



[www.asianborrelclub.nl](http://www.asianborrelclub.nl)



# ANNUAL REPORT

2023 / 2024



Amsterdam  
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Creating memorable  
experiences since 2020





ANNUAL REPORT

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## THANK YOU FOR YOUR SUPPORT!

We proudly share with you the final report of the academic year. This annual report covers the period between 21/09/2023 – 01/09/2024, wherein Asian Borrel Club wants to be transparently accountable by annually reporting on its progress and past periods. It is also required for recognition among the UvA, VU and HvA. We will check and measure to what extent the agreed goals in the policy plan have been

achieved. There are a set questions we ask ourselves: How were the activities carried out? What are the results of the objectives? Have the goals been achieved? Should objectives go up/down? Should we add, remove and or adjust goals & objectives? Is the organizational structure and the way in which it operates effective for the things it wants to achieve? Based on the conclusions of this report and the financial report which illustrates the financial health and approach, the outgoing board may make recommendations after which the new board may implement these accordingly in an adjusted policy plan.



ASIAN  
BORREL  
CLUB





## MESSAGE

# FROM THE CHAIRMAN

## A Year of Milestones and Memories

As I conclude my term as Chairman of the Asian Borrel Club, I am filled with gratitude and pride for what we have achieved together throughout this 23/24 academic year. This year has been a truly remarkable chapter in the ABC story, defined by countless moments of joy and growth. From the lively parties to the thoughtful GMAs, every event has emphasized the gezelligheid that makes ABC feel like a true home for every member.

Reflecting on this past year has me struck by the vibrant energy and enthusiasm that each of you brought to our community. It's been incredible to see our community grow and evolve, fueled by the passion and enthusiasm of every single member. Together, we've created unforgettable memories, and I couldn't be prouder of the amazing spirit that defines ABC.

Our shared journey has not been without its challenges, these moments have shown us what really makes us strong — our supportive mindset and unity. Time and again, I have witnessed our board members and active members working together, supporting one another, and overcoming obstacles. It is this collective determination and spirit that have made this year so unforgettable and inspiring.

As we close this chapter, I am excited to see ABC reaching new milestones. Our foundation is strong, and our community is thriving, ready to welcome new members and ideas. I am confident that, with your continued support and the unique blend of joy that defines us, ABC will keep growing and creating meaningful connections for the many years ahead.

To each member of our beloved ABC family, I offer my heartfelt thanks. Thank you for your dedication, your creativity, and your passion, all of which have helped to make this year a truly memorable and adventurous one. Together, we have created something truly special, and I am grateful to have shared this journey with all of you.

Let's continue to carry forward the spirit of unity, adventure, and celebration that makes ABC not just an association, but a true family.

---

David Law

# BOARD OF 2023-2024

BOARD 23-24

**DAVID LAW**  
CHAIRMAN



**TAWNY SLEEBOS**  
VP - SECRETARY  
HEAD OF SPORTS



**TIMOTHY TAN**  
TREASURER  
HEAD OF TRIP



**XIU TEN HAVE**  
HEAD OF EVENTS



**YING YANG**  
HEAD OF MARKETING





## ABOUT

# ASIAN BORREL CLUB

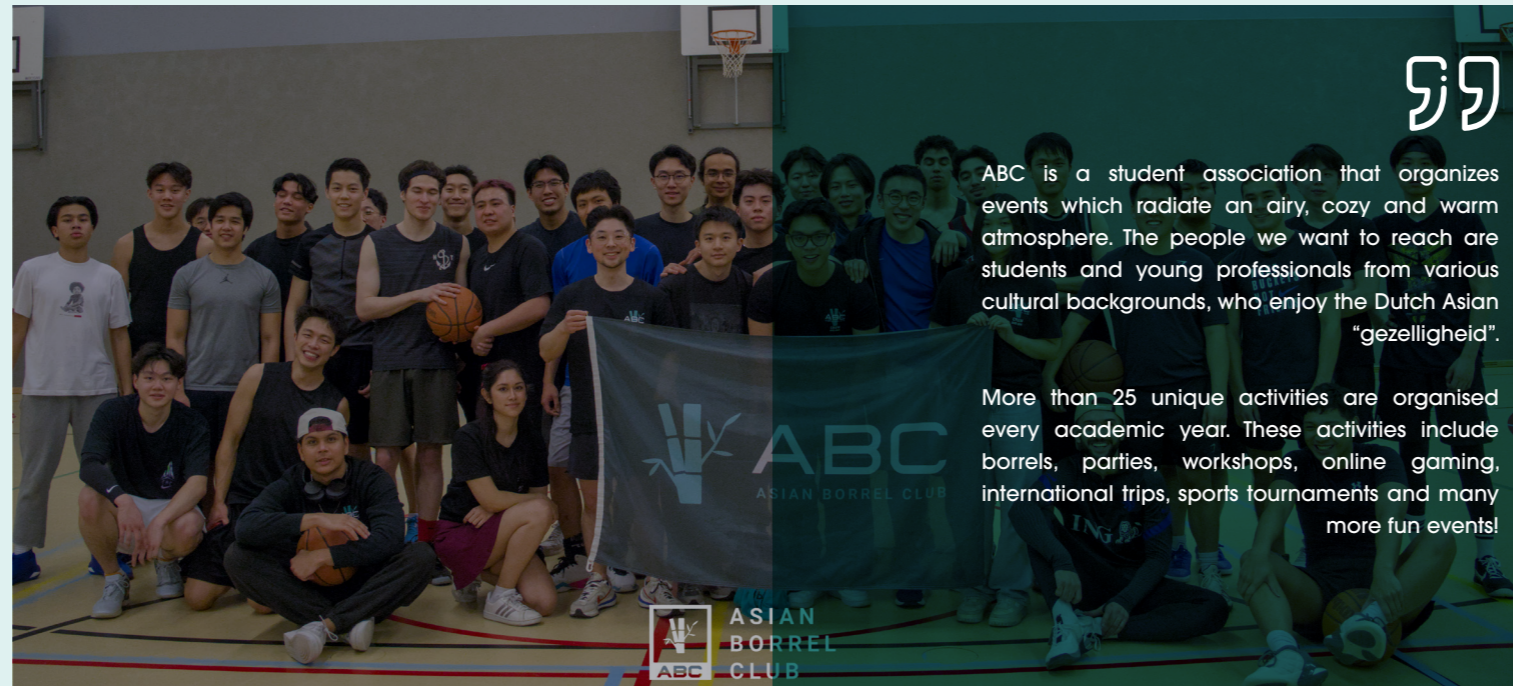
### HISTORY

Asian Borrel Club (ABC) started as an idea of Daniel Li, founder and first President of the student association ABC. On his vacation in summer 2020 in Albufeira, he was questioning why there weren't any parties in Amsterdam for students. He stated there was no real student association in Amsterdam for them, which made the student life for him somewhat underwhelming. So, with that feeling lingering around for some time he decided that it was time for change - a change that would ultimately benefit all the students in and around Amsterdam.

After gathering some great minds among his friends, Christine Li, Jacky Cheng, Kenneth Chin, Kevin Liu, Lian Su, Ryan Zhang, Sofia Chong, with later Matthijs Fok and Yenly He joining, who were willing to participate in his ludicrous yet passionate idea of starting a student association out of scratch, they began planning, doing research and started envisioning what ABC could be.

Given that the idea of ABC emerged amidst Covid-19 and the subsequent measurements, hosting physical events was impossible. Despite these measurements, they agreed that there were solutions and that there were possibilities to foster interaction among students. The only way to organise events in a hard lockdown was through hosting and organising them online. As such, ABC persistently started organising online events to promote brand awareness in preparation for the transition to becoming a fully-fledged student association.

The full commitment to organise sixteen online events in 32 weeks paid dividends at last; a returning audience was established - an audience that would become vital for the first few physical events. As soon as the green light was given by the government to organise physical activities,



every opportunity - within the limits of the measurements - was seized and hosting physical parties, borrels and fun events finally became the main focus. The envisioned association started taking shape - an association that organises events, borrels and parties for students and young professionals from various cultural backgrounds, who can enjoy the Dutch Asian "gezelligheid" and meet and befriend new people and make countless memorable memories.

Now, we can all agree that if it wasn't for Daniel having the guts to come up with such an insane idea, we wouldn't have had all these priceless experiences and memories.

ABC is a student association that organizes events which radiate an airy, cozy and warm atmosphere. The people we want to reach are students and young professionals from various cultural backgrounds, who enjoy the Dutch Asian "gezelligheid".

More than 25 unique activities are organised every academic year. These activities include borrels, parties, workshops, online gaming, international trips, sports tournaments and many more fun events!

### VALUES



Friendly and welcoming atmosphere

Here at ABC, an open and friendly and welcoming atmosphere is the norm at all times. We also expect everyone to be respectful towards each other regardless of their background, this will make communication with one another more approachable and fun. At last, it is very important to realize that we are a student association. Everyone that participates in the events is there to have a good time and to make memorable memories. We want everyone to have a chance to experience this, so we do not tolerate and/or encourage bullying.

### VISION



Embodiment of Dutch Asian Gezelligheid

ABC as a student association, envisions to become the embodiment of Dutch Asian "gezelligheid" by creating memorable experiences for everyone. We radiate a certain coziness (gezelligheid) when we are together at our activities - activities where it important that our participants feel welcomed and comfortable and with that, can make their memorable experiences and friendships.

### MISSION



Set up an open and cozy association

ABC strives to set up an open and cozy association where students and young professionals - from or around Amsterdam - have the opportunity to meet each other and can enjoy the Dutch Asian "gezelligheid". This student association has to remain friendly, light hearted and welcoming, while it reaches new heights. To that end, the organizational structure and -approaches are set professionally and all the active members have to find a balance where performs its duties and remain involved with the general members.



# ASIAN BORREL CLUB'S MILESTONES

## MILESTONES



No matter the occasion, we came together to celebrate, compete, and make lasting memories!

### 21/09/2023 Handover New Board

At the first General Members Assembly of the year, the 22/23 board officially handed over their responsibilities to the new 23/24 board, marking a new era.

### 18/10/2023 Committees Complete

The committee member recruitment for 2023 was popular, with more applicants than expected. After two rounds of recruitment, we welcomed 55 committed individuals to join our team, showing encouraging interest in contributing to ABC's vision and growing the manpower behind our events.

### 01/11/2023 Halloween + 3rd Anniv. Party

Our annual halloween and anniversary party was sold out by 404 tickets. We celebrated our amazing three years of existence and danced the night away with various DJ's at Bitterzoet.

### 17/11/2023 Active's Weekend

ABC hosted its annual Actives Weekend for the active members, with its purpose of being the ultimate bonding weekend. It was packed with fun events, including games, cooking, a dance battle and of course partying all through the night, making it an exciting opportunity for active members to get to know each other better.

### 09/12/2023 FoodCrawl

ABC's annual foodcrawl was another great success. We explored ABC's various partners during the FoodCrawl. Our tummies and hearts were full by the end.

