

# Wellington Young Professionals Annual Report 2025



# President's Summary

It has been an absolute honour to serve on the Wellington Young Professionals (WYP) committee for the past few years. I'm incredibly proud of what we've achieved together, and the past year in particular has been full of growth, connection, and resilience.

Our Monthly Networking Drinks have continued to thrive as valued events in the community, during a time that continues to be marked by career and economic uncertainty across Wellington. These gatherings have offered a consistent and supportive space for professionals to connect, share advice, and navigate change together. It's been heartening to see how these events have fostered genuine friendships and a strong sense of community.

We were also thrilled to host a successful event in collaboration with Milford Asset Management, bringing together young professionals for an evening of learning, networking, and inspiration. Looking ahead, we're excited to partner with BNZ for another event in October, and we can't wait to see you there!

This year hasn't been without its challenges. I was unwell and spent about a month in hospital. I want to extend my deepest gratitude to the entire team for holding down the fort and keeping things running smoothly. Your support meant the world to me.

We're welcoming new committee members: Mastine, Clark, Darsha, and Sonali. We're so excited to have you on board. Along with this, I want to thank Martha and Aashna for their fabulous work.

A special thank you goes to Jasper Masters, our Treasurer, who has played a critical role in maintaining WYP over the last three years. Jasper is stepping away from the committee as his personal and professional successes are calling for more of his time and focus. We're incredibly grateful for his dedication and wish him all the best in this exciting next chapter. Jasper is passing the baton to Sonali Shah, who joins us as our new Treasurer, welcome, Sonali!

We're also saying farewell to our Vice President, Sophie Dalmuir, who is moving on after more than five years of service to WYP. Sophie has held key roles including Marketing & Communications, Vice-President, and President, and her contributions have shaped WYP into what it is today. With exciting things happening in her life, Sophie is ready for her next adventure. Thank you, Sophie, for your passion, commitment, and leadership, you'll be missed!

As we look ahead, we're continuing to work on our operational strategies to strengthen our governance and ensure we remain sustainable and responsive to our members' needs.

To our members and non-members who attend our events and bring such great energy, we thank you and appreciate your time. To our amazing presenters and sponsors, and especially our regular host, The Arborist, thank you for sharing our passion for supporting young professionals in Wellington and for being such a welcoming venue for our events.

Here's to more exciting opportunities, meaningful connections, and plenty of great times ahead. Let's make the next year even better, cheers to what's to come!

Jareen Fahmi  
**President**

# Our Members and Partners

Annual memberships: **81**

Quarterly memberships: **19**

At the time of writing, membership stands at a total of **100** members, which is an exciting milestone to reach again, after hitting this target last year and the year before.

In July of this year the committee convened for a Strategy Day. Many great ideas around our sponsorship model emerged and some key actions were taken.

- We defined our funding sources; partner sponsorship, membership fees (intended to cover the cost of members only) and fundraisers. To my knowledge no fundraising effort has previously been made by WYP but hosting a bake sale or similar is a potential option.
- A Strategy Prospectus has been developed. This showcases WYPs purpose and ambition, our value proposition to members, how sponsors can help and what their sponsorship supports. Once this is finalised, we will present this to potential sponsors by way of introduction and
- A refresh of member benefits was mapped out. Previous partners who offered member discounts will be re-engaged to foster the existing relationship, such as Les Mills. Branching into different industries, such as food and beverages, is our next goal. This would look like a coffee shop(s) that offers discounted prices to our members.
- Introduce tiered sponsorship. To provide more structure and incentive for our partners. Organisations who provide higher amounts of funding receive more benefits, and are titled accordingly; foundational, executive, legacy in increasing order.

We developed a promising new relationship with Milford Asset Management this year. We co-hosted an extremely successful event with a panel of their speakers that resonated with many of our members and non-members who attended. This will be the first company we approach with our new Strategy Prospectus.

We are grateful to continue our partnership with The Arborist this year, where we run our monthly drinks at no minimum spend. We are still aiming to strengthen our previous partnerships with some of our former sponsors, such as Stephanie Murray Mortgages, through co-hosting a First Time Home buyers event. For the coming WYP year, our aim is to reach a partnership agreement, stipulating an annual financial contribution and 1+ sponsor-led event, with one new and one previous sponsor.

We are grateful to our members and partners who continue to support WYP to ensure we can deliver valuable and fun events for young professionals in Wellington.

# Communications and Marketing

Facebook page followers: 4,053

LinkedIn page followers: 1,255

Instagram page followers: 55 followers

At the time of writing this report, we currently have 5,300 followers across our three social media pages on Facebook, Instagram and LinkedIn. This time last year we had the same amount of followers across our three social media pages, showing almost no growth in our following. However, we have doubled the number of Instagram followers since the launch of our Instagram account last year.

Aashna Kumar has stayed onboard as our Marketing and Communications Manager since May 2024. Aashna has pursued her undergraduate and postgraduate studies in the communications field. She has honed a variety of communicative strategies to effectively promote events on our social media channels, utilising her finely tuned social media skills.

Social media is an integral part of how we promote our events and membership offerings to our current and potential members. It also enables us to ensure that we are effectively supporting and promoting our sponsors, who are key to our continued growth and success as a not-for-profit organisation. We recognise that the stagnant number of followers on our social media accounts this year compared to last year is a reflection of the limited variety of events we hosted last year.

The launch of our Instagram page last year has allowed us to engage further with our audience to provide prompt updates about upcoming events. We have enacted stories to engage with audiences in a more immediate and simplistic manner to send out reminders for upcoming events. Instagram has allowed us to adjust and transform our communication strategies to place us in a better position to stay connected with our members, potential new members and sponsors.

