

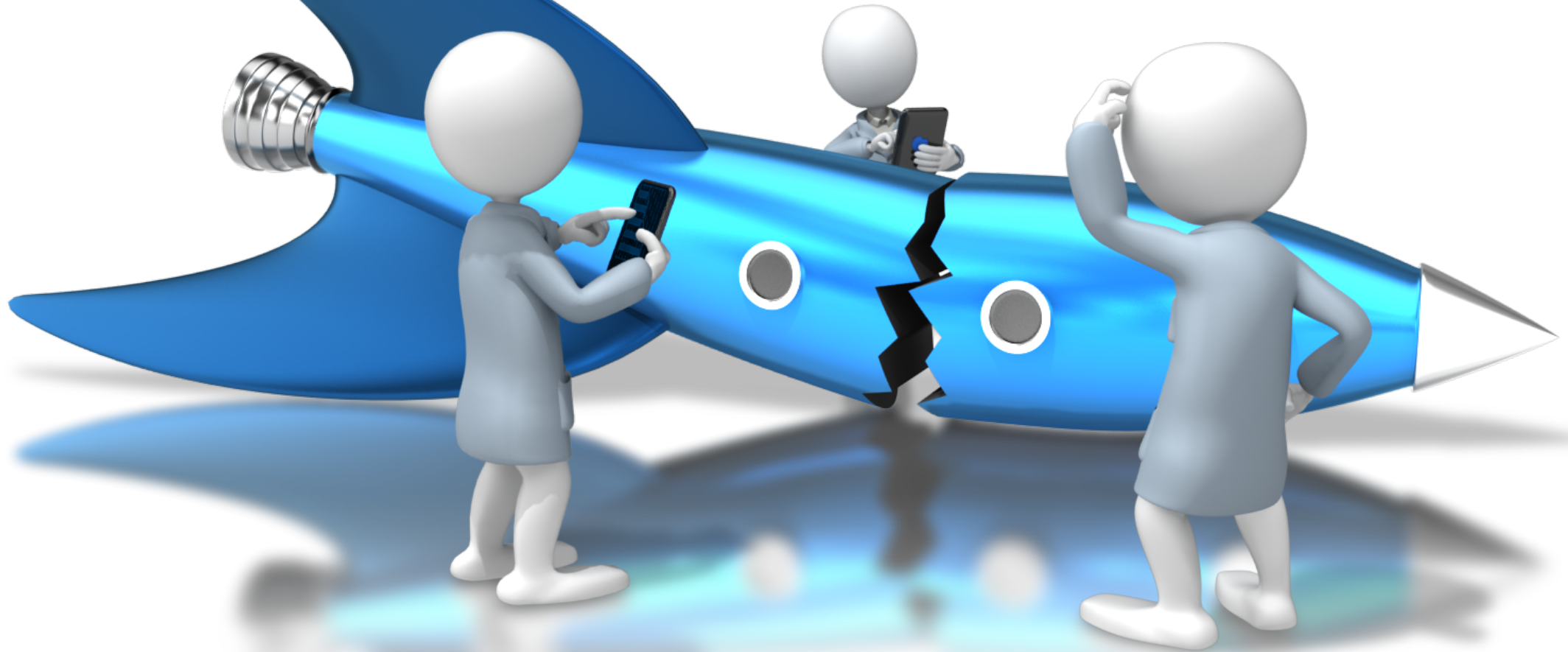
Growing your membership

Jill Brookfield

Association of Accredited Certifiers



Failure to launch



*“I have not failed.
I've just found
10,000 ways that
won't work.”*

Thomas Edison

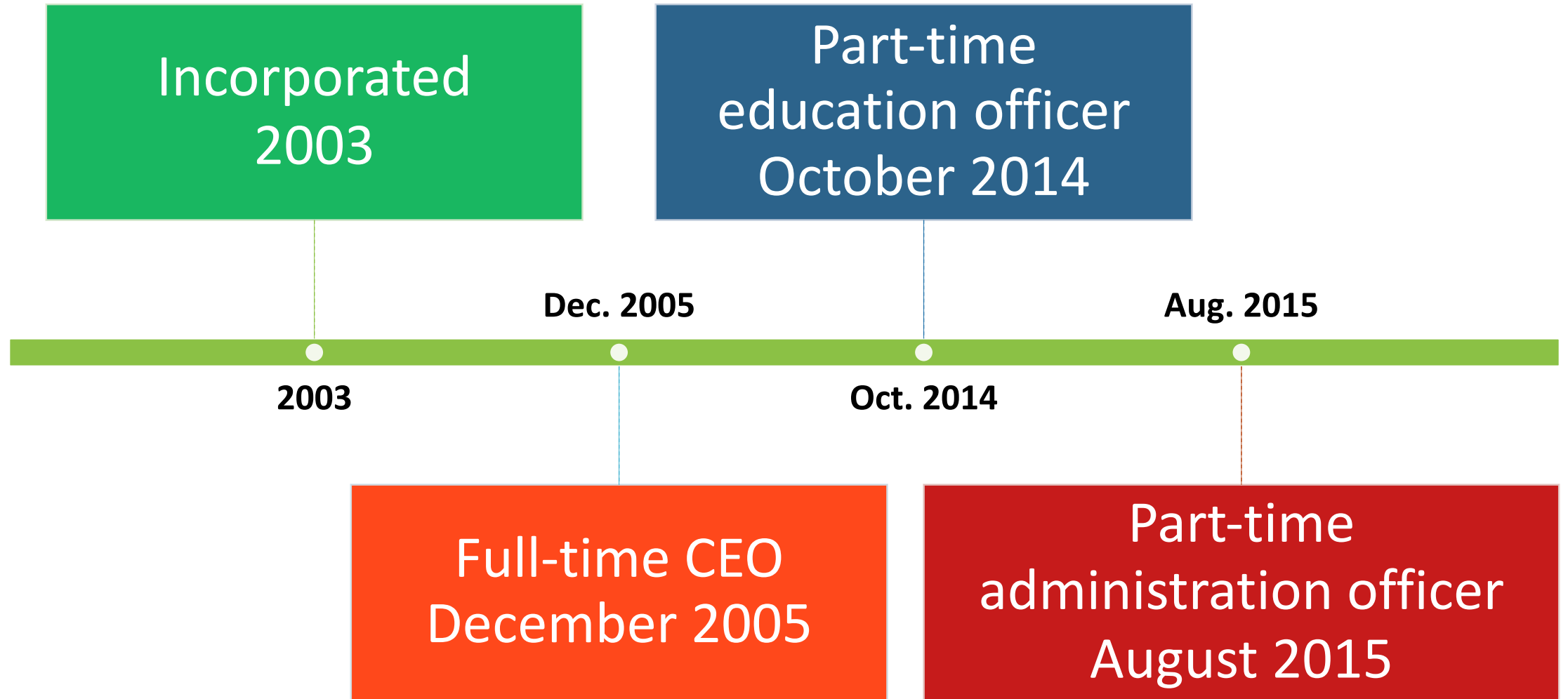




About us

The AAC provides support to professionals participating in the certification of building and subdivision works in New South Wales.





Resourcing

Membership types

- Corporate membership
- Full member
- Associate
- Student
- Retired

- Private
- Local Government

Started with 12
corporate
organisations

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graph TD; A[Started with 12 corporate organisations] --> B[Currently 22 private corporate]; B --> C[Accounts for 35% of total individual members]; C --> A;
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Accounts for
35% of total
individual
members

Currently 22
private
corporate

Private
Corporate
membership

Expanding Corporate membership

Why didn't it work?

- Pricing
- CPD
- Training
- Resourcing

Expanding
Corporate
membership

What worked?

Pricing – we
reduced it

Council
certifier joined
the Board

One council –
others soon
followed

Word of
mouth

Training

Sponsorship

\$12 annual
membership
fee

Substantial
discounts on
training

Stickiness

10% of
membership

Student
membership

“If you're offered a
seat on a rocket ship,
don't ask what seat!
Just get on.”

— Sheryl Sandberg

