

# ASSOCIATIONS

BRINGING ASSOCIATIONS TOGETHER TO BOOST PERFORMANCE

**Trish White**  
*Engineers Australia*

**Samantha Woodward**  
*National Association of Women in Construction (Vic)*

**Melanie Fasham**  
*Master Builders Association of Victoria*

**Gay Ward**  
*Australian Red Poll Cattle Breeders*

## *Women Leading* **Association Boards**

- ◆ Board Survey 2018: Board training budgets continue to climb
- ◆ Report into .au domain administration
- ◆ Saga continues at CPA Australia
- ◆ Board and CEO changes, including at AMA, Universities Australia, CPA and AVA







Drum Atweme , Alice Springs



Aerial view of Alice Springs Convention Centre & Crowne Plaza Alice Springs Lasseters



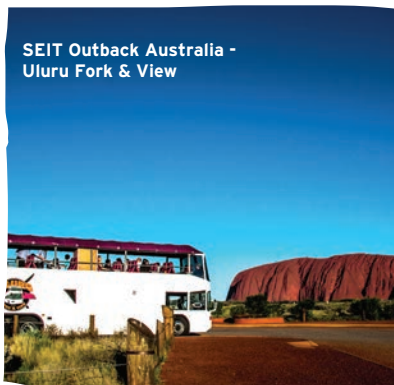
Ooraminna Homestead, Alice Springs

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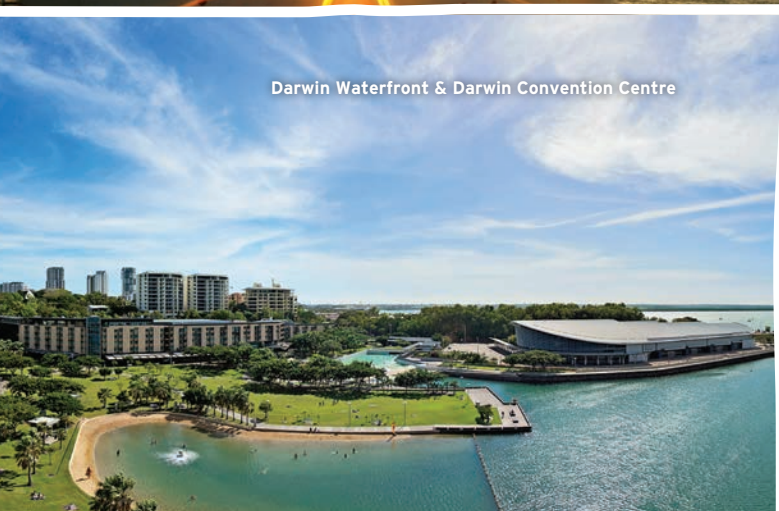
Maruku Arts, Uluru



Darwin Harbour Cruises



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**Association Events Summit**  
17 September 2018  
International Convention Centre Sydney

**Association Membership Summit**  
19 November 2018  
Melbourne Convention and Exhibition Centre

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## ASSOCIATIONS FORUM

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CAB audit: Average Net Distribution 4236 Combined Print and Digital  
(for 12 months ending March 2018)

# Skilled staff and wise Boards



The term "skills-based Board" is commonly promoted as a panacea for the dilemma of Board composition, and certainly Board directors should have skills. But the term is sometimes oversold and is a way of politely implying that Boards elected from the membership have no skills – thereby supporting an alternate system of allowing a small leadership group to hand-pick directors from outside the association "because they will have better skills".

Associations mostly have a democratic process of election meaning the members can vote for whomever they like, regardless of skills. Sometimes this process results in raw directors. However, those elected are usually active members of the association and care deeply about the industry, profession or cause. Whilst they may not begin with textbook skills or governance qualifications, their subject matter knowledge will be extensive and their passion to learn more about being a director will be strong.

Once a CEO has been appointed by the Board, the CEO must employ professionals with relevant skills to do specific tasks. Association CEOs will not employ Finance Managers without accounting skills nor Sponsorship Managers who cannot understand the needs of suppliers. This means "skilled staff" is an achievable goal of a capable CEO.

Board directors are the eyes and ears of the members. They will usually come from the membership and understand the expectations of and possibilities for the profession, industry or cause. Being on the Board

of an association requires wisdom and oversight, including not being tempted to delve into operational matters.

There is often scope for one or possibly two non-member directors on Boards. Having someone to refresh thinking is useful and can make an internal Board culture more professional and less focused on industry goings-on. But the majority of directors should have years of knowledge of the profession or industry that can be supplemented by induction and ongoing director training.

Association Boards need training on their role and responsibilities. As Associations Forum regularly provides such governance training to association Boards, we understand that genuine enthusiasm and care for the association can be supplemented by tailored director training. There is no doubt that Boards must be wise – in this context, capable, smart and alert. Directors must have the ability to give advice and know their role - which is strategic and not micromanagement. Judgment, wisdom and nous are essential attributes to have on a Board that is vigilant and questioning yet also supportive and positive. Such a Board will employ a CEO who will hire skilled staff. ◊

**John Peacock,**  
Chief Executive Officer, Associations Forum Pty Ltd  
jpeacock@nfp.net.au

## AHA SA President retires

Peter Hurley, who was President of Australian Hotel Association (South Australian Branch) for 24 years, has stepped down. Mr Hurley is the director of Hurley Hotel Group. In his time as President, Mr Hurley helped stop government policies that would have been particularly detrimental to pubs and steered a committee which put together a deal allowing over 80 families to buy the freeholds of the pubs they operated from Lion Nathan.

“Peter is a man defined by the ability to persuade, rather than intimidate. Few could doubt his irreplaceable contribution to our industry over so many years,” said AHA National President, Scott Leach. ◡



## NTCA's new President

Christopher Nott from Alcoota Station in central Australia has become the 13th President of the Northern Territory Cattlemen's Association (NTCA), taking over from Tom Stockwell. Mr Nott first came to central Australia in 1984 and has been there ever since. He has managed Alcoota Station for around 26 years and, during that period, has been involved with the Central Land Management Association and the Northern Australian Beef Research Council.

“The priority for me is looking after the members. So whatever troubles come the NTCA's way it is my job, the job of the executive... to go through those problems and sort them out,” said Mr Nott. ◡



## New leadership at AMA NSW

Dr Kean-Seng Lim is the new Australian Medical Association (NSW) Limited President and Dr Danielle McMullen is the new Vice President. Both doctors are GPs working in Sydney. Dr Lim is replacing Prof Brad Frankum as President of the state body, following the expiration of his term.