### 31/12/2022 15 Partners!

ABC re-established the various partnerships and was proud to announce the addition of our latest partner, Bitterzoet, which brought our total partnerships at the end of our half year to 15.

### 13/09/2023 Back to School Party

ABC's opening party of the year took place at Bitterzoet, which later became our official partner. 373 people purchased tickets to attend this highly anticipated event, setting the tone for sold-out events for the rest of the year.

### 26/09/2023 First Borrel of the Year

The first borrel of the year was held at Coco's Outback, where a total of 223 people purchased a ticket. The evening was a success, seeing many new faces.

### 28/10/2023 Football Tournament

ABC Sports kicked off the Sports events with their biggest and most successful event: the Football Tournament. Changing up the tournament proved to be a great success and lots of fun and exiting games were played.

### 14/11/2023 IntroBorrel + Start IntroGroups

Our intro groups initiative started strong at the intro borrel. Members got to know each other through conversation, quizzes and games. Capture the flag proved to bring out the competitive spirit of our members.

### 29/11/2023 Holiday Borrel

At our Holiday Borrel, we were amazed by the creativity of all the Gingerbread house builders. The winners took home a voucher for Bar-B! We loved seeing everyone show up in their holiday sweaters and bask in the holiday vibes with ABC.

### 17/12/2023 Ice Skating

To end 2023, ABC organized its first ever Ice Skating event! The sun shined down on us, as we glided on the ice together.

### 17/01/2024 Lunar New Year Gala

ABC started 2024 with its annual gala, including a fancy dinner at Sea Palace and a dazzling party at Bitterzoet, with a total of 464 tickets sold.



# ASIAN BORREL CLUB'S MILESTONES

CONTINUED

MILESTONES



A special acknowledgement to our incredible committee members, whose hard work and creativity brought each event to life—your dedication made it all happen, and we couldn't have done it without you!

**17/02/2024  
Basketball Tournament**

ABC Sports held another successful tournament where the winning team received vouchers for our partner Tea Guys.

**27/02/2024  
Wild West Borrel**

At this themed borrel the cowboy hats and boots came out of the closets for a fun night of chatting with old and new friends.

**06/03/2024  
Hollywood Nights Party**

The Hollywood Nights Party celebrated a new milestone for ABC, a new party location! The glitz and glamor was shining at Supperclub.

**20/03/2024  
Spring Borrel**

What better way to start of the first day of Spring than with ABC! At this borrel there was karaoke and attendees could make their very own flower crowns!

**18/04/2024  
Cultural Trivia Night**

ABC Social Events organized a cultural trivia night where not only knowledge was shared, but also much laughter and fun.

**08/05/2024  
Pong Borrel**

ABC Introduction and Sports combined their efforts to bring back the Pong Borrel, with karaoke, pong and football livestream!

**16/02/2024  
Semi-Annual GMA**

At the second General Members Assembly the third board presented their semi-annual secretarial and financial report.

**21/02/2024  
Casual Football**

Next to the official events, ABC Sports also organized casual football events where football lovers could play a fun and casual tournament.

**02/03/2024  
Speeddating and Friending**

ABC Social Events created a spectacular event where connections were made and sparks were flying.

**16/03/2024  
Kpop Dance Workshop**

Another succesful sold out event for ABC Sports! Among the positive feedback was the request for more dance workshops.

**27/03/2024  
Board Interest Borrel**

As the year is slowly coming to and end the third board began the search for the fourth ABC board.

**24/04/2024  
2nd Edition Casual Football**

After the huge success of the first Casual Football Edition, ABC Sports organized a second edition.

**18/05/2024  
Badminton Tournament**

ABC Sports brought back the Badminton Tournament as their last event, celebrating with prizes for the top 3, including Hongdae and SooTea vouchers, and free tickets to our next party!



# ASIAN BORREL CLUB'S MILESTONES

CONTINUED

## RESULTS



SIZE

750

GENERAL MEMBERS



ACTIVITIES

28

PHYSICAL AND ONLINE  
EVENTS



HUMAN  
RESOURCE

55

ACTIVE MEMBERS



COMMERCIAL  
NETWORK

16

PARTNERS

**07/06/2024**  
**2nd Actives Weekend**

To thank all of our active members for their effort in organizing so many amazing events, ABC held its end of the year Actives Weekend.

**03/07/2024**  
**Angels & Devils Party**

Ending the year with our biggest party yet at Radion! To celebrate the end of the academic year, ABC's third board offered a special member price to thank all the members for their support.

**31/05/2024**  
**Inferno Island Party**

The weather was getting hotter and so was ABC with their very own Inferno Island.

**20/06/2024**  
**Nomination GMA**

At the final GMA of the academic year the third board presented the nominees for the fourth ABC board.

**11/07/2024**  
**League of Legends Arena**

After a challenging year for the gaming committee, they organized and hosted the first and last gaming tournament of the academic year. It was an exciting night of fun competition on our ABC Discord.





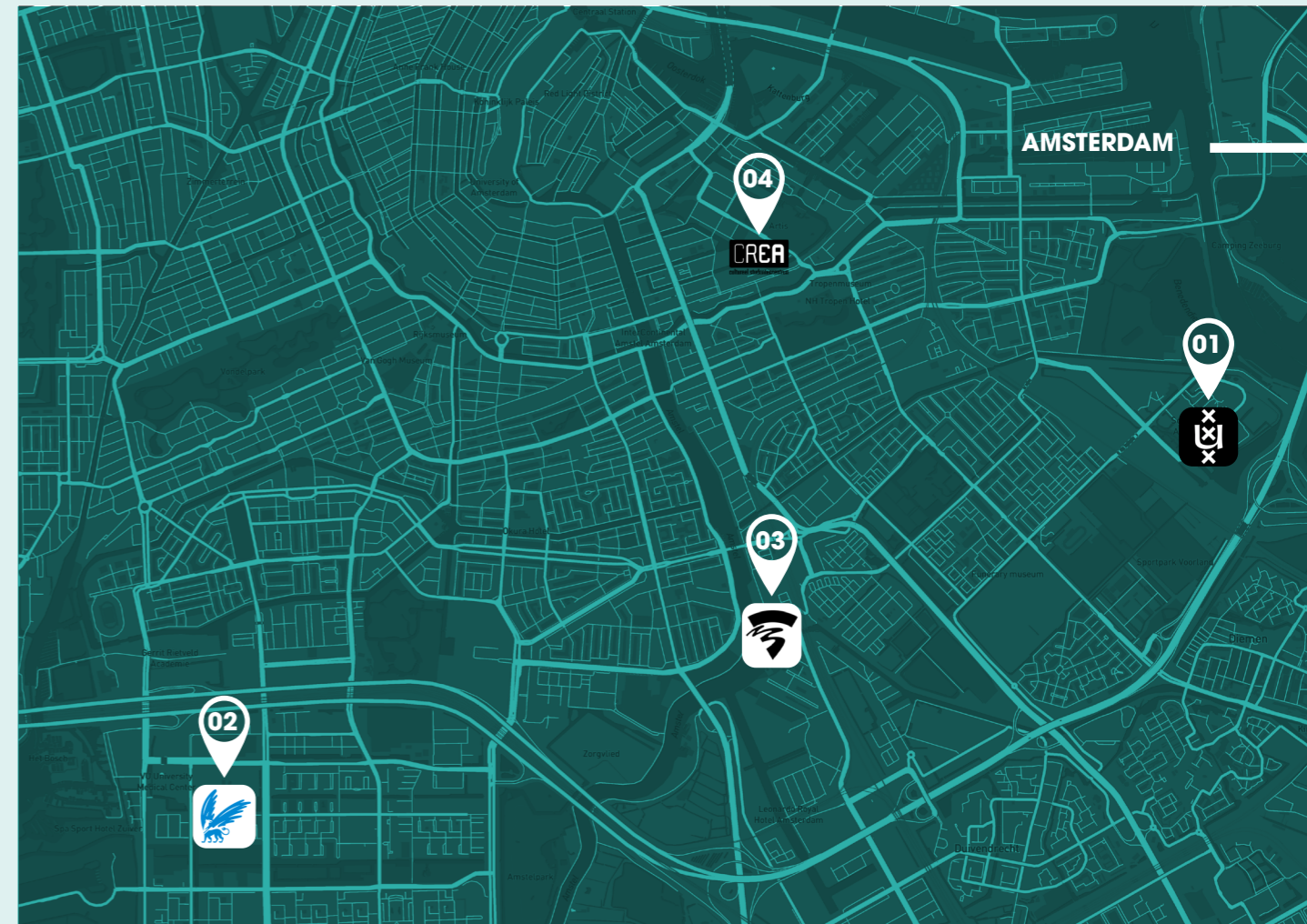
# OUR STRATEGY

ABC is an Asian-oriented student association based in Amsterdam. ABC envisions capturing the essence of Dutch Asian gezelligheid. Our fundamental goal is to establish and retain a welcoming and inclusive association, providing a space for students and young professionals from Amsterdam and its surroundings to come together, build relationships, and experience the warmth of Dutch Asian gezelligheid through memorable moments.

our members discover comfort and happiness in one another's presence, transcending cultural differences. Our core vision revolves around fostering an atmosphere that not only welcomes diversity but thrives on it, erving as a platform where cultures meet, bonds grow, and lasting memories are forged. Our goal extends beyond being just an association; we aim to stand as a symbol of gezelligheid, a place of comfort for students and young professionals in Amsterdam.

At ABC, connecting with our stakeholders is more than a mere strategy; it is at the heart of what we do. Our vision and goals match what our members want and dream about. While actively engaging with our members, we listen to their voices and insights. This collective approach ensures that our initiatives, events, and activities are finely tuned to meet the needs and desires of our members.

ABC's vision is deeply rooted in the aspiration to embody and radiate the essence of Dutch Asian gezelligheid. Gezelligheid, a Dutch term often associated with coziness, warmth, and companionship, serves as our guiding light. We aspire to build a warm and dynamic community where



## TARGET OFFICES

01 UNIVERSITEIT VAN AMSTERDAM

02 VRIJE UNIVERSITEIT AMSTERDAM

03 HOGESCHOOL VAN AMSTERDAM

04 CREA



## STRUCTURE 23/24

# RESULTS & RECOMMENDATIONS

### 1.1 INTRODUCTION COMMITTEE

#### POLICY PLAN 23/24

"ABC's Introduction Committee is the face of ABC to our new and incoming members. The goal of Introduction is to ensure that our new members can find their place and feel welcome in the association. Introduction focuses on bringing people together through shared interests and experiences and helps our members make memories of their time with the association. While aiming to attract new members from new backgrounds and promote the association in the process, the Introduction Committee organizes multiple events throughout the year such as the annual intro groups and ABC's borrels, always being a friendly face for members new and old to come to."

