



Tuesday, 18 July

8:45am
**How to Navigate Through
Disruptive Policy & Funding
Change**

Kathryn Stonestreet,
Branch Out Consulting

9:25am
Change Management
Marcus Duhon, Aptify

11:00am
**The Future of Digital Events
& What It Means for Your
Association**

Sara Gonzalez,
Redback Conferencing

11:40am
**Finding Your Why? Exploring
Your Membership Purpose**

Margot Smith, Australian
Institute of Management

1:30pm
**Findings from the
Associations Forum Financial
Benchmarking Project**

Ron Switzer,
Associations Forum

2:10pm
**Don't Be a Bad News Story -
Governance Lessons for
Associations**

Denys Correll & Kathy
Nguyen, Associations Forum

THE ASSOCIATIONS FORUM SURVEY – WHY & HOW

- Associations Forum
 - Uniquely placed to provide benchmarking in the NFP sector
 - Designed to support decision making
- Principally Audited Financial information
- ABC where available
- Data capture via Survey Monkey
- Analysis via FileMaker Pro
- Scalable and flexible sort capabilities, any time report generation

THE REPORT FINDINGS - KEY DATA

Benchmark	All Respondents Overall Average (rounded)
Number of Members	5,300
Typical Membership fee	\$560
Profit / Income	5%
Cash & investments / Total Expenditure	93%
Equity / Income	98%
Current Assets / Current Liabilities	440%
Staff Costs / Total Expenditure	36%
Conference Profit / Attendee	\$340
Conference Profit / Conference Income	35%
Website Costs / Income	1%

THE REPORT FINDINGS - KEY DATA

Benchmark	All Respondents Overall Average (rounded)
Members / Staff Ratio	360
Membership Fees / Total Income	30%
Profit / Income	10%
Total Equity	\$3.8m
Total Assets	\$8m
Advertising / Total Expenditure	3%
External Accounting / Auditing/ Total Expenditure	2.5%
IT&T / Total Expenditure	2%
Advertising & Marketing / Total Expenditure	2.5%
Website & Social Media Costs / Member	\$3

NEW FOR 2017 (DATA FY 2016)

- Feedback sought on continuous improvement
 - Additional Balance Sheet; P&L Account fields, identified
 - Additional ratios & % report outputs
 - Limited ABC data around conference
- Update Survey Monkey survey for FY 2016 data
- Seek associations feedback for input of FY 2017

Q & A

- Discussion
- Questions
- Please participate – you can only gain
- FY 2016 still open

Further information:

Ron Switzer ron@associations.net.au

Christian Capper christian@associations.net.au

Associations Forum Website & Brochure