“I want to continue the excellent work started under Brad's stewardship, particularly in the areas of equity of access, obesity and overweight prevention, and safe work,” said Dr Lim. “As a GP, I will also be advocating on issues including prevention of disease and effective co-ordination of primary, secondary, and tertiary care.” ◡



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## New President at AIA

Victorian architect Clare Cousins is the 79th National President of the Australian Institute of Architects. Ms Cousins was elected to the Institute's National Council in 2016 as a Nationally-elected Councillor and is the current Chair of the National Practice Committee.



"Architects are ideally placed to help deliver solutions to challenges around housing affordability, without compromising on amenity. We want to work with government to implement here in Australia housing models from around the world that could play a vital role in providing more appropriate housing for Australians," said Ms Cousins.

For the first time, the Australian Institute of Architects has both a female National President and Chief Executive Officer. ◊

## Bartone is AMA's new President

Dr Tony Bartone is the new President of the Federal Australian Medical Association (AMA), replacing obstetrician



Dr Michael Gannon whose two-year term has come to an end.

Dr Bartone, the immediate past Vice-President of the Federal AMA, is a GP from Melbourne and a former President of AMA Victoria. He is the body's 25th President.

"General practice has been systematically starved of funding, putting at risk its very survival. The AMA, under my leadership, has the solutions," said Dr Bartone. ◊

## AICSA's Geoffrey Adam retires

Geoffrey Adam retired from the Australian Institute of Conveyancers (SA Division) on 30 April 2018. Mr Adam held the position of CEO for 12 years and more recently focussed on electronic conveyancing allowing a new CEO to be appointed. At a farewell party on 20 April, Mr Adam was celebrated as a superb lawyer, change champion, exemplary association professional and unwavering advocate for conveyancing and conveyancers.



"Geoffrey's vision and determination has seen the Institute become an unrivalled trailblazer for the profession. He has never wavered from his principles and has demonstrated what real leadership is," said CEO, Rebecca Hayes. ◊



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## ICCA releases world rankings

The International Congress and Convention Association has released its annual statistics on the number of rotational international meetings which took place in 2017.

In the country rankings Australia has climbed two places to 14th, with the USA retaining top ranking. Sydney has maintained its city ranking as first in Australia, having hosted 76 international meetings in 2017, a 25 per cent increase on the 61 reported for 2016. It has also climbed from 10th to 7th place in the Asia Pacific and its global ranking has jumped from number 41 to 26.

Whilst the cities in this year's top five remain the same as they have for the past two years, Barcelona has nabbed the top spot ahead of Paris and Vienna in joint second place ahead of Berlin and London. Singapore has again ranked first in the Asia Pacific, with Hong Kong jumping from 19th to 13th place.

To be included, meetings must be organised by associations, must be held on a regular basis, have at least 50 delegates, and rotate between at least three countries. ◊



## Fitness Australia acquires FILEX

Fitness Australia, the national peak fitness industry association, has joined up



with four other parties to own the annual FILEX Convention which is the largest fitness education convention of its kind in the southern hemisphere, bringing together over 2,000 fitness industry personnel to explore the latest concepts, get practical inspiration and network with like-minded people.

“Having Fitness Australia lead the FILEX Convention as of 2018 represents a major milestone for the association and our members, and clearly describes our future direction. Our 2020 Strategic Plan calls for a heavy focus on meaningful engagement, proactive leadership and service excellence – the annual FILEX event encapsulates all three of these elements,” said Fitness Australia CEO, Bill Moore.

FILEX was established 30 years ago by Australian Fitness Network.

“I have no doubt that Fitness Australia will continue the FILEX legacy by delivering a convention that will inspire and educate fitness instructors, personal trainers and business operators in our dynamic industry,” said Nigel Champion, Executive Director of Australian Fitness Network. ◊

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## Got Members? Get Connected with CAMS

Cloud based Association Management solution based on Microsoft Dynamics 365

For many years, Clade has been helping associations to develop and apply appropriate technology and, this year, we're proud to sponsor the Associations Forum National Conference again.

We hope to catch up with you at the Conference in the Gold Coast. If you can't make it, visit our website at [www.clade.com.au/cams](http://www.clade.com.au/cams) or call 02 8059 7100 to arrange a free demo of how CAMS can provide you with the actionable insights you need to build a successful and sustainable future

## Understanding your members is the key to sustainable growth

Recent advances in technology have taught your members to take personalised engagement for granted. They expect to be recognised for who they are and what they want – and for you to respond quickly to their needs. Yet Clade's pioneering Associations Technology Survey revealed that 70 per cent of Australian associations don't have the 360° view of their members they need to forge these strong and meaningful relationships.

A 360° view begins with collecting raw data on everything from renewals and purchases to the events your members attend. But the real benefits flow from actionable insights – information distilled from that data which can be used to create better outcomes.

Actionable insights drive change, so they must be relevant to your goals and aligned with your strategies. They must be presented clearly and within the appropriate context so they resonate with your thinking. And, if you are to gain maximum benefit and value, the technology behind them must be cost effective, simple to implement and easy to use.

Clade's new Association Management Solution (CAMS) was developed specifically for membership-based organisations. It is fully-functional, cloud-based and built on Microsoft's Dynamics 365 platform to help you create targeted messages and meaningful offers for individuals and groups. And the same technology can also eliminate much of the manual handling of information, leaving your staff and volunteers free to focus on more productive aspects of their role.

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# Australia & USA science alliance

For the first time, the peak scientific bodies from Australia and the USA have struck a partnership to facilitate better cooperation in science, technology, engineering and mathematics (STEM).

Science & Technology Australia (STA) and the American Association for the Advancement of Science (AAAS) have pledged to combine their voices to enhance the role of STEM on the global stage.

“Global challenges are mounting: in the equitable provision of reliable energy, food and water security, in population health, biodiversity protection, cyber security, and the prevention of catastrophic climate change,” said President of STA, Professor Emma Johnston. “We know science and technology can provide solutions, and STA is proud to partner with the world’s largest general scientific society to provide a united voice in the support and promotion of science.”

“The United States and Australia span the globe geographically, and our two organisations span all the STEM disciplines between us. Together we can advance science not just in our own countries, but around the world,” said AAAS CEO, Rush Holt. ◊



# ADIA & BDIA forge ties

The Australian Dental Industry Association (ADIA) and the British Dental Industry Association (BDIA) have signed an agreement cementing a new framework for information sharing and cooperation on issues of mutual interest, on matters associated with the manufacture and supply of dental products, and medical technology more broadly.

“The dental industry in Australia and Britain jointly understand the importance of the role that industry has in supporting dental professionals to deliver optimal oral health,” said Troy Williams, ADIA Chief Executive Officer.

ADIA and BDIA share the policy objective of achieving convergence of the regulations for the market approval of medical devices. “In the context of Brexit it’s likely that, in many respects, Britain’s dental product regulatory framework may eventually look increasingly like that of Australia. We expect that in the coming years, just like in Australia, the regulations will be based heavily upon those of Europe but with some opportunities for important changes that reflect local conditions,” said Edmund Proffitt, BDIA Chief Executive Officer. ◊



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## TFE Hotels adds to portfolio

TFE Hotels has added another apartment hotel to its rapidly expanding portfolio, with the addition of Adina Serviced Apartments Canberra Dickson, formerly Aria Hotel Canberra.

