

5C Association Transformation: Making Significant Change

Lee Tonitto

CEO, Australian Marketing Institute

Michael Werle

National President

Australian Institute of Training and Development

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by:



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—
Jamie Williams, Sales Manager

Customers we proudly serve

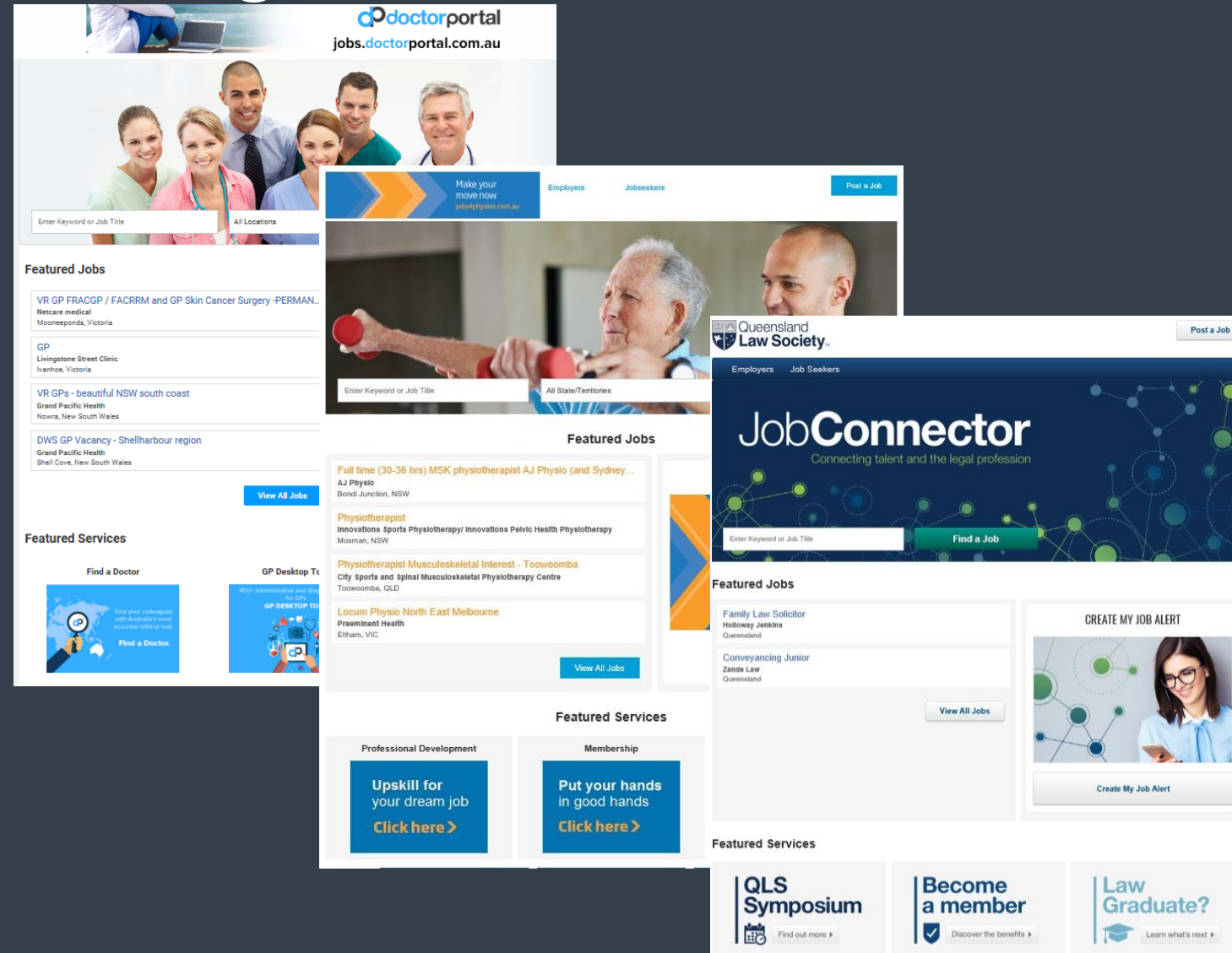


The Royal Australian and New Zealand
College of Radiologists*



Engage members using a Job Board

- Drive traffic to your site with constantly updating content
- Job boards have activity between 3 and 10 times that of the association website
- Jobs emails open rate averages more than 40-50% with click throughs of more than 15%.