ABC's Introduction Committee has played a pivotal role as the face of our organization to new and incoming members. This past year, the committee worked diligently to ensure that new members felt welcome and could find their place within the association. Through a variety of events such as annual intro groups and ABC's borrels, the committee fostered a sense of belonging and helped create memorable experiences for both new and existing members.

However, it is important to acknowledge that leadership transitions occurred within the committee. These transitions presented challenges that impacted the committee's overall effectiveness at certain points in the year. Despite these difficulties, the committee remained committed to its mission of uniting members and promoting the association.

In reflecting on these events, we recommend that the Introduction Committee's future leadership emphasize continuity, communication, and inclusivity, ensuring that goals are met consistently throughout the year. Additional support and resources for leadership development may also strengthen the committee's impact moving forward.

### 1.2 INTERNAL AFFAIRS COMMITTEE

#### POLICY PLAN 23/24

"The Internal Committee aims to foster a sense of belonging and unity within our organization, ensuring our members feel like a part of a close-knit family. Internal organizes periodic social gatherings, cultural events, and activities for our active members designed to encourage interaction and build strong relationships amongst members. Internal also strives to help members with workshops and sessions to enhance their professional development. With the Internal Committee, members will maintain open and accessible channels for them to share their ideas, concerns, and suggestions related to strengthening connections."

The Internal Committee is vital to fostering a strong sense of belonging and unity within ABC, ensuring that our active members feel connected and supported. This past year, however, the committee faced significant challenges due to a lack of consistent leadership and limited involvement from some active members. As a result, the planned schedule of internal events was not executed as originally envisioned, leading to fewer opportunities for active members to engage and build relationships.

Despite these difficulties, it is important to highlight the exceptional dedication of certain committee members who stepped up during this time. Their efforts were instrumental in successfully organizing a second active weekend, despite the absence of full committee support and stable leadership. Their commitment ensured that this key event was delivered to the benefit of our members, demonstrating resilience and teamwork.

Moving forward, it is essential to focus on building a more robust structure for the Internal Committee, with an emphasis on leadership development and member involvement. We recommend that the new leadership prioritize consistent communication and delegation of responsibilities, ensuring that all committee members are engaged and events are delivered as planned. Additionally, recognizing and supporting those who take on extra responsibilities can help maintain morale and prevent burnout in the future.

### 1.3 PARTY COMMITTEE

#### POLICY PLAN 23/24

"The Party Committee of ABC is the driving force behind the creation of the most unforgettable and lively parties that elevate the entire study association experience. Their dedication to crafting memorable events not only entertains but also brings a unique dimension to our association. These parties act as a vital bridge between our members and the rich tapestry of cultures, allowing us to appreciate, celebrate, and learn. The party committee takes care of the organization of the parties from start to finish. From picking out the venue and decorations to being there at the party itself and ensuring that every detail has been carefully considered, this committee is dedicated to create highly memorable experiences for everyone."

The Party Committee of ABC has consistently delivered outstanding events, achieving sold-out parties every time and ensuring that every attendee has an incredible experience. Their attention to detail—from selecting the theme and working closely together with marketing to managing every aspect of the event—guarantees a lively and enjoyable atmosphere. Thanks to their dedication, each party not only fosters a vibrant cultural exchange but also creates an unforgettable experience where everyone had a blast. Their success in filling every event to capacity and keeping the energy high reflects their exceptional ability to craft truly memorable celebrations.

Choosing committee members who genuinely get along and see each other as friends is crucial for ensuring that the Party Committee thrives. When members have a strong personal connection, they work more effectively and harmoniously, which enhances their ability to execute events seamlessly. This camaraderie not only boosts teamwork and communication but also ensures that the process of organizing parties remains enjoyable and fulfilling. A friendly and supportive atmosphere among committee members fosters creativity and enthusiasm, leading to more innovative ideas and a more dynamic approach to planning. Ultimately, when committee members enjoy working together and support one another, it translates into more successful and memorable events for everyone involved.

### 1.4 SOCIAL EVENTS COMMITTEE

#### POLICY PLAN 23/24

"The Social Events Committee plays an instrumental role in shaping the very essence of our organization. Committed to infusing the spirit of celebration and cultural diversity into the heart of our community, the social events committee is at the forefront of planning and executing our most memorable events. From workshops to flagship events like the food crawl, this committee ensures that ABC remains a vibrant and dynamic hub of connection. In essence, the social events committee works tirelessly to create unforgettable moments that strengthen our bonds, enrich our perspectives, and make each gathering a truly remarkable and inclusive experience."

The Social Events Committee has played a crucial role in shaping our organization's vibrant culture by successfully organizing standout events such as the Food Crawl, Lunar New Year Gala, and Speed Dating Event. Each of these occasions not only fostered a sense of community and celebration but also highlighted the committee's ability to create engaging and memorable experiences. While we would have loved to organize even more events to further enrich our community, balancing everyone's busy schedules proved challenging. Despite these constraints, the committee's dedication and creativity have ensured that the events we did manage to organize were both impactful and well-received, demonstrating their commitment to making each gathering a special and inclusive occasion.



# STRUCTURE 23/24 & RESULTS

## 1.5 EXTERNAL AFFAIRS COMMITTEE

### POLICY PLAN 23/24

"The External Affairs Committee is responsible for engaging with external parties. Their primary objective is to broaden the network of the Asian Borrel Club by establishing partnerships with businesses that share an affinity for Asian culture and a desire to support its respective communities. While striving to provide benefits to ABC's members, such as giving discounts to our partners or sponsoring ABC's events, this committee also serves as the primary point of contact between businesses and ABC, placing great emphasis on nurturing strong relationships between ABC and their partners."

The External Affairs Committee plays a crucial role in expanding ABC's network and establishing partnerships with businesses that share our passion for Asian culture. The committee's work is essential in securing sponsorships, providing benefits to our members, and maintaining strong relationships with external partners.

Unfortunately, this year the committee experienced significant disruptions due to the early discharge of the committee head. In the interim period, leadership changes created challenges in maintaining communication, both within the committee and with external partners. This lack of consistent communication understandably led to a decrease in motivation and involvement from committee members, as well as difficulties in nurturing relationships with our partners.

Despite these struggles, the interim leadership worked hard to stabilize operations during this transition period. However, to prevent such disruptions in the future, it is essential to focus on improving communication and leadership continuity. Strengthening the relationship between the committee and external partners should remain a key priority, and providing ongoing support for committee members will be critical in maintaining their motivation and engagement.

We recommend that future committee leadership implement clearer communication strategies, both internally and with partners, to ensure that all stakeholders

remain connected and motivated. Additionally, offering leadership development and backup plans in case of unexpected transitions will help prevent such setbacks from recurring.

## 1.6 MARKETING COMMITTEE

### POLICY PLAN 23/24

"The Marketing Committee is excited to introduce several strategic initiatives aimed at enriching our engagement and reach. The first initiative involves the creation of dynamic and entertaining video content, which will be featured on our Instagram and TikTok accounts. This endeavor is designed to elevate our online presence while showcasing the vibrant and fun side of ABC. Additionally, the Marketing Committee dedicates itself to strengthening our partnerships with active members and external collaborators. Through these partnerships, we plan to offer personalized insights and exclusive benefits, including discounts at partners, to our active members. Lastly, we place great emphasis on personalization. Therefore, the Marketing Committee will focus on crafting tailored content that highlights the unique journeys and experiences of our active members. This approach will provide them with a platform to express what it truly means to be a part of ABC."

This year's marketing journey has been marked by bright, creative, and meticulously crafted strategies, made possible by our dedicated team of marketers. We have poured our efforts into bringing the events to life through our social media posts. We've observed that video content has been particularly effective, driving more engagement within our community. To personalize our content, we have adhered to the brand's color scheme while creatively exploring the themes we were provided. For our party events, however, we intentionally deviated from the brand colors to make them stand out more. This decision was both deliberate and unanimously supported by the entire marketing committee.

By delivering designs that spark interest, foster a sense of belonging, and celebrate the art, we can pique people's curiosity and encourage them to explore more on our pages. We hope to continue capturing the essence of the entire organization through our aftermovies, well-lit event photos, and beautiful marketing campaigns.

## 1.7 IT COMMITTEE

### POLICY PLAN 23/24

"The Information Technology (IT) committee serves as the technical backbone of the student association and is responsible for maintaining and updating the website, email systems, and payment systems. They facilitate the computer-related tasks of other committees by automating repetitive and time-consuming tasks to the best of their ability. They handle essential data management tasks, maintain databases of members and stakeholders, and offer valuable analytics for data-driven decision-making. Additionally, they manage and optimize various communication platforms, such as assigning email addresses to members and maintaining the integrity and functionality of the association's Discord server. They identify growth opportunities, develop new features and integrations to improve user experience, and research emerging technologies to benefit ABC and its members. They actively encourage the committee members' creative input and diverse perspectives to enhance and innovate in every facet of the operations."

The IT Committee serves as the technical backbone of ABC, supporting a wide range of essential tasks, from maintaining the website and email systems to managing databases and optimizing communication platforms. This year, the committee made significant progress in the first half of the year, successfully accomplishing many of the goals outlined in the policy plan. New features were

implemented, and key technical systems were improved, setting a strong foundation for future growth.

However, the sudden absence of the IT head in the second half of the year posed significant challenges. As the head had sole access to vital information, such as passwords and administrative tools, leadership transitions became difficult. This understandably hindered the committee's ability to implement further developments. Despite these setbacks, the committee members demonstrated their commitment, stepping up to ensure that essential tasks—such as regular updates and technical support—were still being handled. Moving forward, to prevent such disruptions, it is essential to implement better knowledge-sharing practices, such as ensuring multiple board members have access to key information. By fostering a culture of shared responsibility and supporting leadership transitions, the IT Committee can continue to build on its achievements and provide the technical innovations that keep ABC running smoothly.





# STRUCTURE 23/24 & RESULTS

## 1.8 SPORTS COMMITTEE

### POLICY PLAN 23/24

**"The Sports Committee at ABC is dedicated to organizing various sporting events and creating a fun experience for all. The sporting events range from traditional sports, such as football and basketball, to workshops, such as dancing and kickboxing. The Sports Committee aims to make everyone feel welcome and be a place for our members to let out all the build-up energy from a week of hard work. To achieve this goal the Sports Committee will take extra care by offering a wide range of events, making it more accessible for the casual player and combining fun and competition. Overall, the Sports Committee plays a vital role in promoting physical health and well-being while fostering a sense of community and team spirit within ABC."**

The Sports Committee organized a diverse array of successful events that captured the essence of fun, competition, and community. From competitive sports like football and basketball to workshops like dancing and a casual ice-skating event, the committee ensured there was something for everyone. These events provided members with an outlet to relax and stay active, while also playing a vital role in promoting physical health and well-being within ABC. It is highly recommended that the next head of the Sports Committee continues this variety of events, as it has been a way to engage a broad spectrum of members and create an inclusive atmosphere.