The hotel has an appealing contemporary design, with 128 apartments in studio and one-bedroom format set over eight levels, some with large private balconies and spa baths. In keeping with the Adina brand, the hotel offers the modern explorer spacious apartment living that feels like home.

Adina Serviced Apartments Canberra Dickson is the 33rd hotel in the rapidly expanding portfolio, after two Adina Apartment Hotels opened in Leipzig and Hamburg in late 2017. There are at least 10 new Adina hotels on the horizon, spanning five countries.

Construction has already started on another new Adina Apartment Hotel to open in Canberra at Constitution Place in 2020. [www.tfehotels.com/en/hotels/adina-apartment-hotels/canberra-dickson/](http://www.tfehotels.com/en/hotels/adina-apartment-hotels/canberra-dickson/)



## CEO change for Business Events Tasmania

Marnie Craig is the new CEO for Business Events Tasmania, replacing Stuart Nettlefold who led the organisation over the last 8 years. Ms Craig, who was formerly the Housing Industry Association's National Marketing and Communications Project Manager, has a strong sales background and strengths in relationship management, customer and member relations, commercial acumen, and leading change. "The Board believes that Marnie is well placed to continue to drive Tasmania's share of business events and the related economic and social benefits for the State," said Chair, Mark Kelleher.



## MemberBoat quizzes Gen Z

How well does Gen Z understand the role and benefits of associations for their members and industries as a whole? To answer this important question and more, MemberBoat recently formed a partnership with Youth Insight, the market research arm of Student Edge, which helped carry out a detailed survey of 600+ students aged 16-25 years.

The questionnaire asked the students to share their views on all aspects of professional associations. The results show what students actually know about associations, how they perceive associations, whether they plan to join a relevant industry association, and what they believe the future holds for professional societies. Insights were also gained on the types of services students would expect to enjoy through association membership.

The full report can be accessed at [memberboat.com.au/youngmemberships](http://memberboat.com.au/youngmemberships)



## New look for NCCC

The National Convention Centre Canberra (NCCC), which is hosting the Associations Forum National Conference in 2019, has undergone a recent near AUD\$6 million refurbishment. The project has delivered an open and invitational look and feel, ensuring a first-class experience for delegates and offering premium contemporary design and comfort. NCCC's new branding incorporates Canberra's distinct autumn colours. New digital signage, along with new seating in the Royal Theatre and accompanying theatrettes, contributes to the overall guest experience. "This is a targeted effort to increase business events to Canberra, moving the National Convention Centre Canberra's offering from aesthetics to true experience. The refurbishment has created a warm and inviting boutique venue of international stature and it is something we are very proud to have completed," said Stephen Wood, General Manager. To book your next association conference or event, go to [www.nccc.com.au](http://www.nccc.com.au)



*The Associations Forum National Conference 2019 is being held on 15-16 July 2019.*

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# Women Presidents lead through merit

*Female Presidents spoke to Philippa Shelley Jones about how their skills, experience and passion have taken them to the helm of associations traditionally led by men.*

## Trish White, Engineers Australia

With over 100,000 members, **ENGINEERS AUSTRALIA** is the peak body for the engineering profession and exists to advance the science and practice of engineering for the benefit of the community.



**TRISH WHITE** began her career as a telecommunications engineer installing television and radio transmitters in regional Queensland at a time when women were not allowed unaccompanied into front bars. "To be served at the only place to eat in town I would often have to offer a free meal to a random man to gain access." Early hurdles taught her resilience and an adaptability that would lead to a way of innovative thinking that has been a 'value-add' in her career.

Trish later managed national infrastructure projects in Canberra, was a defence researcher, founded businesses, was a cabinet minister, and today works as a professional company director and consultant.

Her path to National President of Engineers Australia was motivated by her desire to raise the influence and voice of her profession. "I want to increase the influence of engineers to step forward and play a greater role around the decision-making tables of our nation. As a profession, engineers are helping society face rapid change as globalisation and digital technologies transform the way we live and work."

*"With women making up less than 14% of working engineers in this country, we have to get much better at attracting females into the engineering profession if Australia is to fulfil its innovation agenda; to be internationally competitive, it doesn't make sense for us to be recruiting future technologists from just half the population."*

## Gay Ward, Australian Red Poll Cattle Breeders Inc

**GAY WARD** believes that her strong work ethic had its foundations in her days as a 12-year-old strapper at the local thoroughbred racing stables when she had to fit in a few early morning hours before heading to school. "I firmly believe my disciplined approach during this time set the boundaries for my future conduct. For much of my working life I have managed to maintain a second 'out-of-hours' job." That is exactly what Gay is handling now; in addition to her long-standing management role in a global manufacturing company she breeds Red Poll cattle with her partner and is in her fourth and final year as President of the industry association, a position she was elected to by her peers.

The member objectives of the **AUSTRALIAN RED POLL CATTLE BREEDERS INC** are extensive and include education, regulation, breeder registration and market awareness. "One of our main challenges



at the moment is encouraging a pre-determined demographic to take up careers in agriculture particularly involving Red Poll cattle."

Gay continues to derive great satisfaction from her leadership role.

"My driving ambition has always been to earn the respect of my peers and staff through my conduct, actions, performance and appearance.

This all takes effort and time but works if you persevere."

*"We should not assume we are being challenged or questioned because we are female. It may be that we are not capable, or not making the right decisions. We should evaluate carefully before playing the gender card or we do more harm than good to our careers."*

## Alison Price, National Association of Women in Construction (Qld)

When **ALISON PRICE** founded SoilCyclers, a business specialising in topsoil recycling, amelioration and remediation working across the construction, waste and mining industries, she had no personal or business networks in the industry. She came across the **NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION** (NAWIC) when she was looking for ways to meet people and contribute. "Having a safe environment in which to ask questions, exchange ideas and learn the industry has made a huge difference to my business."

NAWIC was formed in 1995 with a mission to champion and empower women in the construction and related industries to reach their full potential. It has a chapter in each State and Territory of Australia. Alison started volunteering as the Secretary on the Queensland Chapter Council about six years ago and was asked to step into the President role two and a half years ago. "Because our association is all about increasing the participation of women in a male dominated industry, our biggest issue is actually increasing our Council and subcommittee diversity by encouraging men to participate."



*"I want to see a healthy pipeline of talent coming through regardless of gender, and I look forward to the day when NAWIC is no longer relevant in our industry. We're a long way off that at the moment with just 3% women working in frontline roles in what is Australia's third highest paid industry."*

## Julie Russell, Queensland Trucking Association Ltd

Founded in 1907, the **QUEENSLAND TRUCKING ASSOCIATION LTD** is the peak industry body for road freight operators in Queensland and advocates for a productive, efficient and safe industry.

