

Associations Forum Membership Summit 2017

Putting the **Me** into **Membership**



Introduction

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IPWEA (Victoria)

- Industry Association
- Federated organisation
- Civil engineers in local government
- Member service
 - Engagement
 - Education
 - Advocacy

<http://www.ipwea.org/victoria/home>

Synopsis

Putting the Me into Membership

Knowing what your members want is the first step towards ensuring you have the right membership offerings. Using IPWEA (Victoria) as a case study, David will discuss:

- 1. Engagement drivers** – why members join & stay
- 2. Clarity of purpose** – why it's important
- 3. Product development** – creating new member services

1. Engagement Drivers

Why members join & stay...

Beaton Member Survey 2012

Significant Drivers of Member Engagement

- 1. Giving me a sense of belonging to a professional community**
- 2. Building the standing of its members**
- 3. Supporting the development of my knowledge and skills**
4. Providing access to information that will assist me to perform my role
5. Providing leadership in the field
6. Helping build alliances with other members
7. Helping me develop my career/improving my job prospects

Beaton Member Survey 2012

Insignificant Drivers of Member Engagement

- Communicating to members
- Keeping me up-to-date with developments or issues impacting my field/business
- Enabling me to demonstrate to others a commitment to high professional and ethical standards
- Providing opportunities for members to participate in policy development and/or lobbying and advocacy activities
- Representing members' interests in the media and/or at a government level
- Supporting the promotion of our business
- Providing valuable credentials, certification, registration or post-nominals

Beaton Member Survey 2015

Significant Drivers of Member Engagement

1. **Helping build alliances with other members**
2. **Providing access to information that will assist me to perform my role**
3. **Supporting the development of my knowledge and skills**
4. Giving me a sense of belonging to a professional community
5. Providing leadership in the field
6. Building the standing of its members
7. Providing opportunities for members to participate in policy development, lobbying and advocacy

Beaton Member Survey 2015

Insignificant Drivers of Member Engagement

- Keeping me up-to-date with developments or issues impacting my field/business
- Relevance of communications
- Enabling me to demonstrate to others a commitment to high professional and ethical standards
- Representing members' interests in the media and/or at a government level
- Supporting the promotion of our business
- Helping me develop my career/improving my job prospects
- Providing valuable credentials, certification, registration or post-nominals

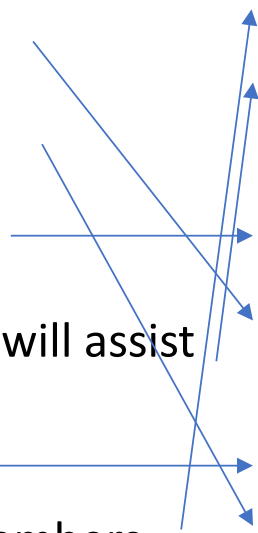
Significant Drivers of Member Engagement

2012 Member Survey

1. Giving me a sense of belonging to a professional community
2. Building the standing of its members
3. Supporting the development of my knowledge and skills
4. Providing access to information that will assist me to perform my role
5. Providing leadership in the field
6. Helping build alliances with other members
7. Helping me develop my career/improving my job prospects

2015 Member Survey

1. Helping build alliances with other members
2. Providing access to information that will assist me to perform my role
3. Supporting the development of my knowledge and skills
4. Giving me a sense of belonging to a professional community
5. Providing leadership in the field
6. Building the standing of its members
7. Providing opportunities for members to participate in policy development, lobbying and advocacy



Significant Drivers of Member Engagement

1. Giving **me** a sense of belonging to a professional community
2. Building the **[my]** standing of ~~its members~~
3. Supporting the development of **my** knowledge and **[my]** skills
4. Providing access to information that will assist **me** to perform **my** role
5. Providing leadership in the field
6. Helping **[me]** build alliances with other members
7. Helping **me** develop **my** career/improving **my** job prospects
8. Providing opportunities for ~~members~~ **[me]** to participate in policy development, lobbying and advocacy

Membership motivation is more about individual benefit than the collective good...

...it's more about the member than their community.

Engagement Drivers

Why members join (IPWEA) & stay?

Tangible individual benefit.