A significant accomplishment of the Sports Committee was its ability to create an inclusive space for members who may not typically attend other ABC events, such as parties or social gatherings. By offering a wide variety of sports activities, the committee provided these members with a place where they could feel welcome and engaged, further strengthening their connection to the association. This inclusivity helped foster a sense of belonging among all participants, enriching ABC's community spirit.

Throughout the year, the Sports Committee's efforts to cater to both casual players and competitive participants were evident, helping everyone find a way to participate and bond over shared experiences. One challenge encountered was the need for additional hands during certain events, particularly for refereeing roles. While there had been more support from active members of other committees in previous years, this involvement was less prominent this year, possibly due to a decrease in internal events, which may have affected overall engagement.

Nevertheless, the Sports Committee managed these challenges well, continuing to deliver well-organized and memorable events. Going forward, encouraging more cross-committee involvement and reinforcing the connections between internal and sports events may help increase support.

## 1.9 MERCH COMMITTEE

### POLICY PLAN 23/24

**"The Merch Committee assumes a pivotal role within ABC, acting as the creative driving force behind the development of our distinctive branded items. Their primary objective is to craft designs that are not only unique but also visually captivating, with versatile applications ranging from giveaways to marketing and promoting the association's mission. In their diligent efforts, the committee collaborates closely with external vendors, placing a premium on maintaining the utmost quality and ensuring that the design ethos harmonizes seamlessly with the core values and objectives of ABC. In sum, the Merch Committee plays an instrumental role in elevating the association's visibility and resonance, marking a significant stride towards advancing our profile to a heightened level of prominence and distinction."**

The Merch Committee plays a vital role within ABC by creatively designing and developing branded items that reflect our association's unique identity and values. This year, while the committee started with exciting ideas, the unexpected absence of the head—who also led the IT Committee—presented challenges that impacted the realization of some of these initial plans. Despite this setback, the Merch Committee members demonstrated remarkable commitment and initiative, taking it upon themselves to ensure that ABC's merch goals were still met.

Through their independent efforts, the committee successfully produced a distinctive ABC merchandise collection. The ability of the members to work collaboratively and see the project through in the absence of formal leadership is a testament to their dedication and creativity.

Looking ahead, it would be beneficial for future leadership to prioritize stronger contingency plans to ensure smooth operations, even when unforeseen challenges arise. The success of this year's merch collection, despite the obstacles, highlights the importance of maintaining strong communication and initiative within the committee. Continuing to foster this spirit of collaboration and innovation will be key to sustaining and growing the impact of ABC's merchandising efforts in the future.



## 1.10 TRIP COMMITTEE

### POLICY PLAN 23/24

**"The Trip Committee at ABC holds a pivotal role in the organization, orchestrating the eagerly anticipated annual international trip for our members. This event offers a golden opportunity for members to embark on thrilling adventures, explore new horizons, and forge lasting bonds. The committee's responsibilities encompass destination selection, itinerary planning, accommodations, and transportation logistics. They meticulously research and choose destinations, craft diverse itineraries, secure comfortable lodgings, and manage travel arrangements. Their dedication ensures that each trip becomes a cherished memory and strengthens the connections within our ABC community, making it an exceptional and unforgettable experience."**

The second Asia trip, which was originally planned for May in Thailand, faced several obstacles due to low expected attendance. After careful consideration, the trip committee decided to cancel the trip to avoid the risk of going forward with too few participants and incurring significant financial losses.

Following this decision, the committee made extensive efforts to explore other possible destinations, such as Japan and South Korea. However, after a thorough assessment, we determined that organizing a trip this year would be too costly given ABC's current financial situation. This situation has been further impacted by recent events, including the resignation of three board members, which have created additional challenges requiring our focus and resources, making it difficult to prioritize the trip this year.

We extend our heartfelt thanks to the trip committee for their hard work and dedication in trying to make the trip possible. Their efforts to create meaningful experiences for our members are sincerely appreciated, even if, unfortunately, we could not move forward with the trip this year.



# STRUCTURE 23/24 & RESULTS

## 1.11 GAMING COMMITTEE

### POLICY PLAN 23/24

"The Gaming Committee at ABC is dedicated to providing an exciting and engaging experience for members who are passionate about gaming. With the popularity of competitive games like Valorant and League of Legends, the committee's main focus is organizing online gaming tournaments that bring members together and allow them to showcase their skills. Providing a platform for members to indulge in their passion for gaming, connect with like-minded individuals and create a fun and competitive environment. In addition to our online events, we desire to implement offline gaming events as well. These offline events will provide a unique opportunity for our members to come together in person, fostering a sense of community among gaming enthusiasts."

The Gaming Committee at ABC is dedicated to creating an exciting and engaging environment for members passionate about gaming. This year, the committee faced significant leadership challenges, with two different heads, neither of whom were able to fully guide the committee to achieve the goals set out in the policy plan. Despite these difficulties, the members of the Gaming Committee remained resilient and committed to their mission.

Throughout the year, the members consistently raised their voices and pushed forward to ensure the committee's work would still come to fruition. Their perseverance paid off with the successful organization of an online League of Legends event towards the end of the year, allowing them to showcase their passion and skills. This event demonstrated the committee's potential and left a strong impression on all participants.

Looking ahead, with the dedication shown by the gaming members this year, the committee has a solid foundation to build on for next year. By continuing the momentum from the successful League of Legends event and potentially expanding to offline gaming events, the Gaming Committee can further foster a vibrant community of gaming enthusiasts and provide more opportunities for members to connect and compete.





# GOALS, RESULTS & RECOMMENDATIONS

Policy plan 23/24 had four broad goals supporting the mission

## 1. STREAMLINING OPERATIONAL PROCEDURES

### SEMI-ANNUAL PROGRESS

At the start of the academic year, the Asian Borrel Club Student Association faced significant challenges with our member sign-up processes and the management of new members. The manual tasks required for each new member – such as assigning discount codes on Eventix, integrating them into our MailChimp newsletter with their unique discount, and updating our records on a Google Sheet – were both time-consuming and error-prone. This lack of efficiency not only consumed valuable time but also led to disorganization, with discount codes scattered and no clear system in place.

This automated solution has not only freed up our board members to concentrate on more strategic tasks but has also significantly reduced the likelihood of human error. Moreover, it has greatly improved the user experience for our new members, who now enjoy immediate access to their benefits within seconds without the wait time previously required for manual processing. This enhancement marks a significant step forward in our commitment to providing an efficient, welcoming, and error-free onboarding process for all members.

See figure 1

Recognizing these issues, our IT committee dedicated itself to enhancing our operational efficiency through automation. The committee's efforts culminated in the development of a new member management system, utilizing Retool, which revolutionized our approach to member administration. This innovative application houses a comprehensive database of all members, complete with relevant metadata and unique discount codes.

### ANNUAL REFLECTION/RECOMMENDATION

Due to the discharge of the committee head, no further progress was made beyond what was reported in the semi-annual report.

The introduction of this system has significantly streamlined our workflow. Upon a member's successful payment completion, the system now automatically performs several critical functions:

- Registers the member in our database, capturing all relevant details.
- Connects with Eventix to generate a unique discount code specifically for the new member.
- Integrates with Mailchimp, ensuring the member receives the appropriate newsletter along with their assigned code.
- Dispatches a welcome email using SendGrid that includes the member's discount code, making for a seamless onboarding experience.
- If the member was previously registered, the system automatically updates their record by removing any old discount codes.

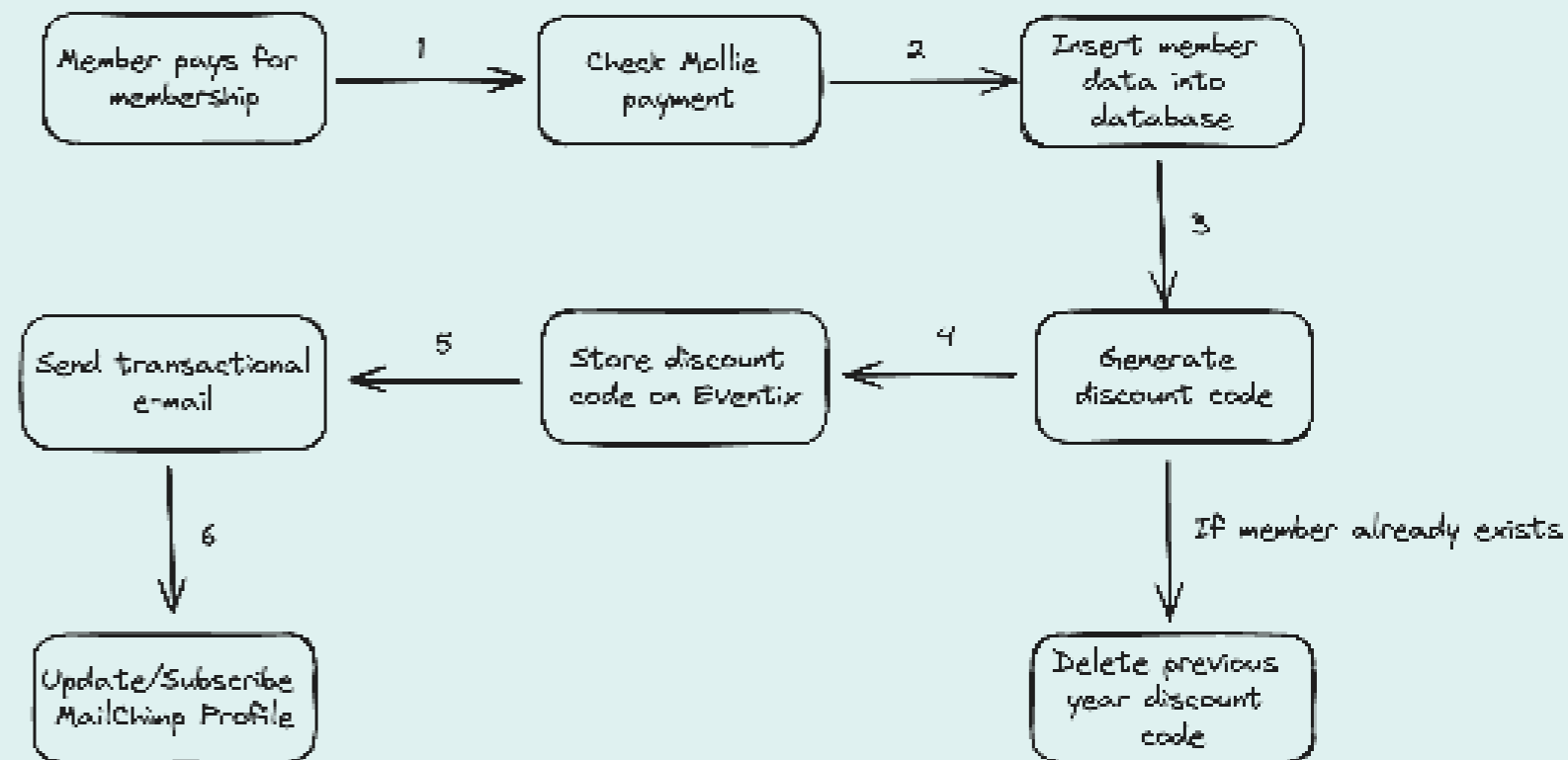


Figure 1. New member sign up workflow



# GOALS & RESULTS CONTINUED

## 2. COMMUNICATION

Effective communication is the lifeblood of any successful organization, and as a student association, the importance of clear and efficient communication cannot be overstated. Our ability to convey information, share ideas, and connect with our members directly impacts our association's cohesiveness, engagement, and overall success. ABC has already improved the quality of our email communication and therefore enhanced engagement with our members,

Furthermore, establishing good communication between our partnerships, sponsors and collaborations between other student associations has also been a key priority. We focused on re-establishing our partnerships before pursuing new partners. The familiarity and existing connections can streamline negotiations and discussions, allowing the student association to allocate resources more efficiently. This is particularly important in a student setting where time and resources are often limited. Actively seeking to re-establish partnerships demonstrates loyalty and commitment to long-term relationships. It sends a positive message to previous partners that their collaboration is valued and sought after. In the first half year we have re-established relations with 13 of our previous partners and added 2 new partners. Therefore, we can note that improving communication with our partners has to some extent been achieved. As our partnership have now been established, we will continue our focus on improvement for the second half of the year.