**JULIE RUSSELL** sees the path to her second year as President of the association as one paved by experience, practical industry knowledge and skills. After years spent working in the family's road transport business, of which she is a director, it seemed like a natural progression to become a member of the industry association and then to serve on the Board. "Initially it was a steep learning curve as the Board operated differently to how I envisaged. It was focused on lobbying initiatives and I realised I needed to get a better understanding of my role so that I could add value to the association in the right places." Julie increased her awareness of industry developments and her role as a director. "Over time, the information and its relevance to practical application became easier to absorb and identify. It was through involving myself, providing feedback, and asking questions that I was exposed to new opportunities within the Board."

In 2016, Julie became Vice-President which "was a good stepping stone as it allowed me the opportunity to shadow the President and understand the requirements of the role."



*"I feel my industry association provides an environment where I can speak and share, not because of my gender, but because the environment within the association is driven more by practical industry knowledge, skills and experience rather than gender considerations."*

## Sue Pratt, Agriculture Teachers Association of South Australia

When **SUE PRATT** started teaching agriculture, a position she ended up in by default when her predecessor retired, her decision to join the **AGRICULTURE TEACHERS ASSOCIATION OF SOUTH AUSTRALIA** (ATASA) was instrumental in fostering the networking, resources and mentoring she so badly needed. "Although I had grown up in a farming family, my teaching skills were primarily in science and biology. I was the only 'Aggie' in my school so the association was wonderful in terms of helping me get established and connected."

Sue joined the executive committee of the professional body within a couple of years of becoming a member and was elected President three years ago. She is confident about where her strengths lie. "The fact

I am willing to ask questions when I don't know something and am very happy to call in the experts as required gains me credibility. Being honest, hard-working and practical gets me further than anything else." Sue is enthusiastic about ATASA's strategies, including fostering what is a healthy pipeline of hard-working and innovative young teachers coming through. "I have loved my role - it has given me access to clever industry leaders, imaginative ideas and made me consider the big-picture aspects of agricultural education."

*"I have not faced barriers as a result of being female and perhaps that is because teaching is more of a female domain. Also, I think that farming is seeing more women stepping up, running their own businesses and being industry leaders - the notion of a woman being 'just a farmer's wife' doesn't really exist anymore."*

## Georgina Wallace, Australian Association of Stud Merino Breeders

**GEORGINA WALLACE** has been passionate about the sheep and wool industry since helping out as a child on her parents' property in Tasmania, 'Trefusis', which has always been known for its superfine wool production. In 2007, she and her husband returned to 'Trefusis' as its owners where she now manages their Merino Stud and conducts their annual Ram Sale.

Since 2000, Georgina has been on the Executive Committee of the Midlands Agricultural Association and was President in 2003 and 2004. "The association conducts the Campbell Town Show which is the oldest continuously running show in the British Commonwealth and Tasmania's premier Sheep and Wool Show." In 2001, she was elected onto the Stud Merino Breeders Association of Tasmania committee, was President from 2013 to 2017, and is still currently on the committee. In March 2015, Georgina was elected as President of the **AUSTRALIAN ASSOCIATION OF STUD MERINO BREEDERS** (AASMB). "This was definitely my biggest thrill ever as I was the first female to be elected to the position. It's a great honor and privilege and a role that I'm very passionate about." The AASMB represents the six state Merino organisations and, through them, over nine hundred registered studs across Australia. Its principal aims are to encourage, promote and foster the breeding and improvement of Merino and Poll Merino stud sheep, and to publish a register of these sheep in Australia. ☺



*"I never 'bang on' about my gender in a male dominated field - it's just been a natural progression for me. However, it's very pleasing to see that it's much easier today for females to enter our industry through a variety of educational means."*



# CPA Australia saga continues

*A heated Annual General Meeting has rounded out a difficult twelve months for the country's largest accounting body.*

CPA Australia, Australia's largest association of professionals, had a crisis year in 2017 with a member uprising over exorbitant CEO and Board salaries, promotion of the CEO ahead of the CPA brand, Board links to the CEO and financial losses on poorly performing subsidiaries. It resulted in disastrous press coverage, the sacking of CEO, Alex Malley, and the eventual resignation of the entire Board. A subsequent high-level inquiry was questioned as being too closely aligned to the dismissed Board and CEO.

Disruption continued in 2018, with the first official Notice of Annual General Meeting requiring an embarrassing seven errors to be corrected in a subsequent communiqué. This set the scene for a fiery and confrontational AGM, held in Melbourne on Tuesday 22 May 2018. Out of a pool of approximately 150,000 members, more than 300 members attended the AGM in person and around 6,500 proxy votes were collected.

The new Board of CPA Australia had proposed four resolutions ahead of the meeting that stemmed directly from last year's independent review into the body and subsequent member consultation:

- ◇ removing the Auditor-General's salary as a benchmark for Director remuneration, which was to be capped at a pooled amount
- ◇ creating a Council of Presidents to improve member engagement on the organisation's strategy
- ◇ reducing the number of Directors to 10, including a minimum of two non-member Directors, with a Director only able to serve as President for a maximum of three consecutive years
- ◇ abolishing the Representative Council in favour of an Appointments Council comprised of member-elected Divisional and Branch Councillors.

All of the Board-backed resolutions passed, receiving more than 75% support based on proxies received before the meeting. Allegations had been made that overseas members had been lobbied by CPA Australia to harvest proxy votes in favour of the Board's resolutions, which the disgruntled members were unable to do as they had no access to email lists.

Unhappy members of CPA Australia proposed ten resolutions of their own which included:

- ◇ permitting members to directly elect the Board
- ◇ having Chairman Peter Wilson removed from the Board
- ◇ capping Director pay.

The Board opposed all of the resolutions, citing them as impractical, costly and not in the interests of the accounting body. None of the member resolutions passed, with Mr Wilson revealing that they had received only around 30% or less with the inclusion of proxy votes.

The AGM also saw several further demands being made by disgruntled attendees, including that Alex Malley and the former Board have their life memberships stripped and that CPA Australia Advice, which made a loss of AUD\$5.7 million in 2016, be shut down.

Rebel CPA Australia member, Brett Stevenson, who was involved in the campaign to remove CEO Alex Malley, was disappointed with the Board's lack of support for the members' resolutions. "After all that has been exposed and reported on about the terrible leadership, at both Board and management level, and the resultant shenanigans at CPA Australia over the last decade, it appears we are just being taken for a ride," said Mr Stevenson. "In more blunt terms, we are just being treated with the same disdain and patronising professionalism that has gone before. The consultation forums have resulted in the Board not changing one thing in their resolutions. The interactions by the members who introduced the ten resolutions, and the Board's rejection of the lot of them says it all really."