2. Clarity of Purpose

Why it's important...

Australian Institute of Architects

Purpose

...to enhance the cultural, environmental and economic well-being of the **community**.

...to make the world a better place.

Engineers Australia

Purpose

...to advance the science and practice of engineering for the benefit of the **community**.

...to make the world a better place.

IPWEA (Victoria)

Purpose

...to enhance the quality of life in Victorian **communities** through excellence in public works and services.

...to make the world a better place.

Membership Motivation v. Business Strategy

Engagement Drivers (member-focus)

1. Professional community belonging
2. Reputation building
3. Knowledge and skill development
4. Providing role-relevant information
5. Providing leadership in the field
6. Building member alliances
7. Career development
8. Participation in policy development, lobbying and advocacy

Strategic Objectives (community-focus)

1. Embrace best practice public works design
2. Advance public works and services issues
3. Develop strategic alliances
4. Facilitate public works innovation and leadership
5. Develop and exchange public works ideas, information and technology
6. Foster the growth of public works professionals
7. Practise good governance, management and regional engagement

Clarity of Purpose

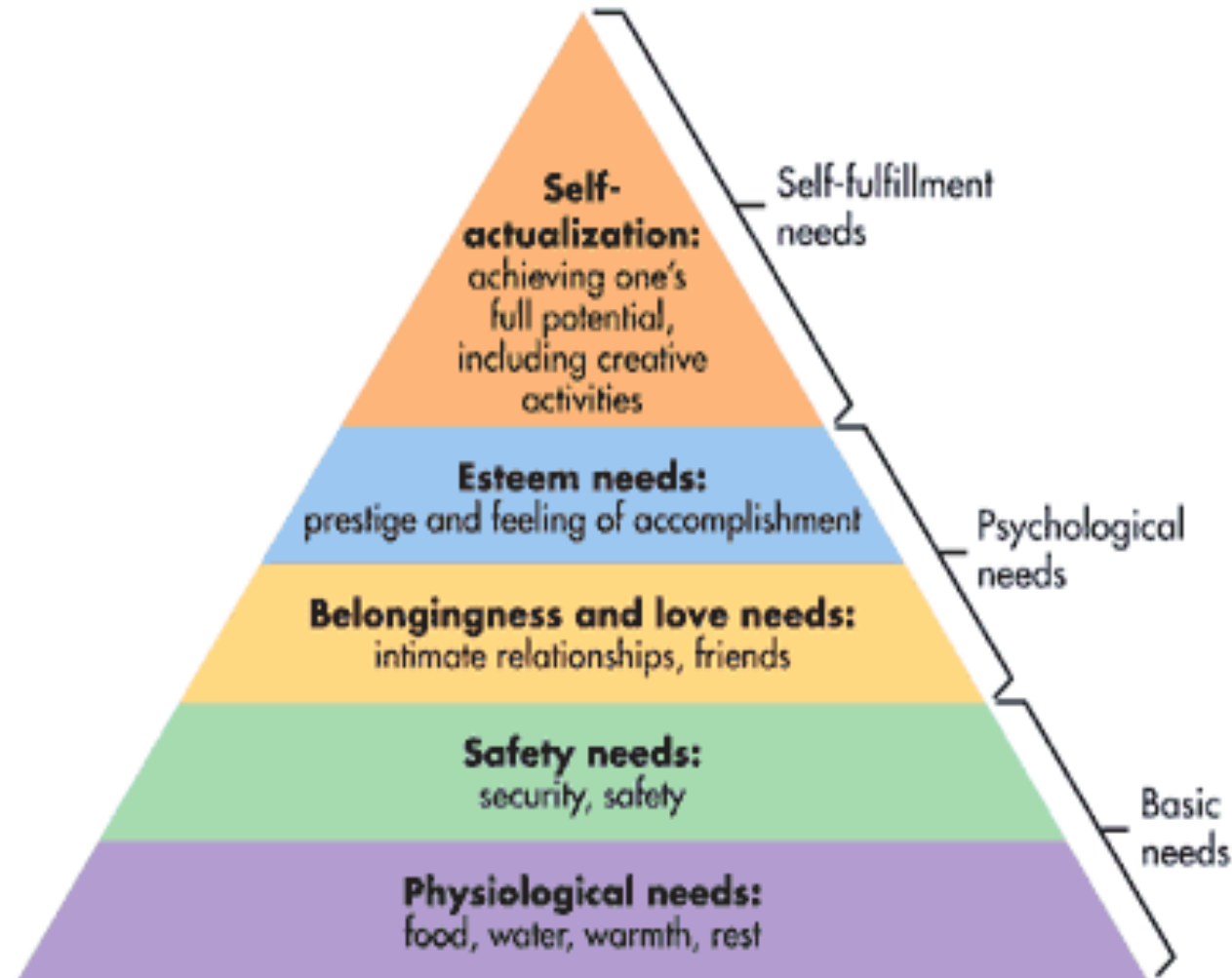
Why is it important?