Another important form of marketing is our regular email newsletters that we send out to our mailing list of 285 people via MailChimp. Mailchimp is a great tool that provides data about effectiveness of our email campaigns and is key to reaching out and connecting with our current and potential members about current and future events.

As a committee, we remain open to alternative forms of communication to help engage with our target audiences effectively in the future. Before implementing new forms of communication and marketing platforms, we will thoroughly consider the impact on our current and potential



members. Moving forward as a committee, we will continue to develop and implement the best practices to effectively run and promote our events to our sponsors and members.

Aashna Kumar

**Marketing and Communications Manager**

# Committee

The Committee is currently comprised of the President (Jareen Fahmi), Vice President (Sophie Dalmuir), Secretary (Mastine Dube), Treasurer (Jasper Irvine), Marketing and Communications Manager (Aashna Kumar), Sponsorship Manager (Matha Fehily) and two Events Managers (Clark Ragay and Dasha Allan Thomas).

The WYP rules require the Committee to be made up of a President, Vice President, Secretary, and Treasurer as well other roles at the discretion of the committee. It is not necessary for the remaining candidates to stand for any specific role.

We note the current committee structure comprises the above compulsory positions, and the following discretionary positions:

- Marketing and Communications Manager;
- Sponsorship Manager;
- Membership Manager; and
- Up to four Events Managers.

This year the committee recommends that there will be two changes to the current structure. At least one current committee member must remain on the committee from year to year to comply with the rules.

Jasper Irvine will be stepping down as Treasurer and Sophie Dalmuir who will step down as Vice President. We plan to fill these 2 vacancies at the AGM. All other committee members have expressed an interest in remaining on the committee.

If you are interested in joining the committee, please complete the nomination form which accompanied our notice of AGM and email a copy to **[president@wyp.co.nz](mailto:president@wyp.co.nz)**.

# Financials

The fiscal year ending 31 March 2025 has been a challenging one for Wellington Young Professionals, resulting in a **net loss of \$829.83**. This represents a significant increase from the \$239.44 loss recorded in the prior year and warrants a careful review of our revenue and expenditure.

The primary driver of this result was a substantial decline in total revenue, which fell from \$2,354.57 in FY24 to \$1,890.28 in FY25. This was almost entirely due to a sharp drop in Event Revenue, which decreased from \$380.00 to just \$40.00 year-on-year. While Membership Revenue remained our core income stream, it also saw a slight decrease to \$1,770.00.

Compounding the revenue shortfall was a slight increase in expenses. The Cost of Sales, which is composed entirely of Event Costs, rose to \$2,171.52. This created a situation where our events, a key engagement tool, are operating at a significant loss. Total Operating Expenses also increased from \$500.70 to \$548.59, driven by new costs for Refunds (\$240.00) and increased Advertising (\$69.75).

The impact of this operational loss is reflected in our Balance Sheet. Total Assets have decreased from \$6,962.39 to \$6,146.00, reducing our cash reserves. Consequently, our Net Assets (Equity) have fallen by the exact amount of the yearly loss to \$6,132.56.

Looking ahead, the committee's focus must be on returning to a position of financial stability. A strategic review of our event model is critical to ensure that events are, at a minimum, cost-neutral. Exploring new revenue streams and sponsorship opportunities will be paramount to covering our operational costs and rebuilding our financial reserves in FY26.

WYP's performance has been tracking as follows (rounded to whole numbers):

2025: \$830 deficit

2024: \$239 deficit

2023: \$17 surplus

2022: \$53 deficit

2021: \$459 surplus

2020: \$3,114 (restated) surplus

2019: \$803 deficit

2018: \$3,440 deficit

2017: \$563 deficit

## Profit/Loss

**For the year ended 31 March 2025**

	2025	2024
Trading Income		
Event Revenue	\$40.00	\$380.00
Interest Income	\$80.28	\$159.57
Membership Revenue	\$1,770.00	\$1,815.00
Total Trading Income	\$1,890.28	<b>\$2,354.57</b>
Cost of Sales		
Event Costs	\$2,171.52	\$2,093.31
Total Cost of Sales	\$2,171.52	\$2,093.31
Gross Profit	-\$281.24	\$261.26
Operating Expenses		
Advertising	\$69.75	<b>\$12.00</b>
Bank & Paypal Fees	\$85.74	\$148.24
Entertainment	\$45.48	\$198.94
Income Tax Expense	-\$44.68	-
Refunds	\$240.00	-
Website Domain Expenses	\$152.30	<b>\$147.77</b>
Total Operating Expenses	\$548.59	<b>\$500.70</b>
Net Profit	-\$829.83	<b>-\$239.44</b>



## Balance Sheet

**For the year ended 31 March 2025**

	31 Mar 2025	31 Mar 2024
<b>Assets</b>		
Bank		
Kiwibank Online Saver	\$1,615.25	\$2,727.45
PayPal	\$3,101.76	\$1,497.50
Petty Cash	\$4.46	\$1.23
Kiwibank Cheque Account	\$1,357.37	\$2,691.53
Total Bank	\$6,078.84	\$6,917.71
<b>Current Assets</b>		
Withholding tax paid	\$67.16	\$44.68
Total Current Assets	\$67.16	\$44.68
Total Assets	\$6,146.00	\$6,962.39
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Accounts Payable	\$13.44 -	
Total Liabilities	\$13.44 -	
Net Assets	\$6,132.56	\$6,962.39
<b>Equity</b>		
Current Year Earnings	-\$829.83	-\$239.44
Retained Earnings	\$6,962.39	\$7,201.83
Total Equity	\$6,132.56	\$6,962.39