In other developments in 2018, a former banker, Andrew Hunter, has been appointed as CEO on a salary of AUD\$650,000. This pay is well below the AUD\$1.79 million salary of sacked CEO Alex Malley, who is still widely blamed for the huge reputational damage done in 2017 and who received AUD\$4.9 million when dismissed. ☹

## *Associations Forum congratulates the following recipients of 2018 Queen's Birthday honours:*

**Jennifer Westacott** – Officer of the Order of Australia for service to private and public sector administration, to policy development and reform, and to business. Ms Westacott is currently Chief Executive Officer of Business Council of Australia.

**Frank Bush** – Member of the Order of Australia for service to business. Mr Bush served as President of Governance Institute of Australia and as President of The Institute of Chartered Secretaries & Administrators.

**Prof Brian Owler** – Member of the Order of Australia for service to medicine. Dr Owler was formerly President of the Australian Medical Association.

**Rosemary Sinclair** – Member of the Order of Australia for service to business. Ms Sinclair is currently Chief Executive Officer of Energy Consumers Australia and is on the Board of CPA Australia. She was previously Chief Executive Officer of the former Australian Telecommunications Users Group.

**Dr Frederic (Shane) Freyer** – Medal of the Order of Australia for service to dentistry. Dr Fryer was formerly Federal President of the Australian Dental Association and is a Past President of Australian Society of Orthodontists. ☹



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The appeal of an 'offshore' event is balanced by New Zealand's ease of access and ease of doing business. Its stunning landscapes, unique culture and myriad attractions ensure high delegate attendance. New, cutting-edge convention centres are opening opportunities for large-scale events, with construction underway on the New Zealand International Convention Centre in Auckland, which can cater for conventions of 3,150 delegates, and Christchurch Convention Centre also in construction, seating up to 2,000 delegates. This is supported by excellent accommodation options, superb food and beverage, and inspiring off-site options that combine to create an outstanding event experience.



# KEY CONFERENCE LOCATIONS

“On both sides of the Tasman we agreed as a profession we have things we can learn from each other and have shared challenges to negotiate. By talking to each other we can all do it better.”

*Phillipa Tocker, Executive Director for Museums Aotearoa, on the inaugural Museums Australasia event, Auckland.*

AUCKLAND

‘City of Sails’ **Auckland** adds marine sector specialism to its tourism, food and beverage, IT, digital and construction expertise, and harbour cruises and island idling to its list of urban delights.

HAMILTON

Nestled on the banks of the Waikato River, **Hamilton** is host to the southern hemisphere’s largest agricultural event (Fieldays) and Australasia’s largest hospital campus (Waikato Hospital).

ROTORUA

**Rotorua**, home of Maori culture and a growing agro-adventure scene, boasts a fascinating landscape of hot springs and boiling mud pools and strengths in geological and tourism events.

WELLINGTON

Cosmopolitan **Wellington** is the country’s political centre and home to two-thirds of its associations - as well as the ‘Wellywood’ cluster of film and creative industries and a thriving ‘foodie’ scene.

CHRISTCHURCH

**Christchurch** is a fascinating fusion of old ‘Garden City’ charm with modern art and cutting-edge urban design, construction and technology.

QUEENSTOWN

**Queenstown** is famous around the world for its iconic scenery, friendly people, golf courses, wineries and diverse range of outdoor activities.

DUNEDIN

**Dunedin** is home to New Zealand’s oldest university, with a student population that is making this former gold-mining town the ICT and medical technology powerhouse of the country.

## ACCESSIBLE AND READY FOR BUSINESS

A trip to New Zealand is easier than ever, thanks to increased access. Nine airlines currently cross the Tasman, with direct flights linking New Zealand to Sydney, Melbourne, Brisbane, the Gold Coast, Adelaide, Cairns, the Sunshine Coast, Perth and Canberra.

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- less time than it takes to travel to Australia’s west coast. Christchurch, Wellington and Queenstown airports also offer direct flights to and from Australia.

For delegates from further afield, Auckland is an 11-hour flight from most Pacific Rim destinations, including Singapore, Tokyo and the west coast of the USA, while Christchurch International Airport also offers direct flights to several Asian destinations.

# BENEFIT FROM KNOWLEDGE CENTRES

“More than 500 health practitioners, researchers, clinicians and policymakers across the health and social care sectors from Asia Pacific, Europe, the US and across New Zealand are expected to attend. New Zealand has a very good health system, and our meso-level primary care networks in particular are the envy of many other health systems.”

*Shelley Frost, General Practice New Zealand Chair, on the 4th World Congress on Integrated Care, Wellington.*



Quality content and education, high-level networking and access to innovators and thought-leaders are essential elements to a successful conference. New Zealand excels in a number of key industries:



**Agribusiness:** A world leader in milk, meat and wool production and export, with expertise in commercialising scientific research.



**Aviation:** Specialists across the aviation spectrum, from design and manufacture to airline operations, maintenance and training.



**Earth Science:** Local geology and tectonic activity demands high-calibre knowledge in environmental hazards and resource management.



**Marine:** Home to superior marine craftspeople and technologies, from design to advanced materials and construction.



**Health Science:** A leader in fields including health IT and systems, the bioactives industry, and the development of medical devices.



**High Value Foods:** World-famous producers of dairy, meat, horticulture, seafood and wine, with expertise in sustainability and food safety.



**Tourism:** A NZ\$24 billion industry with an emphasis on authentic experiences, from natural to cultural encounters.





“There is an excitement in going offshore and there didn’t seem to be any downsides to taking the event to New Zealand. The cost was fairly similar to Australia, and in fact the accommodation was probably a little bit cheaper. In many cases it was easier to get to New Zealand than Western Australia and often cheaper, with less flying time.

“The Conference Assistance Programme is excellent. If you were doing it on your own you would have to get approval from the Board to fund all the trips, then have to tap into the local channels yourself. To have Tourism New Zealand do that for you reduces the amount of time you have to spend on organisation and for a not-for-profit like us it really helped that we didn’t have to put our hand in our pocket to get it off the ground. Tourism New Zealand made it really easy. The support we have received has just been phenomenal.”

*Anne Veenstra, AHISA Business Manager, on the AHISA (Association of Heads of Independent Schools of Australia) 2017 Biennial Conference, Queenstown.*

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**Email:** [helen.bambry@tnz.govt.nz](mailto:helen.bambry@tnz.govt.nz)

# auDA under scrutiny

*On 18 April 2018, the Australian government released the findings of a review by the Department of Communications and the Arts into the country's .au domain administration. The report came in the wake of the leaking to the media of an internal review into the organisation's expenses.*

The not-for-profit .au Domain Administration Ltd (auDA) oversees the operation of Australia's .au domain, administering millions of Australian internet domain name registrations.