While pursuing new partnerships is essential for growth and diversification, re-establishing previous partnerships holds strategic advantages rooted in trust, shared history, and efficiency. Balancing both approaches, where appropriate, can contribute to a well-rounded and sustainable partnership strategy for the student association.

As we strive to be an association of inclusivity, we are making a concerted effort to establish English as our principal language for communication. Periodic reminders have been sent out during official meetings and events, to shift the conversation back to English.

Effective communication remains central to our success as a student association. This year, we made significant strides in enhancing our email communication, which positively impacted member engagement. Our focus on improving communication with partners and sponsors was also a priority in the first half of the year. However, due to the early discharge of our Head of External Affairs, we were unable to make significant progress or improvements in the second half of the year.

We continued our efforts to make English the primary language for communication within the association, with periodic reminders during meetings and events to support this shift.

Looking forward, we recommend that the next Head of External Affairs prioritizes enhancing communication and strengthening relationships with our partners to ensure continued growth and sustainability. This focus will be essential for building on the progress made and addressing the challenges that arose during the latter part of the year.

Additionally, it is essential for the next board to strengthen communication practices, particularly during periods of transition or high workload. Maintaining regular, transparent updates and open channels of communication—both internally among board members and externally with committees—will help prevent miscommunication and ensure smoother operations. Encouraging more frequent informal bonding events can also foster stronger connections between the board and

## 3. APPRECIATION FOR OUR COMMITTEE MEMBERS

Building on the initiatives started by Board 22/23 we wanted to give more appreciation to our active members, as they are the backbone of ABC's functioning. Several commendable initiatives were set in motion during the previous academic year to recognize and celebrate their dedication. Building upon these foundations, we have taken the conscientious step of formalizing this process in the current year, thereby demonstrating our commitment to ensuring that the efforts and commitment of our active members are not only acknowledged but also duly institutionalized within the framework of ABC. This formalization underscores our profound appreciation for their support and their indispensable role in shaping the vitality and success of our organization.

Appreciation contributes to the development of a positive organizational culture. When committee members feel acknowledged and supported, it creates a collaborative and inclusive environment. This, in turn, fosters teamwork, communication, and a sense of belonging. We have successfully progressed into reaching our goal. By sending out semi-annual feedback forms we have been able to recognize the strengths and weaknesses of each committee. Overall the satisfaction has been positive. Where weaknesses were noted, we will focus on resolving them during the latter half of our year.

Acknowledging that committee members are the backbone of ABC's functioning, we aimed to formalize and institutionalize our appreciation efforts, demonstrating our commitment to their invaluable contributions.

However, we acknowledge that the discharge of three board members had an impact on the overall appreciation felt by our committee members. Despite this challenge, the remaining board members made every effort to support and incorporate the committees that were missing leadership. We organized a second actives weekend to show our gratitude and reinforce our commitment to acknowledging their hard work and dedication.

Looking ahead, it is crucial to continue strengthening our appreciation practices and ensure that all committee members feel valued and supported. This ongoing commitment will help foster a positive organizational culture, encourage teamwork, and maintain high levels of engagement and satisfaction within ABC.





# GOALS & RESULTS CONTINUED

## 4. FINANCES



ABC's financial report underscores a strategic and proactive approach to strengthening its core operations and promoting sustainable growth. The prudent management of cash resources, as seen in the increase of €9,868 in the ABN AMRO bank account, coupled with a pending allocation of €6,000 from the VU, reflects a diligent financial strategy, ensuring liquidity while addressing key financial commitments and maintaining a focused approach to sound financial management. In terms of income, the emphasis on recurring membership contributions through the introduction of SEPA Direct Debit signifies a commitment to building a stable financial foundation. The successful execution of events, particularly parties that exceeded budgeted amounts, demonstrates the organization's core strength in event management and effective partnerships. Despite a strategic loss in internal activities, the commitment to subsidizing for member satisfaction reveals a core focus on fostering a sense of community and engagement among active members. The report overall showcases ABC's dedication to its core competencies, prudent financial management, and a strategic approach to organizational growth and sustainability.



This year, ABC faced numerous challenges that tested our resilience and adaptability, including the unexpected discharge of three board members. This disruption created difficulties not only within our committees but also in maintaining strong relationships with our partners. Despite these obstacles, we remained steadfast in our commitment to prudent financial management and sustainable growth.

ABC's financial strategy this year focused on preserving cash reserves to ensure that the next board has the financial flexibility to reinvest in the community. This forward-looking approach is designed to provide the incoming board with new opportunities to support and enhance ABC's core activities.

Our proactive management of financial resources is evident in several key areas. A stable cash flow, resulting in maintaining cash reserves on the level of the cash reserves in the beginning of the year. This careful cash management ensures that ABC remains on solid financial ground, enabling us to face future challenges with confidence.

Our focus on recurring income streams, particularly through the introduction of SEPA Direct Debit for membership contributions, has been a vital step in building a stable financial foundation. Moreover, our successful execution of events, particularly those that exceeded budget expectations, underscores ABC's core strength in event management and effective partnerships.

While there was a strategic decision to incur a loss in internal activities, this was a deliberate choice aimed at subsidizing costs for members, reinforcing our commitment to fostering a sense of community and engagement among active members. In dire time there is a need for harmony, whilst we may have been keen on retaining money, sometimes to let go of money to pursue harmony was not a difficult choice to make.

Overall, this year's financial performance highlights ABC's dedication to sound financial management, strategic growth, and the continued enhancement of our organizational core competencies. By maintaining a strong financial position, ABC is well-prepared to seize new opportunities and continue thriving in the years ahead.



# OBJECTIVES, RESULTS & RECOMMENDATIONS

## 01 MEMBERSHIP SYSTEM

Following the successful streamlining of our operational procedures, we have been able to gather essential data, enabling the creation of a comprehensive database. This database serves as the foundation for a new member management portal, designed to simplify and enhance the way we interact with our members. Through this portal, board members gain instant access to a detailed overview of all registered members. This includes crucial information such as university affiliations, unique discount codes, upcoming automatic payment dates, and much more.

The portal is not just about viewing information; it's also a powerful tool for managing members effectively. We can now easily reassign new discount codes and resend welcome emails with the correct discount codes

attached, ensuring our members always have access to their benefits. Additionally, the system is invaluable for monitoring members' payment statuses, including identifying cancelled automatic payments and handling refunds and chargebacks efficiently.

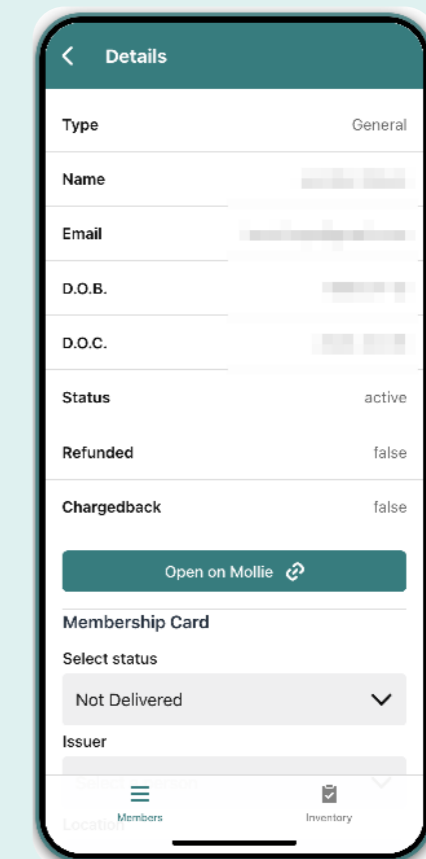
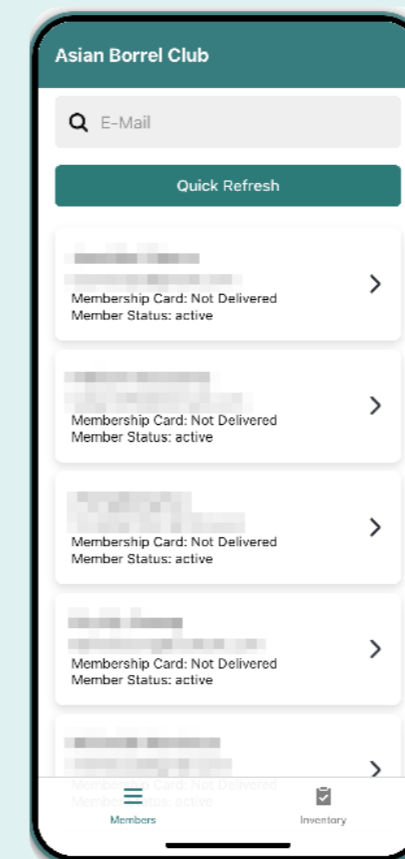
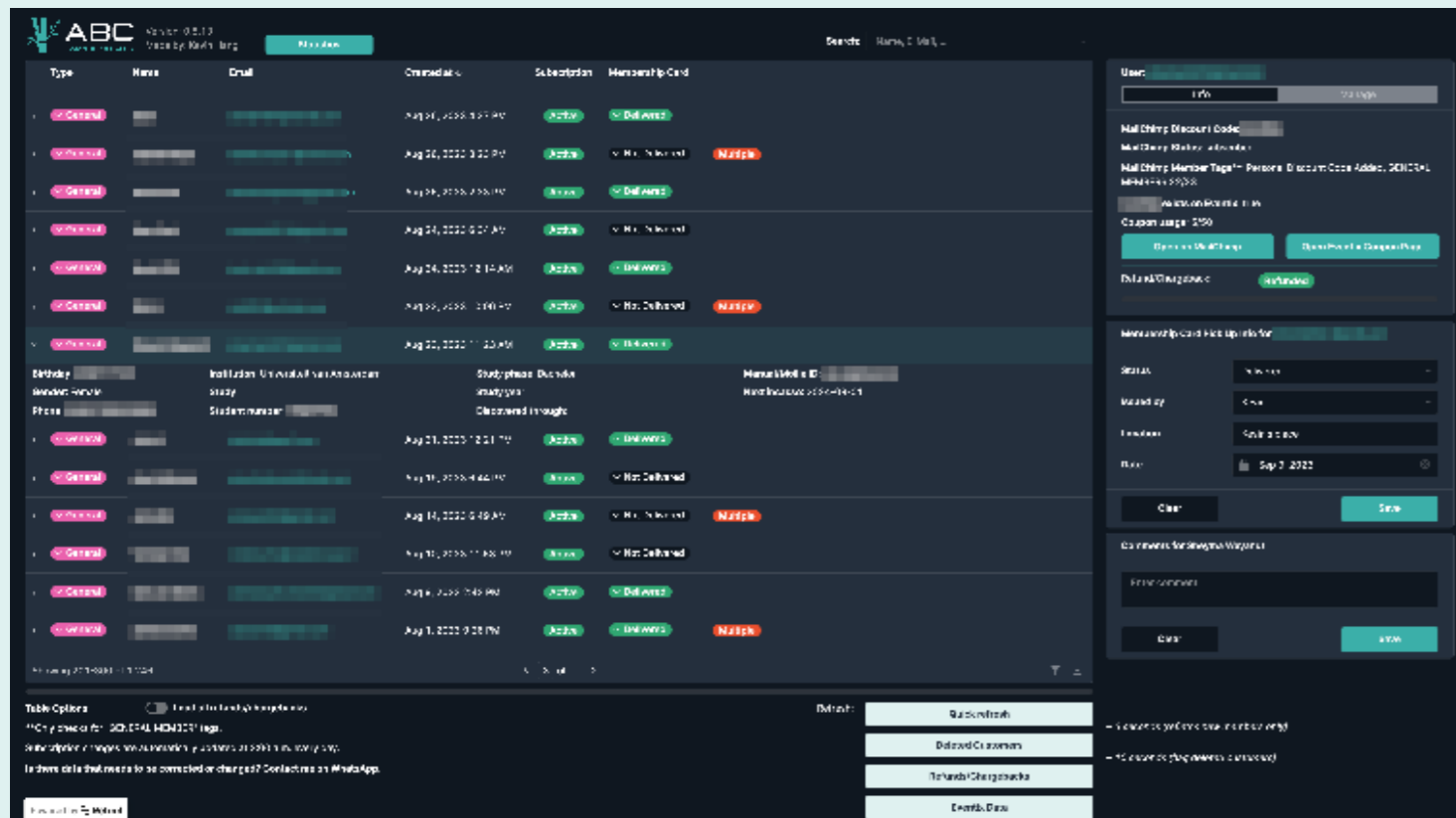
A particularly noteworthy feature is our ability to track the delivery status of membership cards. Once a member has received their membership card, we can update their status directly in the portal. This feature, along with most of the portal's functionalities, relies on real-time data. We've set up scheduled updates to ensure all information is current, providing a seamless and efficient management experience.