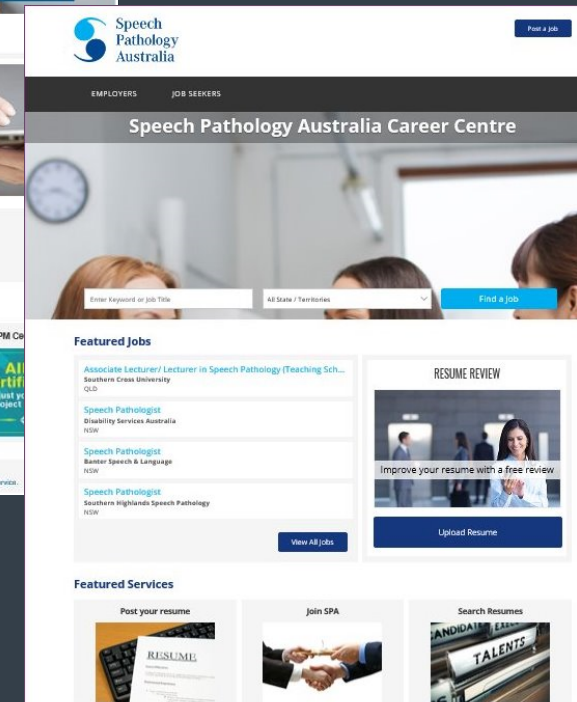
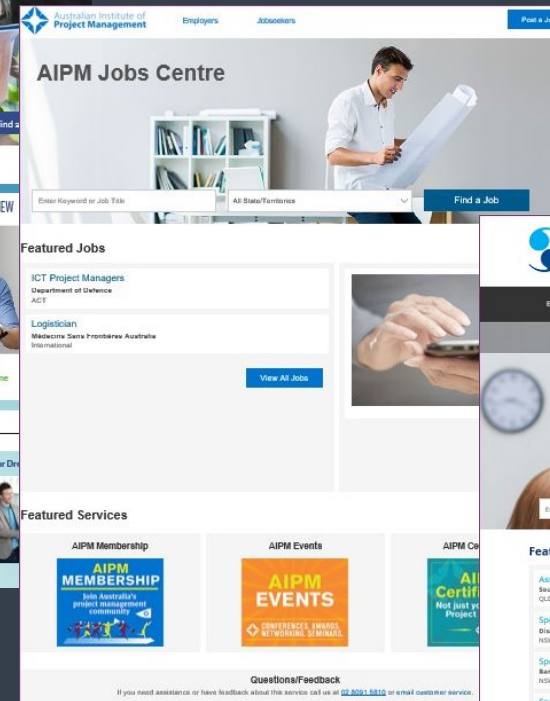
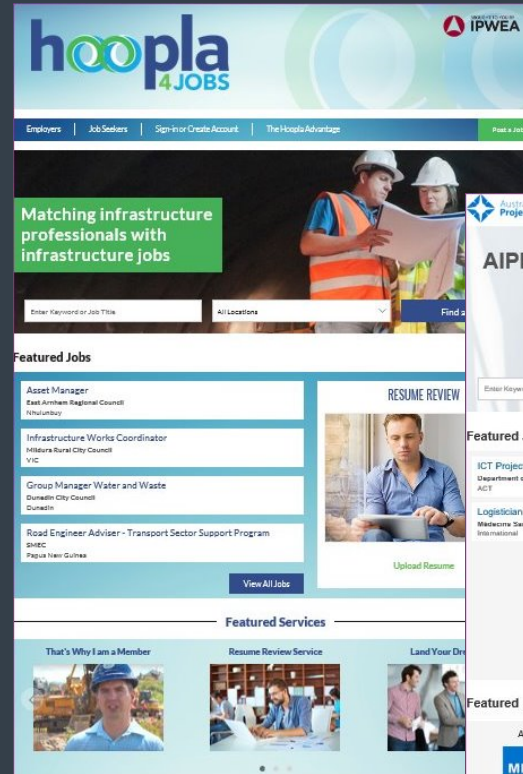
Engage members using a Job Board

- Attract new members
- Increase non-dues revenue
- One place for All Jobs in your industry from Day One

The collage displays three different medical job portals. The top-left portal, 'jobs.doctorportal.com.au', features a search bar, a 'Featured Jobs' section with listings like 'VR GP FRACGP / FACRRM and GP Skin Cancer Surgery-PERMAN...', and a 'Featured Services' section. The top-right portal, 'doctorportal.com.au', shows a 'Jobs Resource Centre' with a search bar, a 'Refine your search' section, and a list of job categories. The bottom-right portal, 'The Royal Australian and New Zealand College of Radiologists', features a search bar, a 'Featured Jobs' section with listings like 'Radiologist - Macquarie Medical Imaging', and a 'Conferences and Events' section.

Here comes the pitch!

- Nothing engages like a job board
- Fully automated and outsourced member offering
- No cost implementation and on-going support



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AUSTRALIAN MARKETING INSTITUTE

Grow. Brand. YOU

July 18 2017



Introduction to AMI

- **Australian Marketing Institute (AMI) is the Marketing Profession's Central Professional body** – an industry of over 70 ,000 marketers.
- 13.3% upsurge in marketing jobs over the past 5 years (Source: Australian Jobs 2016). In Top 5 ranked professions to 2035.
- Indeed ranked Marketing Manager No. 1 job in Australia in June 2017
- Marketing profession set to grow by 2020 to **120,000 Marketers**.
- AMI has 6,200 **active members** ; **55,000 in community in states and territories**
- **Represents the broadest church of academic ; professional ; agency and entrepreneurial roles** that rely on Professional marketing.
- **Certified Practising Marketing (CPM)** post nominal is the APAC premier designation of a trusted marketing advisor.