A review commissioned by the Australian Government in October 2017 made 29 recommendations, its central finding being that the auDA's management and governance framework, which was last reviewed 17 years ago, is no longer fit-for-purpose.

*"The central finding of the Review is the current management and governance framework for auDA is no longer fit-for-purpose and that reform is necessary if the company is to perform effectively and meet the needs of Australia's internet community."*

The recommendations, all of which have been accepted by the government, include reforming the management framework to support improved transparency, stakeholder engagement, consultation and accountability.

The report found that directors can be elected to the organisation's Board "with little regard to the skills required to effectively govern" and they are "not required to meet probity, security or conflict of interest checks". It also found that the classes of auDA directors are outdated and open to potential misuse. "Directors selected for their industry background, expertise and experience are likely to provide greater Board cohesion and support effective governance practices."

Recommendations included that the auDA Board be comprised of a majority of Independent Directors which will require a change to the auDA Constitution regarding director selection and representation.

*"auDA's governance arrangements have not changed significantly since it was first established, with its structure and approach to governance set at a point in time when the internet and the domain industry was still in its infancy. The Review has found that reforms to auDA's governance arrangements are necessary if the company is to perform effectively and meet the needs of Australia's internet community."*

auDA has been given six months to make significant progress in implementing the changes, which are set out in new terms of endorsement outlining the Government's expectations. Shortly prior to the release of the report, Fairfax Media reported on a leaked auDA internal review into allegations of the misuse of expense accounts and lavish spending by some former directors and employees. It is understood Victoria Police have also been called in to investigate. The report, by PPB Advisory, detailed the use of the not-for-profit's funds by directors and staff for family tickets to Disneyland, luxury accommodation in Bali, a butler service, meal expenses exceeding \$1000 without receipts and a meal spend of \$3040 at top New York restaurant Wolfgang's Steakhouse. ↪

## Have you had your Constitution reviewed lately?

Associations Forum is able to give clear, practical advice on what may need to be reviewed or improved.

This service is provided free as part of **SILVER** and **GOLD** membership.

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# Association Communications Summit held in Sydney

*On 10 April 2018, Sydney's iconic Luna Park played host to Associations Forum's inaugural Association Communications Summit.*

The full day event included a jam-packed program aimed at association practitioners and industry leaders keen to learn from each other's experiences on producing communications. The interactive sessions and workshops also allowed attendees to benefit from the opportunities to network and make new connections.

The full house of attendees at the Summit listened to speakers and panellists address topics such as creating social media campaigns, public relations for associations, producing print and digital publications, databases, legal issues, and communication analytics.

Andrew Macauley, who is Chief Executive Officer of Printing Industries Association of Australia, explained how he utilised constant communication to turn around an association struggling under the weight of changing culture, technology and outcomes. Dion Pretorius discussed the importance of digital analytics and the use he makes of such data in his role as Communications and Engagement Manager at Science & Technology Australia.

During the breaks, delegates took advantage of the opportunity to engage with their peers, visit the sponsors' stands and enjoy the delicious food provided by Luna Park Venues.

A special thank you to our sponsors Fifty Acres, Commtract, OPUS Group, and Luna Park Venues. ◡

*“Some standout speakers, a lovely venue, great food - a trifecta! As usual, I walked out of an Associations Forum event awash with a mixture of excitement for the things I want to do, and guilt about the things I should be doing which I'm not!”*

Donna South, Welding Technology Institute of Australia





# 'Meet the Politicians' held again in Canberra

*"I have not seen this type of exercise elsewhere. It is very worthwhile."*

These were the words of the Hon. Angus Taylor, Minister for Law Enforcement and Cyber Security, at the opening of Associations Forum's second Meet the Politicians at Parliament House in Canberra. On 30 May 2018, a full house of association delegates met all day in a Senate room to hear how to approach politicians and the Parliament. The event was facilitated by Catherine McGrath from Catherine McGrath Media and delegates expressed high levels of satisfaction with the programme.

Discussion was led by Minister Taylor, Shadow Minister Clare O'Neil and back-benchers from both the Liberal and Labor Parties. A common theme was be relevant, align your approach with party policies and link to grass-roots issues.

Added to this year's event was a panel of senior journalists. Their messages included: be relevant, get your timing right, pick the right journalist and be available. There was a link between the journalists' messages and those of the politicians - align with the agenda. The day in Parliament was preceded by a dinner hosted by the National Convention Centre Canberra. Dr Megan Keaney, Senior Medical Adviser, Department of Health spoke on preparing submissions for reviews. ◊



Clockwise from left

1. The Hon Angus Taylor MP
2. Malcolm Farr (left) and James Grubel
3. (left to right) Denys Correll, Susan Templeman MP, Catherine McGrath

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# Directors Governance Workshops

Throughout May and June 2018, Associations Forum ran Directors Governance Workshops in each of Melbourne, Adelaide and Brisbane, hosted by our sponsors Melbourne Convention and Exhibition Centre, Adelaide Convention Centre and Brisbane Convention & Exhibition Centre respectively.

The practical and interactive full day workshops brought together not-for-profit Chairs, Directors, Councillors and Committee members to learn how to better perform their governance roles and duties. The sessions, which were run by Associations Forum's John Peacock, Kathy Nguyen and Adrian Hart, covered Board processes and performance, key governance documents, functions of the Board and Director roles and responsibilities. 

*"This workshop would have to be the best one I have attended over the many years I have been in business. Very informative for people who take on roles as Directors on Boards or Committees."*  
Sheree Hensgen, Australian Institute of Conveyancers (Vic)

*"Excellent series of sessions. So much learned. I can't wait to put them into action."*  
Lechelle Earl, Onions Australia



## Upcoming Events from Associations Forum

**16-17 July 2018** Associations Forum National Conference Gold Coast, QLD

**17 Sept 2018** Association Events Summit Sydney, NSW

**19 Nov 2018** Association Membership Summit Melbourne, VIC

For more information, visit [www.associations.net.au](http://www.associations.net.au)

## Upcoming International Events

**30-31 Oct 2018** Association Leadership Forum, Asia Pacific Singapore

**17-19 Dec 2018** Associations Congress UK & Ireland London, UK

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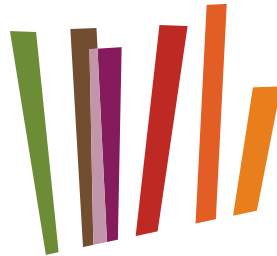
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# Directors behaving badly

By John Peacock, Chief Executive Officer, Associations Forum



Association governance is not an exact science. In reality, personalities, Board culture and habits play a major role in how an association or charity achieves its objectives. This article provides examples of typical problems that arise from difficult Board Directors/Committee members – and some ideas on how to improve things. Whether disruptive directors intentionally decide to be difficult or it is just an unfortunate characteristic of their personality, the results can be an enormous distraction to the elected President or the CEO.

