

# Member Protocols

## ELIGIBILITY FOR MEMBERSHIP

- Any business currently operating in the Manningham area, or wishing to conduct business in the Manningham area.
- Membership is in the name of the Business.
- One person from the business will be recorded as the key contact person in respect to the membership and the person who will attend most MBN meetings and events.
- This contact person may be the business owner or a nominee of their choice from within the business.
- Unlike some other networking groups, there is no 'exclusivity' of profession and/or industry. (In other words, there may be multiple coaches, bookkeepers, financial planners and so on within the MBN membership.)
- Anyone involved in Multi-Level Marketing (MLM) businesses are not permitted to be members if the purpose of their joining MBN is to build that specific MLM business

## CONTACT WITH OTHER MEMBERS

- Members are encouraged to connect with each other outside of MBN events for the purpose of building trusting relationships. These may or may not lead to direct and/or referral business.
- We encourage all members to make contact with at least 2 to 4 other members per month, especially when first joining MBN. This may be simply by phone calls and/or coffee catch-ups. If a member has an office or shop front, it is ideal to take the opportunity to visit them at their business location.
- Contact details provided by members on joining are public information. These are readily available on the MBN web site and the Members' Information Table at Business Connections.
- Naturally, by agreement, members may exchange other contact details with each other as a result of their conversations.
- Specifically, members are not permitted to add other members to their communication distribution lists without the other member's specific and explicit permission.  
This includes:
  - Bulk text messaging
  - Bulk emails / newsletters
  - Bulk postal delivery of flyers, brochures and promotional material of any types

### **Manningham Business Network Inc.**

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## REFERRALS

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- **Giving other members referrals**

- ▶ There is no requirement that members refer business to other members.
- ▶ MBN holds a belief that referrals between members will occur 'organically' as a result of getting to know each other and building trusting relationships.
- ▶ We know from history and members' experiences that those who receive the most referrals are those that invest the most time and energy in developing strong relationships with other members.

- **Receiving referrals from other members**

- ▶ It is expected members follow the common business courtesy practice of letting your referrer know the outcome of the referral and thanking them in whatever manner you feel is appropriate.

## MEMBERS AS FEATURED SPEAKERS

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- **Business Connections**

- ▶ Aside from our Partners (who are also MBN members), we encourage members to be a featured speaker at our Business Connections.
- ▶ Our Business Connections are one of our key opportunities to attract new members. Because of this, speakers at Business Connections must be engaging, very experienced in speaking with a live audience, and have expertise in a content area that is relevant and appealing to a wide range of business-people.

- ▶ Members who believe they fully fit this criteria are welcome to submit a proposal to the committee for consideration.

It must detail:

- Your speaking experience
- Your topic and the key take-away messages for the audience
- How you will engage and get interaction with the audience
- Some testimonials from people who have engaged you as a speaker
- A link to a video of you speaking live at an event

## DISTRIBUTION OF MEMBERS' PROMOTIONAL MATERIAL

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- **Members' Information Table – at Business Connections**

- ▶ Members may bring their business cards and promotional brochure to any Open Meeting and place it on the Members' Information Table.
- ▶ Please note: it is each member's responsibility to provide the most up to date information about their business

and replenish their materials as necessary.

- **Business Connections – Member/Guest Tables**

- ▶ It is strictly not permitted for members to place their business cards or any promotional material on the tables where members and guests sit for the meeting.

Information on these tables is restricted to:

- ▶ Information about MBN and forthcoming events
- ▶ Information from the Guest Speaker
- ▶ Information from our Partners

## PROMOTING MEMBERS' EVENTS ON SOCIAL MEDIA

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- As a Member benefit, Members are strongly encouraged to submit short, relevant and valuable articles to [admin@mbn.asn.au](mailto:admin@mbn.asn.au) for consideration to be published on the MBN Newsletter.
  - The article must demonstrate your expertise and provide the reader with tangible, specific information that may prove valuable to them and their business.
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- When published, the article will include your name, your business name and a photo you supply (your photo, your logo or another photo that relates to your article).
  - Submitted articles that strike the reader as primarily a 'sales pitch' will not be published.
  - MBN will support members by promoting their events on our Facebook Page. Information about your event (date, time, location, purpose) should be sent to [admin@mbn.asn.au](mailto:admin@mbn.asn.au).

## ATTENDANCE AT EVENTS

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- **When attending**

- ▶ As room set-up and some form of catering is arranged for all MBN events (and therefore costs are involved), Members are required to register/book for each event they commit to attending. This includes registering for:
  - Monthly Business Connections
  - Monthly Members' Forum
  - All other MBN events
- ▶ Registration/booking is via our web site ([www.mbn.asn.au](http://www.mbn.asn.au)) at any time an event is listed there.
- ▶ Invitation and reminder emails for each event are sent to members leading up to the event and includes a clickable link to the web page to register.

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- **When not attending**

- ▶ Please – we ask Members to advise of their non-attendance. This is a courtesy to your fellow members, and to the committee who set-up and arrange catering for each event. (This includes when you receive an email invitation and you know immediately you are unable to attend. Simply hit 'Reply' and let us know we won't be seeing you.)
- ▶ If a member is unable to attend, they may advise us (via [admin@mbn.asn.au](mailto:admin@mbn.asn.au)) of a substitute attendee from your business.

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- **Member organisations with multiple attendees at events**

- ▶ Member organisations with multiple employees/stakeholders may have more than one person attend an MBN event.
- ▶ The first attendee is free of charge (included as a part of their membership) and additional attendees will be charged at the appropriate rate for that event.

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### **Code of Conduct – Annex to CAV Model Rules for an Incorporated Association**

By becoming a member of Manningham Business Network, you agree to abide by our Code of Conduct.

Our membership is based on sharing our knowledge, experience and building trust. We hope that over time we will develop genuine relationships that will generate referrals and develop ourselves and our businesses.

We always treat other members with respect and consideration. We have a zero-tolerance policy for verbal or physical abuse between members. Any discriminatory comments, inappropriate language or gossip that may inadvertently impact on a member's business will not be accepted.

We protect each member's and non-member's right to privacy and confidentiality with respect to their personal information.

Occasionally conflicts may occur. If the parties cannot resolve the conflict between themselves, they will be referred to the Leadership Committee. A member of the Leadership Committee will work with the parties to attempt to resolve the conflict.

If the mediation process does not resolve the issue, one or more members' memberships may be terminated via a consensus of opinion of the Leadership Committee, with the President making the final decision in the case of an impasse.

Members whose behaviours are not consistent with the Code of Conduct may have their membership terminated via a consensus of opinion of the Leadership Committee, with the President making the final decision in the case of an impasse.