Association Transformation: Positioning Change

BELIEF

The commercial success of the Marketing profession and the Australian Marketing Institute depends on the strength of each individual member.

STRATEGIC INTENT

We ensure members have the resources to advance their abilities and careers.

PURPOSE

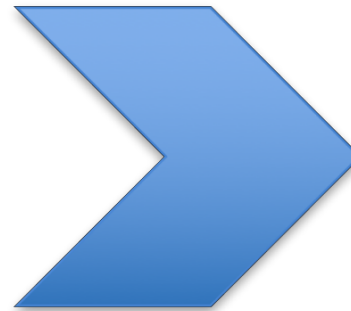
To bring you the cutting edge in marketing theory & application to advance both you & the profession.

BRAND IDEA

The Science Behind Growing Brand You.

PERSONALITY

Inspiring, progressive, agile, achieving, creative, curious, social, energetic, loyal



MEMBER VALUE PROPOSITION

We are where academia meets industry for you.

We're for growing cutting edge skills to foster your success.

We're for building your brand.

We're for developing you.

GROW. BRAND. YOU

Roadmap to Resilience

1. **Disruption and Competition** • **How well are we meeting Member needs and coping with Disruption in our Market ?**
2. **Mission and Vision** • **How relevant is our value proposition and how well are we communicating our influence in the market ?**
3. **Good Governance** • **How effective is our Board governance relating to strategy and financial risk management**
4. **External Strategy** • **How commercially sustainable are we ? What new revenue streams exist ?**
5. **Internal alignment** • **How effective are our people systems and processes at executing critical objectives ?**
6. **Future Focus** • **What's our future vision? What new services must be delivered to remain relevant ?**

Top 3 learnings from AMI transformation



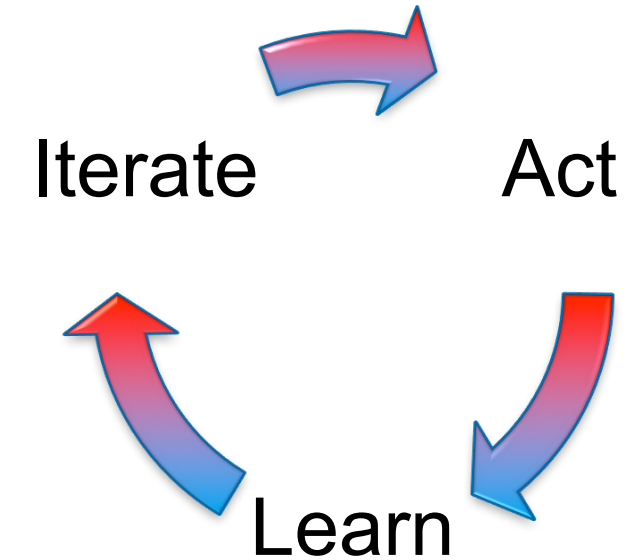
Listen:

Create continuous listening channels to **Members and Non Members** and give them what they want and need



Purpose:

Once you understand the fundamentals build a compelling narrative and **evangelise your Purpose**



Colloaborative Ecosystem

In the current world where the rate of change is faster on the outside than on the inside you do not have a monopoly on good ideas to serve your Members.

Be in a Liquid Beta Mode to create agility



Lee Tonitto
Chief Executive Officer
lee.tonitto@ami.org.au
0402 330099



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- ▶ Founded in 1971 as a not-for-profit professional association owned by its members.
- ▶ Initially established to facilitate networking among individuals with an interest in training and development
- ▶ Members across Australia and the Asia-Pacific region.

Purpose



- ▶ We are a membership organisation which fosters excellence in individual and organisational learning.

Objectives



We achieve our purpose through:

- ▶ developing our members;
- ▶ facilitating networking and information exchange;
- ▶ advocating on behalf of our members; and,
- ▶ defining practice standards and providing accreditation.

Priorities



- ▶ Raising the profile and brand of the organisation;
- ▶ Sustaining and growing the membership;
- ▶ Leveraging the expertise of the membership; and,
- ▶ Developing relevant products and services to enhance the member value proposition.

Transformation



- ▶ Culture shaping.
- ▶ Commercial orientation.
- ▶ Fit for purpose business systems.
- ▶ Renewal of product and service catalogue.
- ▶ Lines of business and revenue streams.

Learnings



- ▶ Be courageous in decision making.
- ▶ Authentic and adaptive leadership.
- ▶ Degree of implementation difficulty.

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ASSOCIATIONS FORUM NATIONAL CONFERENCE

17-18 JULY 2017

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