## 1 Directors talking over the top of others in a meeting

Chairing a meeting is a natural role for a President. However, chairing a meeting requires skills that many volunteers, often thrust into the role of President, do not have.

Most Boards do not have troublesome people who interrupt meetings, so normal chairing skills are sufficient. When poor chairing adversely affects your not-for-profit organisation, invite a person with good chairing skills to chair your Board meetings.

## 2 Directors who spend time at a Board meeting on their laptop

Taking notes on a laptop or iPad is fine, but Directors must be focused on the business at hand and not on unrelated matters. Bring up the issue at another time when an offending director will not see it as an attack on them – and write this protocol into your Board Charter.

## 3 Directors going off on tangents or in irrelevant directions

Relate the agenda closely to the pillars in the Strategic Plan of the association and stick to the agenda. Know exactly what an association or charity is going to do through its Plan, and how much this will make or cost through the Budget and Financial Reports.

Utilise the advantages of data projecting so that everyone is focused on the issue at the same time: such as agendas, Plans, resolutions and minutes.

## 4 Directors sending incessant emails between Board meetings

Some people have too much time on their hands and bombard others, usually the CEO or President and sometimes many more, with emails of a petty nature.

As with some earlier points, email exchange is fine and desirable until it is abused. When this is the case, the Board needs a protocol through the Board Charter.

If an unnecessary and distracting number of emails are being sent by a director, do not reply to them in detail: politely acknowledge receipt, and say “I will put the issue you raised on the agenda for the next Board meeting.”

## 5 Lack of adherence to decisions of the Board between meetings

Directors should stick to the decisions made at a Board meeting. If a decision made is weighing heavily on the mind of a director, they should write a rational paper seeking reconsideration at the next Board meeting. Sabotage or anonymous undermining is unacceptable behaviour.

Directors saying “I am a delegate of another association and that association disagrees with the decision” is not sufficient. Directors must act in the best interests of the association Board they are on. If there is a fundamental clash because of being on two Boards, the director should resign from one Board.

## 6 Bullying, intimidation and abuse

These are serious matters that need to be immediately addressed. Associations and charities have legal responsibilities to provide a safe working environment, so seek legal advice if bullying, intimidation, abuse or other unacceptable behaviour occurs.

This is a major area for requiring policies to be in place in case a bullying incident arises.

## 7 Micromanaging

In volunteer Boards, have clarity on who-does-what so that directors do not interfere in the volunteer efforts of others except through civil discussions at Board meetings.

Where a CEO and staff are employed, directors need to ensure that an association or charity follows the Strategic Plan – and the Strategic Plan needs to be implemented by the CEO. The principle of “the Board governs and the CEO manages” should be stated in the Board Governance Charter and followed unless serious discrepancies are seen by a director.

## Closing comments

These comments on difficult behavior by some Directors are based on many years of experience assisting various associations and are not to be considered legal advice. The summary themes are to have good processes, skilled Chairs, trained Company Secretaries and good Constitutions.

Sometimes this is still not enough. If so, seek professional association management or legal advice and ultimately ask yourself if the situation is injuring your health. If it is, reconsider your position as CEO or President.

And remember that Associations Forum welcomes queries on Board structure and attitudes. As your specialist association governance and management network, we are keen to offer advice and support. ☺

# Chiropractors restructure from CAA to ACA

Following many years of consultation, including advice provided by Associations Forum, the Chiropractors' Association of Australia (CAA) has unanimously voted to restructure the CAA federation into a single-entity association.

At extraordinary general meetings held throughout April and May 2018, the National body and the eight State and Territory branches passed all of the resolutions and agreed to move forward as the Australian Chiropractors Association (ACA).

The new Board of the ACA met for the first time on 2-3 June in Melbourne and began implementing the processes of change, including setting uniform fees for all members and the establishment of regional committees.

"Now the work to realise the vision and proposal put to members begins in earnest. This is to achieve strong member engagement and local action supported by decisive national direction and leadership," said CAA CEO, Dr Matthew Fisher.

While there will be a transition period to change the constitution and for the nine CAA entities to restructure into the ACA, it is expected that the changeover will be in place by 1 July 2018. ◊

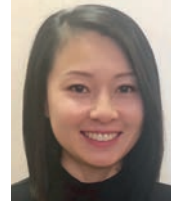


*"Associations Forum were integral in assisting the agreed document which formed the basis of the restructure. This document was the reference point for the members to vote on and then accept a new constitution."*

Matthew Fisher, CEO, Chiropractors' Association of Australia

# Associations Forum Board Survey released

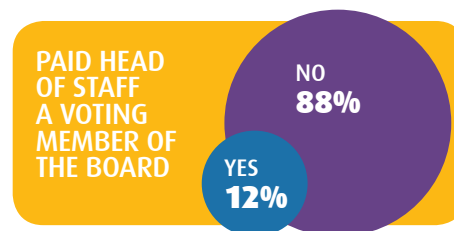
*Kathy Nguyen, Manager Client Services of Associations Forum, analyses the results of the 2018 Associations Forum Board Survey in which 243 organisations took part.*



Some interesting trends have been revealed in the 11 years during which Associations Forum has been conducting its annual survey into Board composition and governance. Some observations from this year include:

- ◊ the long term trend towards smaller Boards continues with the average number of directors dropping from 10.43 in 2017 to 9.34, with the ideal number of directors falling within the 7 to 10 range.
- ◊ the gender balance on not-for-profit Boards continues to increase with 39.5% of directors being female, up from 35% in 2017.
- ◊ with 53.6% of organisations currently reviewing or having reviewed their constitution within the last 12 months, there is an encouraging trend towards improving governance structures which result from regular constitutional reviews.
- ◊ there is a continuation of the trend towards improving Board performance through increased budgets for Board training and performance reviews, with 46% of organisations allocating funding for directors' professional development.
- ◊ 14.9% of the organisations pay directors a fee other than expenses reimbursement.

The Board Survey Report 2018 has been sent free-of-charge to participating organisations. A copy of the Report is available for non-participants for a small charge by contacting Claire Bell on 02 9904 8200 or by email at [membership@associations.net.au](mailto:membership@associations.net.au) ◊



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## Master Builders WA Director to retire



Executive Director of the Master Builders Association of Western Australia, **MICHAEL MCLEAN**, has announced his intention to retire at the end of December this year.

