

2024 ANNUAL GENERAL MEETING

PRESIDENT'S ADDRESS BY MS ANGELA LOW

Good evening, Ladies. On behalf of your PrimeTime Board, it is my pleasure to welcome you all this evening.

As we reflect on the past two years, it is with great pride and gratitude that I present the President's Report, highlighting the 2022-2024 Executive Board's collective achievements and strategic initiatives.

In 2022, our board faced challenges as we began our term without a full roster of leaders. Fast forward to 2024, and unfortunately, we find ourselves concluding our term under similar circumstances.

2023 brought significant changes to our board - Vice President Susan Rogers stepped down due to work commitments, leading to Julie Kenny and Megumi Yoshinaga stepping in as 1st and 2nd Vice Presidents, respectively. Additionally, Alison Cowan and Esther Benschop took over from Fernanda Parker and Tavy Cussinel in the Marketing Team, while Ana Sulaiman succeeded Shannon Pinto as Membership Director. The Events team also experienced shifts, as Anna Ong relocated from Singapore. Despite our focused efforts, some roles remained vacant, necessitating several of us to fulfil dual, and for some, even triple responsibilities. This was not easy, but together and with tenacity and passion for PrimeTime, we pulled it off.

Although we had a lean team, I'd like to express my sincere thanks to each Board Director as well as their supporting teams that saw their roles through to the end and are here to ensure we successfully pass the baton and legacy of PrimeTime over to the new incoming board. I am grateful for their energy, passion, and dedication, which is given 100% voluntarily and requires time away from their work and personal lives.

It's worth noting that last year's AGM saw a change in our constitution to transition from a two-year term to a one-year term, aimed at preventing burnout among our board members

and volunteers. A situation we did not want future board members to have to face; as we are after all an organization devoted to empowering women to reach their highest potential. This cannot be achieved at the cost of their health and wellbeing.

Below are some highlights for the year and more detailed director reports which will provide insights into what we have achieved.

1. STRATEGIC PILLARS

Aligned with our commitment to excellence and innovation, the 2022-2024 board adopted four strategic pillars to guide our organization's growth and impact:

- Maximize Engagement
- Achieve Operational Efficiency
- Become a Partner of Choice
- Drive a Purposeful Evolution for Our Non-Profit

These pillars serve as the cornerstone of our mission and vision, shaping our efforts to empower women and drive positive change in our community.

- a) **Maximize Engagement:** We recognize the importance of fostering a vibrant and inclusive community where every member feels valued and supported. Our Events Team has orchestrated over 70 diverse events, catering to various interests and preferences. From professional development sessions to wellness-focused activities like sunrise yoga and plant-based food workshops, there has been something for everyone.

Responding to community desires, we have integrated quarterly "networking" and "socializing" events to foster connections. We have also proactively prepared our members for the future with AI-related sessions. Addressing burnout and mental health concerns remains a priority, supporting overall wellness.

Cultural experiences like "An Authentic Culinary Journey into Singapore's Rich Heritage" add a unique flavor to our line-up, celebrating diversity. Additionally, our community feature in Glue Up facilitates one-on-one connections, allowing women to engage directly with each other to build long-lasting business relationships.

- b) **Achieve Operational Efficiency:** Operational excellence is essential for the sustainability and growth of our organization. With this in mind, we have prioritized initiatives to streamline processes, optimize resource allocation, and leverage technology to enhance efficiency across all aspects of our operations. This included implementing a new website in 2022, transitioning to Glue Up as our CRM system in 2023, and adopting Google Workspace for all volunteers in 2024.

Despite the challenges, we achieved a 100% implementation rate, streamlining membership management, event coordination, and community engagement. These efforts have significantly improved our operational effectiveness, allowing us to better serve our members and stakeholders.

- c) **Becoming a Partner of Choice:** Collaboration stands as a cornerstone in achieving our mission and extending our influence. Over the past two years, our focus has centered on forging strategic alliances with organizations, businesses, and individuals who align with our values and objectives. These partnerships have enabled us to broaden our reach, access new resources, and offer enhanced opportunities for our members.

