

Redefine everything about membership:

- price
- structure
- engagement

Restructure the organisation

Fire the Board!

Don't undervalue membership (\$ fee)

Get the young ones in early

Turn the business model on its head

Special interest groups

→ great idea.... so much work to make great

Concepts:

Be Proactive

Iterative design process
↳ constant evolution



Things you will implement?

1. Calling Members
2. Demographics within our own Industry
- 3.

What would you like to change that you can't?

1. More resources to members but limited by budget constraints (eg Staff)

Concepts you like the most?

1. Membership Growth isn't the only way to measure business growth e.g. Look @ other areas (services, products, online presence)

THINGS WE CAN ACTION NOW

- Publicity + activities to drive young membership
- Think like a customer, act like a business
- Targeted social media advertising
- Talking to new members : personal phone calls during first 3 months
- Digital membership kits (available on website)

WHAT WE'D LIKE TO ACTION EVENTUALLY

- Website + CRM refresh
- New / Restructured membership categories
- Developing clinical interest groups

① CAN DO

- specialty group organisation
- customer engagement beyond members
- follow up of those that have lapsed
 - strategies, scheduling + process for this
- personal contact with new members

② NO POWER TO DO IT

- board member (not in the profession)