



Monday, 17 July

11:15am

What Exhibitions Can Do for an Association

Linda Gaunt, Australian Dental Industry Association & Troy Williams, Australian Dental Industry Association

11:55am

10 Marketing KPIs Every Association Should Be Measuring

Angie Karpouzis, Aptify

1:45pm

Keeping Women in the Resources Industry: A Case Study of AMMA's Virtual Mentoring Program

Melissa Richardson, Art of Mentoring & Tara Diamond, Australian Mines and Metals Association

2:25pm

Easily Attract & Retain Members with Online Professional Development

Lee Goldsworthy, Course Genius

4pm

Affordable PR Strategies for the Long Term

Jo Scard, Fifty Acres - The Communications Agency

4:40pm

Revenue Streams and Investments for Sustainability

Stephen Tait, Randwick Waverly Community Transport



ART of
MENTORING



MENTORING PROGRAM CASE STUDY



Female participation rate in resources sector = 15%
Goal = 25%

LAUNCHED 2013



How We Help

AWRA e-Mentoring Program

AWRA Forum

AWRA Workshops

AWRA Industry Webinars

Industry Awards

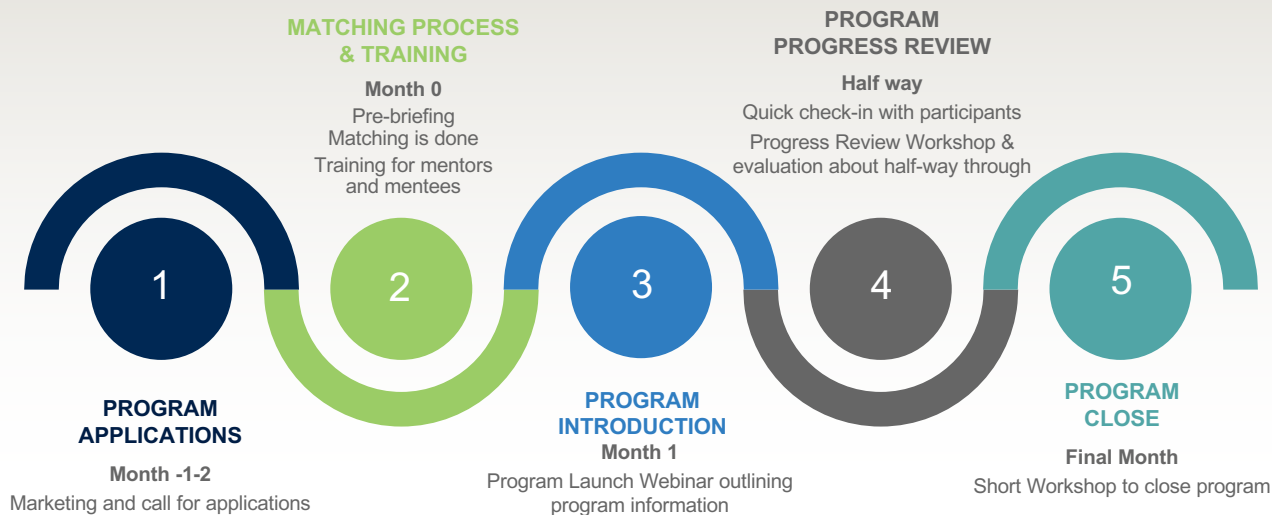
AWRA E-MENTORING PROGRAM



YOUR NEXT PROFESSIONAL DEVELOPMENT OPPORTUNITY COULD INVOLVE SOMEONE YOU'VE NEVER MET.

PROGRAM DESIGN

- Program offered every couple of months for small cohorts
- All program events, training and mentoring done virtually
- Quite high-touch program management

