



An introduction to associations

Kathy Nguyen
Manager – Client Services
Associations Forum

Live Polling

1. Go into the app
2. Go to Schedule
3. Click on An Introduction to Associations
4. Click on Live Poll

Poll: Are you a member of an association?

1. Yes I am a member of 1 association
2. Yes I am a member of more than 1 association
3. NO I am not a member of any associations

[Showgizmo Live Poll](#)



1) EVERYONE HAS THE RIGHT TO FREEDOM OF PEACEFUL ASSEMBLY AND ASSOCIATION.

2) NO ONE MAY BE COMPELLED TO BELONG TO AN ASSOCIATION

UN International Covenant on Civil and Political Rights

For profit business

BHP



Government owned

AUSTRALIA POST

Sydney WATER

AFL

Artarmon PROGRESS ASSOCIATION INC.

World Vision

CPA AUSTRALIA

Not-for-profit organisations
aka third sector, for-purpose, mission driven

Size and scope of the NFP sector

(source: ACNC)

- 600 000 not-for-profits
- 60 000 charities
- 4% of GDP (\$58 billion)
- 6% growth per annum
- Over 1 million employees: 10% of Australia's workforce
- Over 6 million volunteers



Association with the highest number of members?



National Roads & Motorists' Association
2.4 million members



Royal Automobile Club of Victoria
2.1 million members

Types of NFP organisations

1. **Churches** and other religious organisations
2. **Unions** (representing the industrial workplace interests of members)
3. **Charities** (existing for a charitable purpose such as helping the less fortunate)
4. **Associations** (representing any legal cause and with members)

“Not-for-profit”

1. Objects
2. Membership
3. No distribution of profits to members
4. Winding up

Being a “not-for-profit” does NOT mean the organisation can not make a profit

Legal structures of associations and charities

ENTITY	REQUIRED WORDS	ACT	JURISDICTION	REGULATOR
Company Limited by Guarantee	Ltd	Corporations Act	Commonwealth	ASIC ACNC
Incorporated Association	Inc	Association Incorporation Acts	States and Territories	Fair Trading, Consumer Affairs, etc.
Unions and Registered Employer Associations	N/A	Fair Work Act	Commonwealth State and Territories	Fair Work Commission
Incorporated by Royal Charter or legislation	N/A		Royal Charter/Own Act	Dep't PM&C; State Government

Types & Structure

1. Professional association
2. Industry association
3. Charity
4. Sport/Arts/Community
5. Federations
6. Single entities

Professional association

Australian Dental Association



Australian Dental Prosthetists Association



Australian Dental & Oral Health Therapists Association



Royal Australasian College of Dental Surgeons
Let knowledge conquer disease

Industry Association



Charity

Australian Dental Health Foundation



Typical Services

Policy & Lobbying	Journal/Magazine/ Newsletters	IR/HR advice
Education/CPD	Member accreditation	Recruitment
Social/Networking Events	Code of Conduct	Insurance Services
Information Seminars	Disciplinary Procedures	Affinity Schemes
Special Interest Groups	Technical advice	
Conferences	Technical Standards	
Exhibitions	Economic analysis	
Awards	Information on legal and regulatory matters	
	Statistics and market information	
	Surveys & Benchmarking	

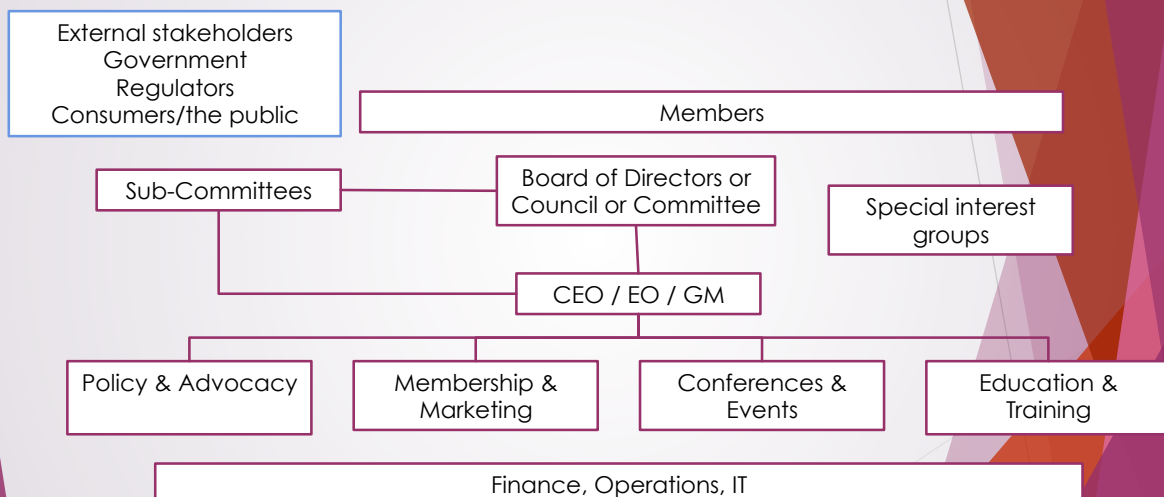
Services and products

1. Advocacy and lobbying
2. Education and training
3. Accreditation, certification, standards
4. Conferences and events
5. Knowledge, publications
6. Research, benchmarking

How do associations make money?

1. Membership fees
2. Events & education
3. Sponsorship & advertising
4. Sales of publications and resources
5. Government funding
6. Commercial products e.g insurance

The people involved



Role of Members

1. Choose to join, pay subscription
2. Subject to constitution, may elect the board
3. Remove the board
4. Change the constitution
5. If professional assoc, maintain CPD points

Role of Board vs Staff

RESPONSIBILITY	BOARD	STAFF
Governance	Decides "what"	Decides "how"
Personnel	Hire/fire CEO	CEO hires and manages staff
Policy	Sets policies	Implements policies
Legal and finance	Ensures compliance and oversight, approves budget	Develops budget, manages and reports
Strategy	Plans and monitors	Plans, implements and reports
Programmes	Approves	Develops, proposes and implements
Representation	Represents to other organisations	Represents as delegated by Board

Some challenges

- RELEVANCE
- Membership
- Agility
- Data
- Over reliance on volunteers
- Attracting talent
- Confusion as to purpose
- Internal schisms, factions and politics
- Technology / CRM
- Governance