Whilst our endeavors in securing partnerships may not have met our expectations in 2023, notable progress has been made and we remain steadfast in nurturing robust partnerships and sponsorships to benefit our members and volunteers. Our continued collaboration with the Singapore Council of Women's Organizations (SCWO) and their affiliates ensures that PrimeTime members stay abreast of SCWO events through our Partner Events page, enriching our community and facilitating valuable networking opportunities. Moreover, our enduring partnerships with AmCham and the American Association of Singapore underscore our commitment to providing tangible benefits

for our members and volunteers, fostering professional growth and development opportunities. We extend our heartfelt gratitude to our venue partners, including Smart News, The Hive, and The Great Room, for their unwavering support in hosting our events and meetings. Their generosity has provided us with convenient and conducive locations for our monthly Board meetings and events, enhancing the overall experience for our members.

Many members have taken the leap and become partners as well by generously offering discounted tickets and programmes from their own businesses, enhancing the PrimeTime experience for everyone. Their generous spirit not only fosters camaraderie within our community but also enriches the PrimeTime experience for all members. We are confident that such developments will continue to strengthen our community and cultivate a culture of support and collaboration.

- d) **Drive a Purposeful Evolution for Our Non-Profit:** As a non-profit organization, we are dedicated to continuous growth and evolution to better serve the evolving needs of our community. With the implementation of the Glue Up CRM system, we have unlocked new opportunities to harness the power of data for strategic decision-making and stakeholder engagement.

Through meticulous data analysis, we have gained invaluable insights into our membership base, event preferences, and community dynamics. This newfound understanding has empowered us to make informed decisions, tailor our offerings to better meet the needs of our members and enhance the overall PrimeTime experience.

By embracing change and innovation, we are embarking on a journey of purposeful evolution, ensuring that PrimeTime remains relevant, responsive, and resilient in an ever-changing landscape.

2. FINANCE

At the last AGM, we made significant changes to our constitution, transitioning our Annual General Meeting (AGM) to the month of May and aligning our financial year from January to December. This adjustment ensures that both incoming and outgoing boards share equal responsibility for budget management as each board term now runs from July to June the following year.

We successfully maintained our membership income and continued to deliver high quality events ensuring that our members received the utmost value from their PrimeTime experience. Despite the absence of programme revenue in 2023, we managed to minimize our year over year (YOY) losses to about \$4K vs \$28K from the previous financial year, through prudent spending and careful financial management.

Our Treasurer, Florence Bostyn, will provide further details shortly, elaborating on our financial performance and strategies moving forward.

3. MEMBERSHIP

Throughout 2023, PrimeTime underwent a period of transition in its membership landscape, influenced by external factors such as rising rental costs and legislative changes affecting expatriate families in Singapore. While the organization welcomed over 90 new members, there was a notable decline in the membership renewal rate from 50% to 30%. Despite this challenge, the overall membership numbers remained stable, with minimal impact on income.

As a board, we prioritized data-driven decision-making by harnessing insights from Glue Up to conduct a comprehensive demographic analysis. This analysis provided valuable insights into our member base, prompting a reassessment of our membership strategy. We recognize the importance of attracting and retaining younger members as well as local Singaporeans to ensure the long-term sustainability of our community.

While the absence of a dedicated Membership Director presents a challenge, we are optimistic about the incoming board's ability to address this need. We call upon the incoming

board to develop comprehensive recruitment plans informed by data insights and tailored to meet the diverse needs of our members - both small business owners/entrepreneurs and professional career women alike.

4. EVENTS

Our Events Team has been the cornerstone of PrimeTime's vibrant community, curating an impressive line-up of nearly 70 events throughout 2023. Their dedication to providing diverse and enriching experiences reflects our commitment to empowering women from all walks of life.

From insightful masterclasses like "AI Chat Masterclass: Your Guide to Success" to cultural experiences such as "An Authentic Culinary Journey into Singapore's Rich Heritage," our events cater to a wide range of interests and preferences. Whether you are interested in professional development, wellness, or simply connecting with like-minded individuals, there is something for everyone in our calendar.