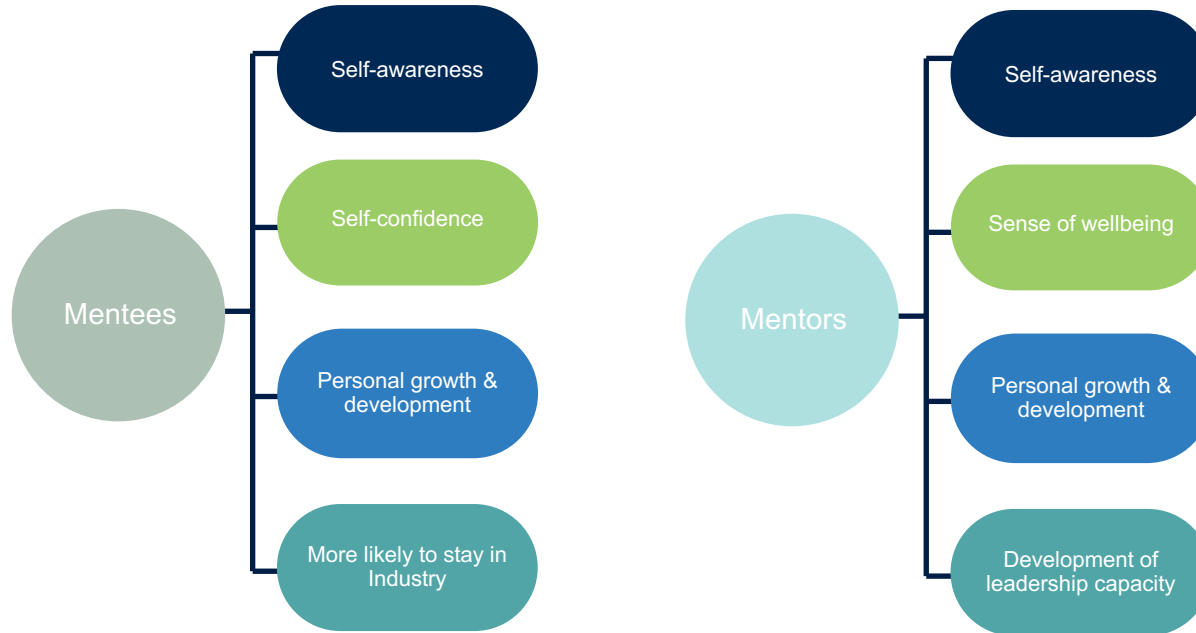


PROGRAM OUTCOMES

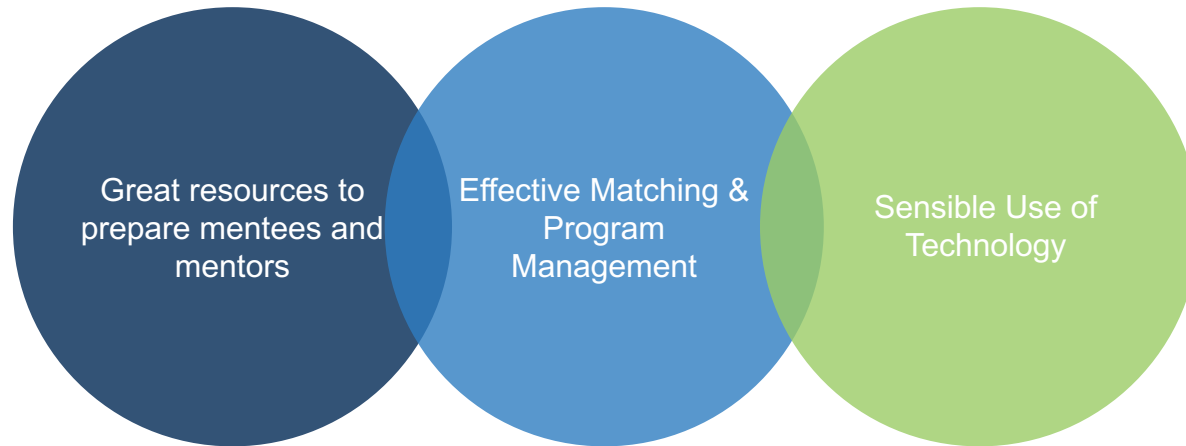
- High match satisfaction
- High level of stated mentee goal achievement
- High program satisfaction
- Quite low drop-out rate (<15%)
- Re-registration of mentors

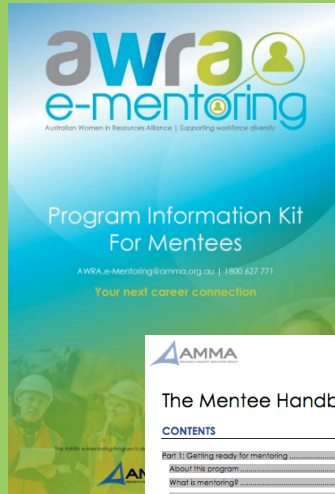


REPORTED BENEFITS 12 MONTHS LATER



KEY SUCCESS FACTORS





AMMA
Australian Women in Management & Marketing Association

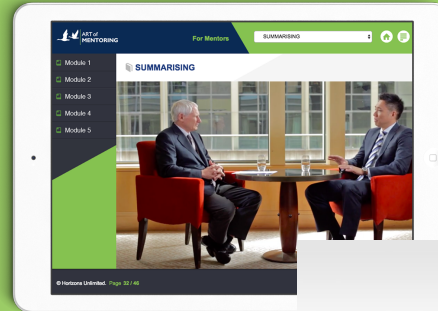
awra e-mentoring

The Mentee Handbook

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Level 5, 22 Collins Street, South Melbourne VIC 3207 | P 1800 627 771 | E awra@mentoring.amma.org.au



AWRA e-Mentoring Program

You are currently working on behalf of Amberley Murray [Switch back to Melissa Richardson](#)

Mentoring Connections

Showing 1 - 1 of 1 Recently active

McCarthy and Murray April 11, 2017 - February 05, 2018 Mentor Melanie McCarthy Mentee Amberley Murray 1 Meeting Attended 0 Messages Exchanged Milestones Progress Current Milestone Ending the Relationship and Preparing for the Future (Due January 09, 2018) 8 pending tasks	Mentoring Connection Name Mentor Mentee
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Goals not yet defined.



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