To ensure strategic objectives are aligned with member expectations.

3. Product Development

Creating new member services...

Motivation: Maslow's Hierarchy of Needs



Maslow and Membership Motivation

Self-fulfilment Needs > Career Development

- Supporting the development of **my** knowledge and [**my**] skills
- Helping **me** develop **my** career/improving **my** job prospects

Psychological Needs > Relationship Development

- Giving **me** a sense of belonging to a professional community
- Providing leadership in the field
- Building the [**my**] standing of its members
- Helping [**me**] build alliances with other members
- Providing opportunities for members [**me**] to participate in policy development, lobbying and advocacy

Basic Needs > Professional Development

- Providing access to information that will assist **me** to perform **my** role

Product Development

Professional Development

- **Engineering Leadership Program**

...created to develop the technical skills of public works practitioners in supervisory or co-ordination roles.

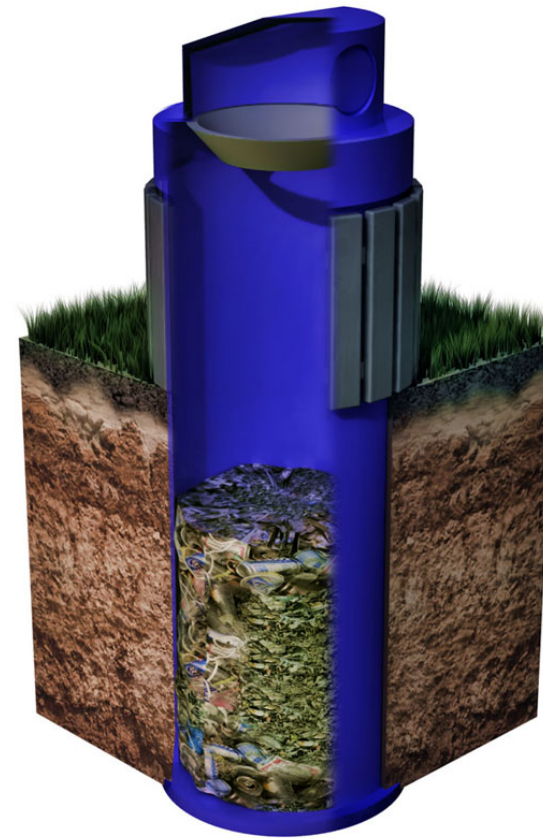
With a focus on leading engineering teams and projects, the Program aims to develop leading professionals.

- **Infrastructure Innovation Seminar**

- International Study Tourists
- State govt/private sector speakers

- **Regional Workshop Program**

- Showcasing project diversity



Product Development

Relationship Development

- **Regional Group re-establishment**
 - 7 Groups & bi-annual meetings
- **Enhanced communications**
 - Fortnightly e-newsletter & Bulletin
 - LinkedIn profile
- **Young member engagement**
 - Committee roles
 - Events & Conference session curation
- **Senior member engagement**
 - Board representation on Fellows Group
 - History of the IPWEA (Vic)



Product Development

Career Development

- **Management Leadership Program**

...created to develop the enterprise skills of public works practitioners in or seeking management roles.

With a focus on contemporary management practice and leadership approaches, the Program aims to develop professional leaders.

- **Conference stream**

- Management and Leadership

- **Psychometric assessments**

- Downloadable self-awareness tools



Product Development

How do you create new member services?

Understand your member's needs.

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