To further our commitment to accessibility and efficiency, we introduced a mobile app. This app allows us to access key member information on the go and update the membership card delivery status directly from our phones. The app's design focuses on simplicity, ensuring that even the most essential tasks can be performed quickly and easily, without the need for complex navigation or procedures.

This enhanced membership system represents a significant leap forward in our ability to serve our members effectively. By leveraging technology, we have not only improved the accuracy and reliability of our

member data but also enriched the overall experience for both our members and board members alike.

Due to the discharge of the committee head, no further progress was made beyond what was reported in the semi-annual report. However, the experience with this new dashboard and mobile app was positive. In practice it reduced the workload of various tasks within the board and optimized the processes of membership registration and deregistration.





# OBJECTIVES & RESULTS CONTINUED

For the second quarter, we've taken significant strides towards further enhancing our operational efficiency by developing a membership area on our website. This new feature is designed to empower our members, giving them direct control over their membership details. By logging in with the email address used during their initial membership purchase, members gain access to a personalized dashboard.

This dashboard is the hub for all membership management needs. Here, members can view their current membership status and manage their automatic payments with ease. This includes the ability to cancel these payments without the need to go through a board member or email our secretary for assistance.

### Membership

Automatic Payment:

Next Automatic Payment:

Member Since:

**STATUS:**

Active Until:

[Cancel Automatic Payment](#)

This development is a key part of our ongoing efforts to streamline operational processes. By providing members with direct access to their information and self-service options, we reduce the workload on our board members and eliminate unnecessary steps for our members. This not only improves efficiency but also enhances the overall member experience by offering immediate access and control over their membership details.

Although this development was not achieved due to the discharge of the committee head, it remains a valuable initiative for the next board to explore, as it would streamline operations, reduce the board's workload, and enhance the overall member experience by providing direct access and control over membership details.

### Automatic Payment Cancellation Request

After submitting your cancellation request, you will receive an update within 10 minutes. If not, please contact us.

Reason for cancelling (optional)

How can we improve?

I agree to the [terms and conditions](#)

Submit

## 02 SECURITY ADVANCEMENTS

Recognizing the importance of data security, we have made significant advancements in safeguarding our sensitive information this year. In the past, our approach to password and data protection did not meet the high standards we strive for. To address this, we have made a substantial commitment to enhancing our security protocols.

We have chosen to invest in a password management solution specifically designed for small businesses and teams, which is now being used by all executive board members. This tool allows us to securely store and manage passwords, ensuring that sensitive information is kept safe and accessible only to those who need it. We also made it a habit to enable 2FA whenever possible.

The password manager comes with features that greatly improve our security practices. Board members can now share passwords and sensitive data securely, thanks to measures like email whitelisting and the ability for passwords to be visible only once when shared. This ensures that our critical information is accessible in a controlled manner, significantly reducing the risk of unauthorized access.

By adopting this password manager, we are not only protecting our own data but also demonstrating our commitment to the privacy and security of our members' information. This step forward in our security measures represents our ongoing dedication to maintaining the highest standards of data protection and integrity within our association.

However, despite these advancements, when the IT head was discharged, we faced difficulties accessing certain passwords and admin accounts. This issue highlighted the need for stronger contingency measures in leadership transitions. As a result, the Supervisory Board proposed an addition to HR Article 21, which was voted in during the June GMA. The new house rule 21.11 stipulates that "One member of the Supervisory Board must be granted the Super Admin role in Google Workspace of ABC for one

## OBJECTIVES, RESULTS & RECOMMENDATIONS

academic year." This measure is expected to resolve the issue of access during transitions and ensure continuity in safeguarding critical information.

By adopting these security practices and introducing governance safeguards, we continue to demonstrate our commitment to protecting both our data and the privacy of our members, while improving operational resilience.

## 03 REIMBURSEMENT POLICY

In our ongoing commitment to fostering consistency and maintaining the highest standards of financial transparency, integrity, and accountability, we are pleased to announce the initiation of our inaugural House Rule amendment. This newly instituted reimbursement policy is specifically crafted to streamline and formalize the reimbursement process for expenditures incurred by our active members while fulfilling their responsibilities. It is important to highlight that reimbursements were implemented in the previous academic year. However, recognizing the need for continuous improvement, the introduction of this House Rule and the accompanying policy marks a significant step forward in enhancing the clarity and efficiency of our reimbursement procedures. This is an ongoing process, and we anticipate making further improvements in the remaining academic year to ensure a seamless and effective reimbursement experience for our active members.

The reimbursement policy was utilized 136 times during this academic year, significantly streamlining the process of organizing events by allowing multiple individuals to make purchases. However, this also resulted in increased administrative workload and, at times, delays in reimbursing our members.

It is recommended that the incoming board review and revise this reimbursement policy to improve its efficiency and reduce the administrative burden, ensuring a smoother process for everyone involved.

# OBJECTIVES & RESULTS CONTINUED



## OBJECTIVES, RESULTS & RECOMMENDATIONS

### 04 E-BOEKHOUDEN ACCESS

Our data security and management strategy heavily relies on well-defined access rights within E-Boekhouden. In order to enhance the efficiency and security of our system, we have implemented a practice of establishing multiple accounts, each with viewer rights, instead of sharing a single account with all-encompassing privileges. This strategic approach acts as a protective measure, enabling designated individuals, such as the audit committee, to access crucial data without the risk of altering or compromising its integrity.

By restricting access to viewing privileges only for specific accounts, we not only reinforce data protection but also guarantee the preservation of critical information in its original state. This intentional strategy is integral to maintaining the integrity of our administrative software, providing controlled access exclusively to authorized personnel. Ultimately, this contributes to a more resilient and secure administrative process. It is important to note that we continually fulfill this policy to ensure ongoing adherence to these data security measures.

No significant changes.

### 05 BRIDGING THE GAP: BOARD & ACTIVES

### 06 TRANSPARENCY TOWARD MEMBERS

Effective communication lies at the heart of our collaboration. Regular meetings, transparent updates, and open channels of communication facilitate the exchange of ideas and ensure that both the board and committee members are aligned in their vision and objectives. This shared understanding is fundamental to creating a cohesive and united front within the association. This objective has been achieved differently in each committee, but has been overall successful and achieved through committee bondings and internal events, such as our successful actives weekend. For the next half year we will continue to improve.

Two interview rounds were organized to recruit new committee members. To our surprise, the number of applications exceeded the statistics from previous year. Quick and timely communication was proudly achieved, despite the high number of applicants. Transparency is a cornerstone of trust within our association. We want to provide clear and accessible information to all our members. This includes sharing key decisions, financial reports, and updates on our activities. By promoting transparency, we empower our members to make informed choices and feel confident in their association. Including a timely announcement of the Semi-Annual GMA, by promoting transparency, we empower our members to make informed choices and feel confident in their association. This further included informing members promptly of the GMA's and important information, which we are pleased to report was achieved.

The goal outlined in our policy plan and reflected upon during the semi-annual report faced challenges when various board members were discharged. The sudden reduction in board members—down from eight to five—meant the remaining board members took on a heavier workload, which impacted the level of communication about these issues. While formal information regarding board member discharges and issues was always shared transparently during General Member Assemblies (GMAs), the communication regarding these issues could have been more fluid with the affected committees.

Despite these challenges, we succeeded in maintaining a collaborative atmosphere, thanks in part to the exceptional efforts of our active Committee members. After a first successful actives weekend, the Internal Committee organized a second weekend. This event proved to be a resounding success and demonstrated the commitment and teamwork within the committee, and the actives family that was build this year.

In addition, the previously achieved goal of timely GMA announcements and information was continuously

accomplished. Communication regarding membership renewal and deregistration was handled with priority and transparency, ensuring that all members were well-informed throughout the process. By maintaining clear and timely updates, we successfully accomplished our goal of making these procedures efficient and straightforward, reinforcing our commitment to keeping members engaged and informed.

