

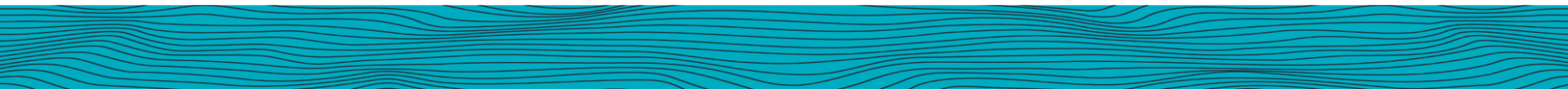
Has membership lost its mojo?

Stephen Durkin
Chief Executive Officer

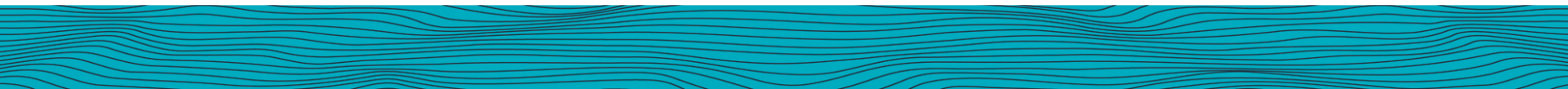
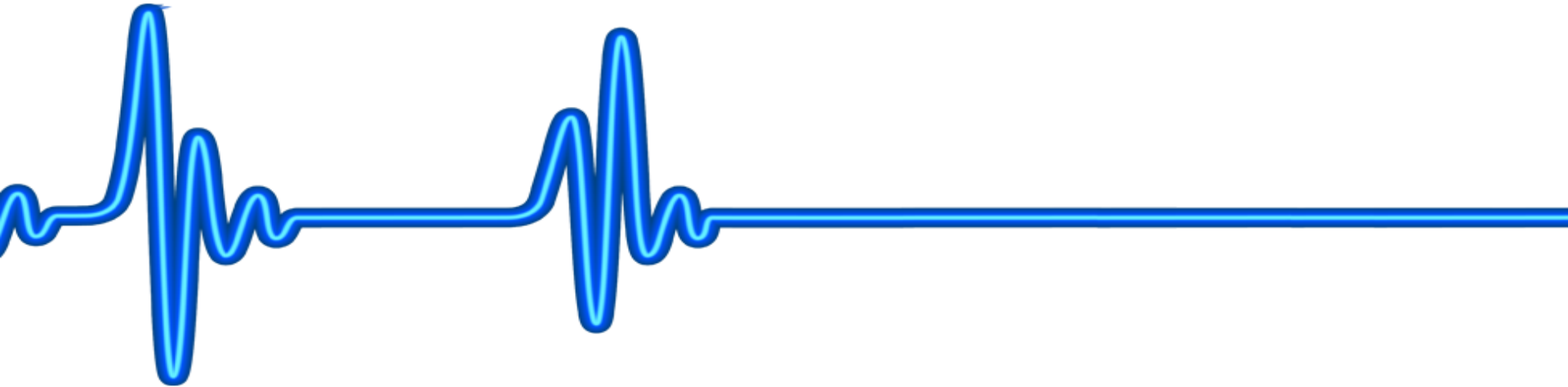
AusImm
THE MINERALS INSTITUTE

My perspective

- Associations can and should play a vital role
- Many USA associations have moved to a 'participation' model
- 'All members are customers, not all customers are members'
- Brand and distribution are the greatest assets of an association

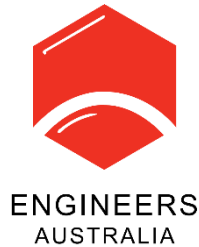


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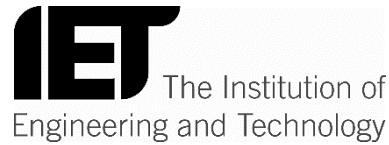




A decline in membership numbers offset by a stronger brand in the marketplace



A more market based approach with an investment in a national BD team



Digital services to engage and grow an international member base

Case studies of associations moving to a participation model



Radical new subscription model to focus on the corporate market



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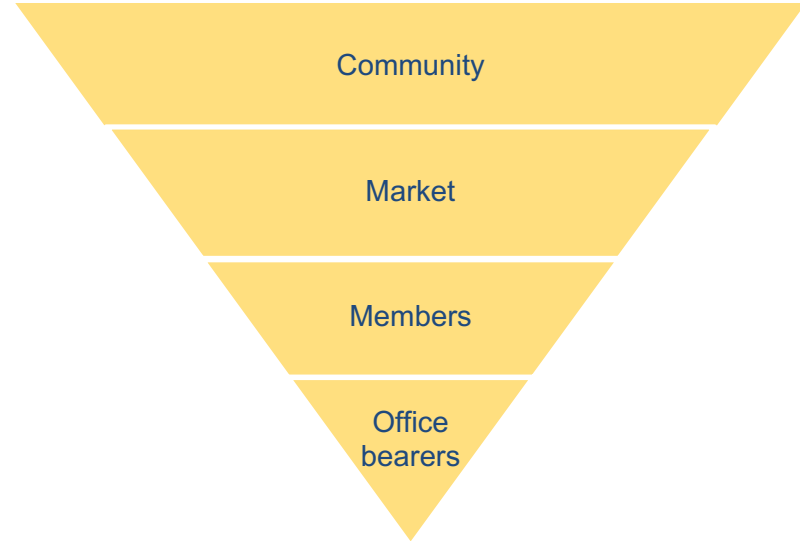
Traditional training model transformed into a global online training platform

Shifting focus

From



To



- 'All members are customers, not all customers are members'
- Think like a customer AND act like a business owner

Summary observations

- A market-based approach is as much a mindset as a strategy, e.g. pricing for value
- Member value may be less about delivering tangible 'member benefits' than many assume
- Be clear about the market you are in
- Associations need to embrace having a 'business-like' approach

