Lake Macquarie Business

Membership Board Report

As at 5 November 2026

Current FY 2026-27 · Previous FY 2025-26

Membership Management & Growth portfolio

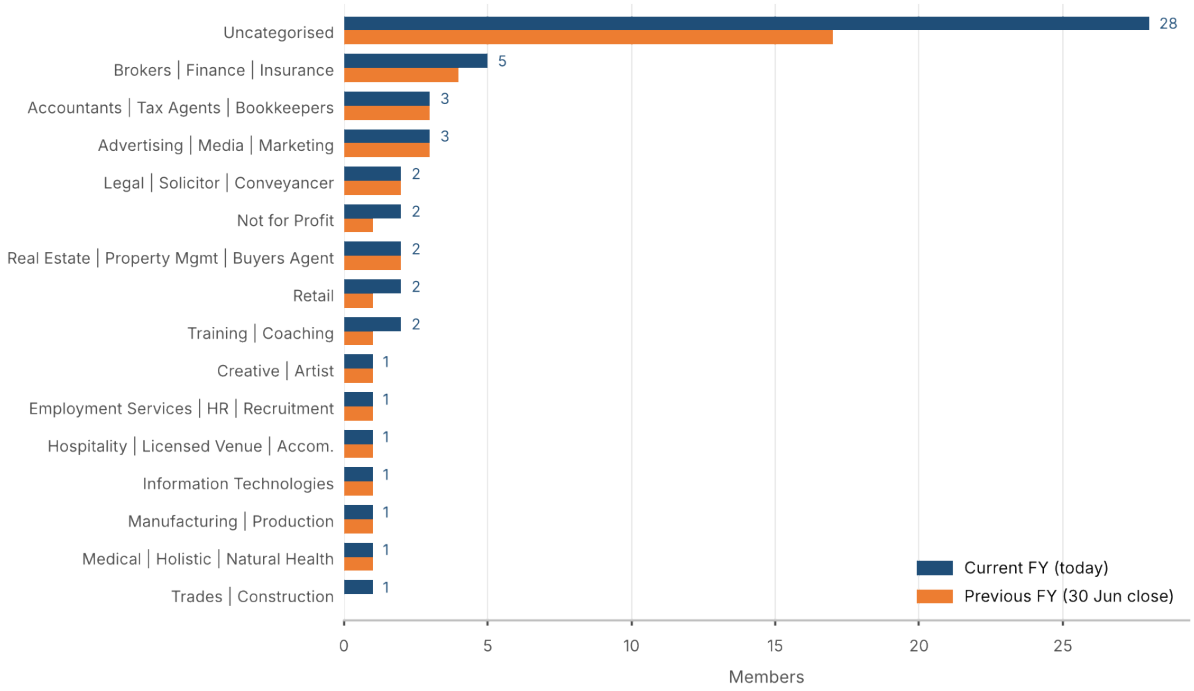
56	+16	58	7	$2,725
Current members	New members this FY	Prospects being worked	Renewals due in 30 days	Payments received this FY

Financial Year Summary

Metric	Current FY	Previous FY
Members at 1 July	40	0
Members now / at FY end	56	40
New members during FY	16	40
Lapsed during FY	0	0
Net change	+16	+40
Payments received	$2,725	$4,795

Current FY is 4 months old; Previous FY figures are for the full year.

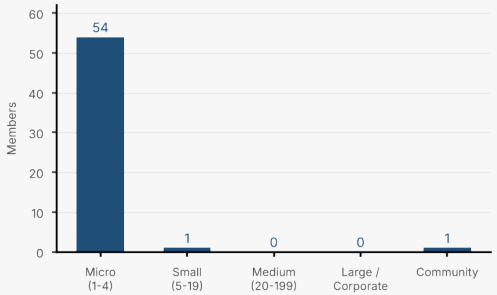
Current Membership Mix by Industry Category



New metrics in development

Two new tracking metrics have been added to the workbook - shown here as soon as there's data to plot.

Members by Size (best guess from fee paid)



Members by Postcode

0 of 56 current members have a postcode on file yet.

Table and chart are built and ready in the workbook, covering all 18 Lake Macquarie postcodes - they'll populate as data is added.

0 / 56 members with postcode captured

Lake Macquarie Business

Audience & Reach Report

Mailchimp snapshot, November 2026

Last 30 days compared with the previous 30 days

Membership Management & Growth portfolio

967
Total contacts
+1.04% vs previous period

678
Email subscribers
-1.6% vs previous period

+10
Net subscriber growth (30 days)
+400% vs previous 30 days

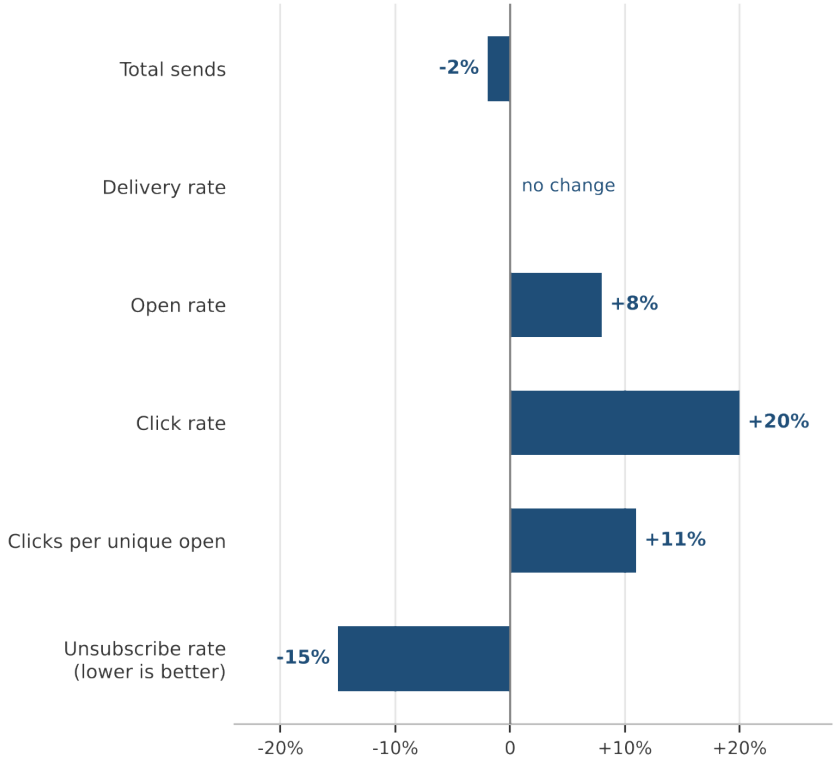
19
New subscribers, last 90 days

Email Performance (last 30 days)

Metric	Last 30 days	Change
Total sends	10,236	-2%
Delivery rate	99.9%	no change
Open rate	24.7%	+8%
Click rate	1.4%	+20%
Clicks per unique open	5.6%	+11%
Unsubscribe rate	0.15%	-15%

Bot-filtered data. A lower unsubscribe rate is the favourable direction.

Change vs Previous 30 Days



Reach at a glance

Share of contacts subscribed to email

678 of 967 contacts (70%)

Messages sent

10,236 emails sent in the last 30 days, 99.9% delivered

SMS is not set up yet; all reach shown is email.