Looking ahead, it is essential for the next board to strengthen communication practices, particularly during periods of transition or high workload. Maintaining regular, transparent updates and open channels of communication—both internally among board members and externally with committees—will help prevent miscommunication and ensure smoother operations. Encouraging more frequent informal bonding events can also foster stronger connections between the board and active members, further enhancing the collaborative spirit of the association.

### 07 EMBRACING LANGUAGE INCLUSIVITY

We have identified a recurring issue within the association—Dutch frequently becomes the default language, inadvertently alienating international students who are not familiar with it. Given that we are situated in Amsterdam, the tendency is understandable, yet we aspire to be a diverse and inclusive association. To that end, we are making a concerted effort to establish English as our principal language for communication. Periodic reminders are sent out, especially during official meetings and events, to shift the conversation back to English. While it is not within our purview to enforce language choices, we believe that this initiative is pivotal for ensuring an inclusive atmosphere. By prioritizing English, we aim to create a more accessible and welcoming environment for both local and international members.

This is an ongoing process, however, we can report English has been prioritized and continuous reminders have been shared during conversations.

This goal has been effectively achieved through prioritizing English as the principal language of communication, reinforced by regular reminders. The efforts made have been successful in addressing the issue, and no further recommendations are necessary beyond those already mentioned. We hope the next board will continue to establish English as our principal language for communication.

### 08 STRENGTHENING RELATIONSHIPS WITH PARTNERS

The main priority of the External Committee was to reestablish our previous partner relations. Strengthening relationships with partners is integral to the success and sustainability of a student association. Collaborating with external partners offers a multitude of benefits that contribute to the overall growth and effectiveness of the association. During the first half year we have re-established relations with 13 of our previous partners and added 2 new partners. Therefore, we can note that improving communication with our partners has to some extent been achieved. As our partnership have now been established, we will continue our focus on the improvement of our relations and communication for the second half of the year.

Due to the early discharge of our Head of External Affairs, we were unable to properly reflect on or make significant progress with this goal in the second half of the year, and no further improvements took place. However, we recommend that the next Head of External Affairs focuses on enhancing communication and strengthening relationships with our partners to ensure continued growth and sustainability.



# OBJECTIVES & RESULTS CONTINUED

## 09 CONNECTING AND DEEPENING OUR BONDS WITH ASSOCIATIONS

Due to unforeseen circumstances our own Constitutional Borrel (CoBo) had to be rescheduled to February. However, the board has put in significant time and energy to attend CoBo's organized by other associations, connecting with new associations and deepening our bond with other associations, such as CSA. Thus, we can report that our objective has been somewhat achieved.

Throughout the year, we have maintained regular contact with the Chinese Student Association (CSA) and the Erasmus Student Network ESN, fostering friendly connections with both organizations. While we had several ideas for collaboration, scheduling conflicts prevented these plans from coming to fruition. Despite this, we successfully connected with various other associations by attending their Constitutional Borrel (CoBo) events, including deepening our relationship with CSA. Although our own CoBo had to be rescheduled to February, we can report that the objective of strengthening inter-association relations has been somewhat achieved. We recommend that the new board continues to explore collaboration opportunities and further strengthen these valuable connections.

## 10 ACTIVES T-SHIRTS

We have continued the tradition of providing committee members with one free committee t-shirt to increase ABC's visibility and brand recognition during events. Not only do these t-shirts serve ABC, but they are also a great way to show off our partners. To express our heartfelt gratitude for the invaluable contributions of our active members, we offer each of them a complimentary t-shirt as a token of our appreciation. We hope the t-shirt will remind our committee members of the growth we realized as ABC and that we could not have done it without them.

For the latter part of our term we want to enforce more visibility of the actives t-shirts through reminding our actives to wear them during events. This way our general

members also know who to reach out to for any help or questions.

We have successfully achieved our goals related to committee visibility and brand recognition. Additionally, we have continued to enforce the visibility of these t-shirts by reminding our active members to wear them during events, ensuring that general members know who to approach for assistance or questions.

## 11 FREE MEMBERSHIP

We place a high value on our active members. We have continued the tradition of offering our committee members a free membership for the academic year 23-24. As mentioned, we deeply appreciate all our committee members and their contributions to our association. We could not have organized all these amazing events without them. As a token of appreciation, ABC has successfully covered the costs of their membership for the academic year 2023-2024.

This goal was achieved.

## 12 EXCLUSIVE ADMISSION TO EVENTS

As we are a tight-knit community, we try to help each other out when needed. It is our policy that ABC will cover the associated admission costs for the events where committee members will help out. This way we hope to not only give back to those willing to help out but also to encourage the team spirit and community.

ABC is pleased to report that this objective has been successfully realized.

## 13 SPORTS EVENTS

To give back to the committee members who have helped out at the organized sports events, the Sports Committee has ensured that there was extra play time available for the helpers at the end of our events.

ABC is pleased to report that this objective has been successfully realized at already our first Sports event of our year; the Indoor Football Tournament. For our next big event, Basketball, the Sports Committee has also reserved extra time for helpers to enjoy and play a game of Basketball.

The Sports Committee has continued their initiative to reserve extra time for helpers. However, despite this effort the involvement was less prominent this year than the previous year. Possibly due to a decrease in internal events, which may have affected overall engagement. However, it is recommended to continue this effort into the new academic year.

## 14 ACCESS TO EXCLUSIVE ACTIVES ACTIVITIES

To strengthen the bonds between active members and foster communication, we have aimed to place a greater emphasis on internal and bonding activities within the committees. Each head has been responsible for organizing regular committee bonding events and based on our results of the Committee Feedback, there has been an overall satisfaction. In addition, we have organized internal bonding events, where feasible. We have successfully organized an actives weekend where new bonds between the various committees have been made. These active events and bondings act as a thanks to our active members for the hard work they do and foster a close environment between active members. The Internal Committee has organized five Internal events, and is already planning a next actives weekend

## OBJECTIVES, RESULTS & RECOMMENDATIONS

as a token of appreciation and to end the year of hard work with a celebration.

This year, our goal to strengthen the bonds between active members and enhance internal communication faced some challenges. The sudden departure of the head of Internal Events, combined with a lack of motivation due to these changes within certain committees, impacted our ability to organize bonding activities as initially planned. Despite these hurdles, we successfully organized a second actives weekend, which was a notable achievement. The Internal Committee, despite the absence of their initial head, stepped up remarkably to execute this event, demonstrating their dedication and resilience.

Throughout the year, we emphasized internal and bonding activities to foster a close-knit environment among our active members. While the number of bonding events was not as high as anticipated due to the aforementioned challenges, we made strides in creating meaningful connections through the events that did take place. The actives weekend proved to be a valuable opportunity for new and strengthened bonds among various committees, serving as a gesture of appreciation for the hard work of our active members.

Looking ahead, it is crucial for the new board to continue prioritizing internal bonding activities and addressing motivation issues promptly. The success of the second actives weekend highlights the importance of these efforts and the potential for positive outcomes even in the face of difficulties. We recommend that future boards build on this foundation to ensure consistent and effective internal engagement throughout the year.

## 15 BIRTHDAY AWARENESS

We believe in celebrating the special moments in our active members' lives, and what better occasion than birthdays to show our appreciation? At ABC, we make it a point to extend our warmest birthday wishes to our active members, deepening the connections we share with them. It is a gesture of gratitude for being part of our ABC family and for the contributions they make to our association. Every Committee Head has been appointed the responsibility to keep track of their Actives' birthdays and share their warmest wishes on the days of celebration. To ensure birthday awareness, the Board has created a shared agenda where everyone's birthdays have been added.

To continue fostering a sense of appreciation and connection with our active members, we recommend that the new board maintains the practice of noting birthdays in a shared board agenda. This system, introduced this year, has proven effective in ensuring that we recognize and celebrate the special moments in our members' lives. By continuing this practice, the new board can further strengthen the bonds within our association and show ongoing gratitude for the contributions of our active members.

## 16 INVESTING IN ABC'S CORE VALUES

As we steer through the ongoing process of crafting our annual budget, ABC remains steadfast in realizing its profound vision centered on Dutch Asian gezelligheid. Gezelligheid, epitomizing warmth, camaraderie, and comfort, forms the bedrock of our association's ethos. This financial planning, seamlessly aligned with our vision, channels resources towards nurturing a vibrant and inclusive community. Our focus in the coming academic year centers on initiatives that bolster our core values of diversity, inclusivity, and fostering lasting connections. ABC's financial initiatives serve as a beacon of gezelligheid, providing a haven for students and young professionals in Amsterdam to flourish in cultural exchange and forge meaningful bonds. Beyond being a financial blueprint, our annual budget is a tangible

manifestation of our unwavering commitment to infusing every aspect of our association with the spirit of gezelligheid. This dedication will continue to shape our financial strategies and endeavors throughout the remainder of the academic year.

We faced several challenges while working to align our annual budget with ABC's vision of Dutch Asian gezelligheid, a concept embodying warmth, camaraderie, and comfort at the core of our association's values. While we remained committed to nurturing a vibrant and inclusive community, we encountered obstacles along the way, such as balancing diverse financial needs and ensuring resources were allocated to initiatives that truly reflect our commitment to diversity, inclusivity, and fostering meaningful connections.

This journey required creativity, collaboration, and careful decision-making, pushing us to rethink our strategies and find ways to overcome these challenges. Although the process was demanding, it ultimately proved worthwhile. By staying true to our vision, we succeeded in directing our resources to create a welcoming environment where students and young professionals in Amsterdam can engage in cultural exchange and build lasting relationships. Ultimately, our annual budget became more than just a financial plan; it emerged as a reflection of our steadfast dedication to embedding the spirit of gezelligheid in everything we do. Despite the difficulties, the experience strengthened our resolve, and we believe it has set a strong foundation for guiding our financial strategies for the remainder of the academic year.

## 17 INVESTING IN STREAMLINING PROCESSES

In adherence to our gezelligheid vision, we acknowledge the perpetual need for improvement and operational efficiency. Within our annual budget allocation, we significantly prioritize investments aimed at streamlining our operations. This commitment to efficiency is an ongoing endeavor that extends throughout the remaining academic year. Our overarching goal is to enhance the quality of experiences for our members while maximizing the impact of each allocated fund. Whether integrating digital tools for administrative simplification, optimizing event planning workflows, or refining communication strategies, these efficiency-focused investments are vital to our unwavering dedication to provide a seamless and enriching journey for our community. Our budget not only attends to the immediate needs of ABC but also establishes a groundwork for a more adaptable and responsive organization. The objective is to be better equipped to meet the evolving expectations of our members and further embody the spirit of gezelligheid. This sustained commitment to efficiency remains integral in our pursuit of realizing ABC's profound vision deeply rooted in Dutch Asian gezelligheid, and it will persist as a guiding principle throughout the ongoing academic year.