Listening attentively to the desires of our community, the Events Team has integrated more "networking" and "socializing" events, fostering connections and camaraderie among our members. We held our very first Speed Networking event earlier this year and there are plans to organize another session in the second half of the year. Wellness and personal development are also a key focus - evident in events like "Sunrise Yoga at the Botanic Gardens" and "Making Mental Health A Movement in 2024," underscoring our commitment to supporting the holistic well-being of our community.

In addition, previously taboo topics and issues affecting women today, such as "Exploring the Interplay of Sex, Money and Power!", "The Truth About Love: Strategies for Finding Lasting Connections" and even topics on menopause are openly discussed. These thought-provoking discussions provide members with valuable insights and perspectives, empowering them to navigate various aspects of their personal and professional lives with confidence and resilience.

The tireless efforts of our Events Team have not only enriched the PrimeTime experience for our members but also reinforced our position as a dynamic and inclusive professional community. We extend our sincerest appreciation to the Events Team for their dedication and hard work in curating an exceptional calendar of events that cater to the diverse needs and interests of our members.

5. PROGRAMMES

Throughout 2023, our Programmes Team remained steadfast in their commitment to supporting the personal and professional growth of our members. Despite limited resources, the Team successfully delivered the Leadership Programme which just ended in April 2024. Feedback from participants highlighted the value of the programme's personalized approach, reaffirming its significance in nurturing leadership excellence within our community. Plans are underway to revive Coaching and Mentoring programmes for 2024, recognizing their vital roles in member empowerment and career support.

In addition to our core development initiatives, our Outreach efforts remained a cornerstone of our community engagement. Participation in events like beach clean-ups and charity walks showcased our commitment to social responsibility. Notable highlights include an Entrepreneurial Workshop for the youths of our adopted charity - Chen Su Lan Methodist Children's Home, fostering essential skills for future success. The Make a Wish Christmas Initiative for the children at Chen Su Lan Home further exemplified PrimeTime's spirit of giving, bringing joy to children in need.

Julie Kenny will share more about these achievements and the meaningful difference they've made in the lives of both our members and the broader community.

6. MARKETING

A noticeable transformation within the 2023 Board has been the Marketing Team. If you have been following us closely on social media, you would have witnessed the changes first-hand.

They have played a pivotal role in enhancing the organization's visibility and engagement. Their efforts began with a meticulous refinement of PrimeTime's Mission and Vision. They have actively promoted member events and continuously fine-tuned communication channels for optimal effectiveness. One big difference is the strong emphasis on member engagement, showcasing members in the spotlight, offering exclusive benefits, and highlighting PrimeTime's unique value proposition.

Through these initiatives, the Marketing Team has significantly expanded PrimeTime's reach, deepened member engagement, and reinforced its position as a vibrant and inclusive professional community.

Alison Cowan and Esther Benschop will share a more detailed report shortly.

IN CONCLUSION

As my tenure as President comes to a close very soon, I am deeply grateful for the privilege of serving PrimeTime over the past two years. The organization stands as a testament to the collective dedication and contributions of countless volunteers, both past and present, who have tirelessly worked to uphold its mission.

We are indebted to the trailblazing women, including our esteemed Founder Juanita Woodward, whose vision and perseverance laid the groundwork for PrimeTime nearly three decades ago. Their legacy inspires us to continue building upon their legacy of empowerment and community.

I extend my heartfelt thanks and gratitude to every member, volunteer, and partner who has played a role in shaping PrimeTime's success. Your unwavering support and commitment have been the cornerstone of our achievements.

As we transition to the incoming 2024/2025 Executive Board and their team of volunteers, I have full confidence in their ability to lead PrimeTime with the same passion and dedication. Together, let us continue to champion empowerment and upliftment, ensuring that

PrimeTime remains a beacon of inspiration for many professional and business women to come.

Thank you.