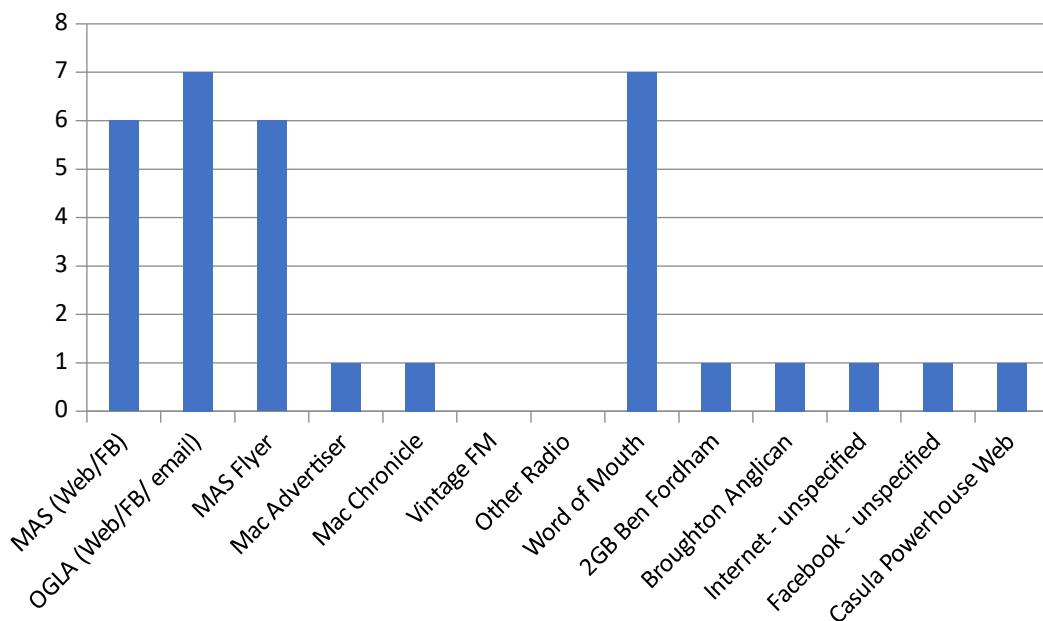
"The theatre is not well designed. People sitting on the left quarter of the room have to look at the screen at an angle. The entrance walkway should be removed and turned into tiered seating. A new entrance needs to be installed on the right side where visibility of the screen is poor. The architects got it wrong!" (non member)

The Dish:

"The Dish being on TV the night before so the screening of The Dish maybe shouldn't have happened." (non member)

## Advertising Value: Information is far from conclusive...

### Where did you hear about the event? Non-members only



### Flyers breakdown:

One each from Oran Park Library event, Campbelltown Library event, Campbelltown Winterfest, 3 not specified. It appears Flyers produced 18% of non members attending - approx 27 people if extrapolated to the full non member attendance. Cost/benefit of flyers should therefore be reviewed. Cost of flyers & A4 posters (printing only) \$563.45. Max revenue from that number of tickets - \$560.00. Situation may have been very different if the Public Night in June had not been cancelled due weather.

It should also be noted that Campbelltown Council **failed to publicise our event** on Council and Library Websites as per their own sponsorship agreement.

### But there is hope... the best comment:

What an excellent program and line up of speakers you had! The content was relevant to adults AND also to children with a genuine interest in space. I brought along some very young children and they appreciated the event - (most things that include children tend to be dumbed down for their age group; children with a deep interest don't want things dumbed down). At the same time, the presenters all spoke in everyday language, so there was no technical jargon that prevented people of all ages from understanding. It was also excellent that the presenters encouraged and complimented the children for asking questions and being engaged. There were no children that had immature questions or behaviour - I saw such engaged children! That said, it was a bit

*disappointing to see so few people attend, given the great line up you had. While you had an agenda, it possibly missed a bit of marketing in how you used words - you have an exciting, event, with amazing speakers.... I felt that you had reached out to and were speaking to the converted eg. your Macarthur society members/One Giant Leap (who did a great job), but you could / should / ought to draw a larger crowd - there are many, many more people that would be genuinely interested and they have missed a great event.*

**From a non-member**

### **Members rating of previous events:**

*Previous events, both "Evening with the Stars" and "Space Rocks" were rated as Excellent or Very Good by 94% of the members surveyed who attended the events. The Apollo event compares favourably with 100% of members responding Excellent or Very Good.*

### **Suggested points to think about when planning the next major event....**

*Definition of Insanity: Doing the same thing over and over again and expecting a different result.*

- *Consider the number of speakers in the same event. Did we have an option to take only some of OGLA's speakers, or was it an "all or nothing" job lot? Taking only some of the speakers may not have even been thought about this time, but with the benefit of hindsight, fewer speakers could have improved the day by making it less rushed, and increased the length of time available for the selected speakers. (Several comments related )*
- *MAS needs to be realistic about the number of tickets we expect to sell. If we couldn't get more than 200 for this event, with all the hoopla surrounding the anniversary, what hope have we got! This should surely be regarded as the maximum number we are ever likely to achieve for future planning purposes. Unless we suddenly figure out how and where to better publicise / promote our events. One member commented: "The idea that these events engage the local community is now dead and buried!"*
- *Try Booking database from this event should be used as basis for direct email campaign for the next event. At least we know they might be interested, and email is free.*
- *Carefully consider use of multiple lecture theatres in future. Adds complexity, potential for confusion, and increases the number of volunteers needed to run the event. Some people commented that they did not want to have to choose between speakers, one member did not feel that the timings facilitated easy swapping.*
- *Reconsider provision of food service. The support of the Ingleburn Lions Club truly saved our bacon on this occasion, since we had advertised that there would be food. However, a significant number of respondents (26%) rated the food service as Fair or Poor, and 24% did not use it at all. Food allergy issues & dietary requirements make food service a nightmare these days, and people are just getting very, very fussy.*

*Since food trucks do not consider relatively small events worth attending, perhaps we should look further at boxed lunch or similar catering as an extra ticketed item - people could purchase ticket only or ticket plus lunch for a higher price. Alternatively, we just save ourselves all the bother, and do not provide food for a similar full day event, simply advertise it as BYO food.*

- *There were three specific comments received that the numerous photographers were annoying, particularly during the panel discussion .*

- *It is really not worth trying to sell MAS specific Merchandise at a public event like this. Members have plenty of other opportunities, and the general public is just not interested. Only one mug was sold. Not worth the bother of transporting the stock. (KB personal comment.)*