We encountered many challenges in our efforts to align with our gezelligheid vision, and we did not always achieve the results we had hoped for. However, the successes we did achieve had a meaningful impact on our operations. For instance, the introduction of tools like Retool for membership administration significantly streamlined our processes, making it easier to manage our growing community. Additionally, implementing 1Password for password management greatly enhanced the security and safekeeping of our sensitive information. While we faced setbacks and had to adapt along the way, these improvements demonstrated the tangible benefits of our commitment to operational efficiency. They reinforced the importance of continuing to seek innovative solutions that support our goal of creating a seamless and enriching experience for our members. Despite the challenges, the progress we made this year has laid the groundwork for a more adaptable and responsive organization, furthering our dedication to the spirit of Dutch Asian gezelligheid.





# OUR PARTNERS

Partners and sponsors play a crucial role in ABC's success. ABC consists of three primary components in its view: ABC as a student association, members, and businesses. Through a collaborative effort, ABC has established partnerships with a variety of businesses in order to support each other, while members receive exclusive perks such as discounts and vouchers that can be redeemed by presenting their membership cards at these businesses. These types of collaborations are mutually beneficial and help to strengthen the community.

By partnering with businesses, ABC receives funding, resources, or services that help support its activities and events. In return, businesses can benefit from exposure to ABC's membership base, as well as potentially increase their customer base through the exclusive benefits offered to members.

For members, having access to exclusive discounts and vouchers can be a great incentive to join and remain part of ABC. This can also help to build a sense of community among members, as they can potentially share their experiences and recommendations with each other.

It's important for ABC to ensure that the businesses it partners with align with its values and mission. This helps to maintain the integrity of the partnership and ensures that it benefits all parties involved. Additionally, clear communication and guidelines are established to ensure that the partnership is well-defined and mutually beneficial.

In an effort to support our cause, we have reached out to several Asian-related businesses to explore potential collaboration opportunities. At the end of the academic year, we established collaborations with 16 businesses.

We are deeply grateful for the support of our partners and sponsors, as their contributions have been instrumental in enabling ABC to introduce students and young professionals to our association, helping us with hosting a variety of events, borrels, and parties. Through these gatherings, people from diverse cultural backgrounds are able to come together and experience the unique Dutch Asian "gezelligheid."

Our members have played an integral role in supporting our cause and helping us achieve our objectives. We want to thank our members for their belief in our mission, their invaluable contributions and helping us in achieving it. Without our members, we would not have been able to accomplish all that we have, and we are excited about the possibilities that the future holds with their continued participation.



## PORTFOLIO

# ALLOCATION

## ALLOCATION

Special thanks to our committee members!

### PARTY COMMITTEE



#### Head: Xiu ten Have

- Daniel Kim
- Hani Nguyen
- Jiali Zheng
- Jia Yin Zheng
- Long Jiang

The Party Committee is the driving force behind the creation of the most unforgettable and lively parties that elevate the entire study association experience. Their dedication to crafting memorable events not only entertains but also brings a unique dimension to our association. These parties act as a vital bridge between our members and the rich tapestry of cultures, allowing us to appreciate, celebrate, and learn. The party committee is dedicated to create highly memorable experiences for everyone.

### MARKETING COMMITTEE



#### Head: Ying Yang

- Alisha Gemmaputri
- Arianna Zhou
- Deon (Ignis) Pedro-David
- Huong van Grinsven
- Margriet Brandse
- Martha Koomen
- Phuong Ho
- Thao (Karolina) Szymanowska-Dao
- Travis Nguyen
- Yili Char
- You Chang

The Marketing Committee at ABC is a key component of the association, composed of a team of creative individuals who work together to come up with innovative and effective marketing strategies, they are responsible for the promotion and advertisement of all the activities and events hosted by ABC. The Marketing Committee focuses on crafting tailored content that highlights the unique journeys and experiences of our active members. This provide them with a platform to express what it truly means to be a part of ABC.

### INTRODUCTION COMMITTEE



- Jeffrey Yong
- Jenny Zhou
- Jonathan Van de Groep
- Lucy Filip
- Magali Cho Lin Wing
- Zheng En Lin

The Introduction Committee is the face of ABC to our new and incoming members. The goal of Introduction is to ensure that our new members can find their place and feel welcome in the association. Introduction focuses on bringing people together through shared interests and experiences and helps our members make memories of their time with the association.

### SPORTS COMMITTEE



#### Head: Tawny Sleetbos

- Anh Vu
- Natsuki Saraya
- Sergi Calor
- Vuong Pham

The Sports Committee at ABC is dedicated to organizing various sporting events and creating a fun experience for all. The Sports Committee takes extra care by offering a wide range of events, making it accessible for the casual player and combining fun and competition. Overall, the Sports Committee plays a vital role in promoting physical health and well-being while fostering a sense of community and team spirit within ABC.



EXTERNAL COMMITTEE

SOCIAL EVENTS COMMITTEE

MERCHANDISE COMMITTEE

IT COMMITTEE



- Anass Zaoujal
- Jimmy Zhuo
- Naomi Nguyen
- Perry Tran
- Sam Law
- Shine Djojosoetirto

The External Affairs Committee is responsible for engaging with external parties. Their primary objective is to broaden the network of ABC by establishing partnerships with businesses that share an affinity for Asian culture and a desire to support its respective communities. While striving to provide benefits to ABC's members, such as giving discounts to our partners or sponsoring ABC's events, this committee also serves as the primary point of contact between businesses and ABC, placing great emphasis on nurturing strong relationships between ABC and their partners.

**Head: Xiu ten Have**

- Arya van Ede
- Linh Nguyen
- Thanh Tran
- Xi (Momo) Zeng
- Yuki de Groot

The Social Events Committee plays an instrumental role in shaping the very essence of our organization. Committed to infusing the spirit of celebration and cultural diversity into the heart of our community, the social events committee is at the forefront of planning and executing our most memorable events. In essence, the social events committee works tirelessly to create unforgettable moments that strengthen our bonds, enrich our perspectives, and make each gathering a truly remarkable and inclusive experience.

- Jesse Huang
- Mee Wei Fan
- Mei Feng
- Wenyuan Zhang

The Merch Committee assumes a pivotal role within ABC, acting as the creative driving force behind the development of our distinctive branded items. Their primary objective is to craft designs that are not only unique but also visually captivating, with versatile applications ranging from giveaways to marketing and promoting the association's mission. In sum, the Merch Committee plays an instrumental role in elevating the association's visibility and resonance, marking a significant stride towards advancing our profile to a heightened level of prominence and distinction.

- Colin Busropan
- Duong Vu Hai
- Pedro Escobin

The IT Committee serves as the technical backbone of the student association and is responsible for maintaining and updating the website, email systems, and payment systems. They facilitate the computer-related tasks of other committees by automating repetitive and time-consuming tasks to the best of their ability. They handle essential datamanagement tasks, maintain databases of members and stakeholders, and offer valuable analytics for data-driven decision-making.

TRIP COMMITTEE

GAMING COMMITTEE

INTERNAL COMMITTEE

AUDIT COMMITTEE



**Head: Timothy Tan**

- Eric Kim
- Gwendolyne Cheung
- Jorine Ogay
- Sheyma Weyandt

The Trip Committee at ABC holds a pivotal role in the organization, orchestrating the eagerly anticipated annual trip for our members. This event offers a golden opportunity for members to embark on thrilling adventures, explore new horizons, and forge lasting bonds. The committee's responsibilities encompass destination selection, itinerary planning, accommodations, and transportation logistics. Their dedication ensures that each trip becomes a cherished memory and strengthens the connections within our ABC community, making it an exceptional and unforgettable experience.

- Lisanne Ouwehand
- Nathan Phang

The Gaming Committee at ABC is dedicated to providing an exciting and engaging experience for members who are passionate about gaming. With the popularity of competitive games like Valorant and League of Legends, the committee's main focus is organizing online gaming tournaments that bring members together and allow them to showcase their skills. In addition to our online events, we desire to implement offline gaming events as well. These offline events will provide a unique opportunity for our members to come together in person, fostering a sense of community among gaming enthusiasts.

- Alivio Effendi
- Almira Tertia Rekam santi
- Kaylee Wu
- Kenny Wu
- Lucia Scott

The Internal Committee aims to foster a sense of belonging and unity within our organization, ensuring our members feel like a part of a close-knit family. Internal organizes periodic social gatherings, cultural events, and activities for our active members designed to encourage interaction and build strong relationships amongst members. The members will maintain open and accessible channels for them to share their ideas, concerns, and suggestions related to strengthening connections.

**KEVIN LIU**  
TREASURER 20/22

**HONG QUYNH LE**  
TREASURER 22/23

**TIEN HUNG NGUYEN**  
EXTERNAL  
COMMITTEE  
22/23

The Audit Committee (AC) oversees ABC's financial health and - integrity. AC is tasked with ensuring the association operates with transparency and adheres to financial regulations, contributing significantly to its long-term success and financial sustainability. They conduct three audits during the academic year, examine cash flows, and inform the treasurer of their upcoming responsibilities. Additionally, the committee ensures transparency by communicating financial information to the General Members Assembly (GMA) alongside the treasurer.



ADVISORY BOARD

SUPERVISORY BOARD

EXECUTIVE BOARD



**YENLY HE**  
MARKETING 20/22  
**CHILOK MAO**  
SECRETARY 22/23  
**DION XU**  
EXTERNAL 22/23

The Advisory Board (AB), evaluates the initiatives of the executive Board to ensure that both short-term and long-term goals remain feasible and well-aligned. The role of AB members is seen as supportive, providing guidance and advice when requested, with feedback on our events, both positive and constructive, being invaluable. AB undergoes approval at the GMA and is appointed for one academic year.

**CHRISTINE LI**  
EVENTS 20/22  
**MATTHIJS FOK**  
SECRETARY 20/22  
**RYAN ZHANG**  
IT 20/22  
**CECILIA CHIA**  
INTRO COMMITTEE 22/23  
**KAY DJOEHARI**  
EXTERNAL COMMITTEE 22/23

The Supervisory Board (SB) bears the responsibility of overseeing the activities of the association. To fulfill this role, the Supervisory Board conducts regular assessments of the policy framework, ensuring that the Executive Board adheres to the established policies and properly executes additional activities. Annually, the Supervisory Board provides recommendations concerning new Board members, which can be either accepted or contested during the General Members Assembly (GMA).

**DAVID LAW**  
CHAIRMAN  
**TAWNY SLEEBOS**  
VP & SECRETARY  
**TIMOTHY TAN**  
TREASURER  
**XIU TEN HAVE**  
EVENTS HEAD  
**YING YANG**  
MARKETING HEAD

The Executive Board takes ABC to greater heights while ensuring a safe, fun and unbiased environment. It shows professional working conduct, while ensuring transparency and integrity. It leads and motivates committee members to fulfill ABC's vision, mission, goals and objectives.



**DUTCH ASIAN  
GEZELLIGHEID**

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**TAWNY SLEEBOS**  
**SECRETARY 23-24**





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