“After 22 years as the head of WA’s peak building and construction industry association, it was time to hand over the baton to someone younger with new ideas to take Master Builders to the next level,” said Mr McLean. “Michael’s contribution to the association over the past 35 years has been enormous and he will be missed by everyone who knows him,” said President, Robert Spadaccini. ◊

## Tax Institute appoints CEO



The Tax Institute has appointed **GILES HURST** as CEO. Mr Hurst comes to The Tax Institute with an international career spanning almost 30 years, with leadership experience gained across European and Asian markets, including 10 years based in London

with American Express. “With his diverse commercial experience, Giles will bring a fresh set of eyes to the organisation to deliver on our new vision and strategic initiatives. Giles is looking forward to meeting with members and working with committees and staff in the months ahead,” said President, Tracey Rens. ◊

## Swimming Australia’s new CEO



Swimming Australia has appointed **LEIGH RUSSELL** as its new Chief Executive Officer.

Ms Russell is the former CEO of Netball Victoria and has worked extensively with athletes and as a consultant across many major Australian sports, the

not-for-profit community and in the corporate environment.

“The breadth and depth of her experience with national and state sporting organisations, government stakeholders, elite sporting teams and growing the participation bases of sports will no doubt inspire our swimming community and drive the next level of our development,” said President, John Bertrand. ◊

## SPASA Vic CEO resigns



**BRENDAN WATKINS**, who has been with Swimming Pool and Spa Association of Victoria (SPASA Victoria) for twelve years, has resigned in order to pursue other career opportunities. “Brendan has done an outstanding job of guiding and growing the association under his leadership,” says SPASA Victoria President, Cliff Cooke.

“During this time, he has been instrumental in making many significant industry achievements which are a direct result of his professionalism and commitment in his role.” ◊

## Catt leaves AVA



Chief Executive Officer of the Australian Veterinary Association (AVA), **GRAHAM CATT**, has moved on from the AVA after a decade with the association.

During Mr Catt’s tenure as CEO, AVA membership increased from 4,200 to 9,500.

“The Board congratulates Graham for his effective and strategic leadership of the AVA and his commitment to our profession over many years. Over the past decade he has helped take the AVA to a new level,” said AVA President, Paula Parker.

## ....and moves on to PSA

**MR CATT** has been appointed as the new Chief Executive Officer of the Pharmaceutical Society of Australia, taking over from Dr Lance Emerson. “Graham has a proven track record of leading transformation and strategic growth of national associations and I am confident his strategic leadership of PSA will ensure all pharmacists are well represented, recognised and rewarded as vital healthcare practitioners,” said National President, Dr Shane Jackson. ◊

## MCA’s new Chief Executive



The Minerals Council of Australia (MCA), has appointed **TANIA CONSTABLE** as its new Chief Executive. She is expected to take up her position with the MCA in mid-2018.

Ms Constable has extensive experience in the resources sector, having most recently worked as the Chief Executive of the Co-operative Research Centre for Greenhouse Gas Technologies.

“Tania is very well placed to lead the MCA, given her deep knowledge of Australia’s resources industry, her experience in leading a membership-based organisation and in leadership roles in the Australian Public Service,” said Chair, Dr Vanesa Guthrie. ◊

## Leadership changes at AusBiotech



**GLENN CROSS** has retired from his position as Chief Executive Officer of AusBiotech after 13 years’ service and two years heading the organisation.

“I applaud Glenn’s passion for the organisation and its place in the Australian life sciences industry.

His achievements are both numerous and significant,” said Chairman, Julie Phillips. Mr Cross is succeeded by current Deputy CEO, Lorraine Chiroiu who has worked as a dedicated advocate for the life sciences sector, including almost a decade of contribution to AusBiotech.

“Ms Chiroiu is well known to members and has achieved a great deal to date. We are fortunate to have such a depth of talent and experience in our organisation,” said Ms Phillips. ◊

## Universities Australia's new Chief Executive



Universities Australia has appointed **CATRIONA JACKSON** as its new Chief Executive, succeeding Belinda Robinson who had been in the position since October 2011. A highly experienced advocate, Ms Jackson has been Deputy Chief Executive of Universities Australia for the past two years and is former CEO of Science and Technology Australia. "Catriona has proven herself a skilled and principled advocate," said Universities Australia Chair, Professor Margaret Gardner. "She is an outstanding communicator who we know will continue to take Universities Australia from strength to even greater strength." ◡

## New CEO for ACA



**RICHARD REILLY** has been appointed to the newly created position of Chief Executive Officer of the Australasian Corrosion Association (ACA). Mr Reilly was formerly Chief Executive of the Federation of Automotive Products Manufacturers for over six years and is very experienced working with stakeholders in a membership based organisation, providing advocacy and liaising with key industry and government bodies. "Richard is passionate about delivering value to members and is well qualified to lead our organisation. His professional background and experience are an excellent fit for the ACA," said Chair, Dean Wall. ◡

## CEO of DAA moves on



After 13 years as CEO of Dietitians Association of Australia (DAA), **CLAIRE HEWAT** has stepped down and moved on to a role as CEO of Allied Health Professions Australia. Ms Hewat was the first Accredited Practising Dietitian to be appointed CEO of DAA in 2004. Previously she was a DAA Board Director for four years and on the NSW Branch Exec for 7 years. "It has been rewarding to work with DAA, and I have great confidence in the future of the association and its members. I look forward to crossing paths with them in the future," said Ms Hewat. ◡

## CPA Australia's new CEO

On 3 April 2018, **ANDREW HUNTER** commenced as the new Chief Executive Officer of CPA Australia. He replaces Adam Awty who has been interim CEO since June 2017 and with CPA Australia for 18 years. Mr Hunter was most recently Managing Director and CEO of the Export Finance and Insurance Corporation and has previously held several senior positions with Macquarie Group.

## New AMA Secretary General



The Australian Medical Association (AMA) has appointed **DR MICHAEL SCHAPER** as its next Secretary General. He will take up the position in late July, replacing Anne Trimmer, who will leave the AMA in August at the completion of her five-year term.

Dr Schaper is currently the Deputy Chairman of the Australian Competition and Consumer Commission, a position he has held since 2008. "His intimate knowledge of the workings of government, business, and the tertiary education sector makes him the ideal leader for our talented and hardworking Secretariat in Canberra," said AMA President, Dr Michael Gannon. ◡

## Sonographers' new CEO



**JODIE LONG** has been appointed as the new Chief Executive Officer of the Australasian Sonographers Association (ASA). Ms Long is a highly accomplished executive healthcare leader with over 25 years' experience in the allied health sector. Her experience includes the role of Interim Managing Director for the ASA as well as over 10 years' experience in senior management roles. "I am personally very pleased that we have been able to attract someone of Jodie's calibre to this role. I look forward to working with her in advocating for the sonography profession," said President, Dr Jennifer Alphonse. ◡

## Changes at CCA



Crohn's & Colitis Australia (CCA) has appointed **ASSOCIATE PROFESSOR LEANNE RAVEN** as its new Chief Executive Officer effective 24 April 2018. She replaces Francesca Manglaviti, who was with the organisation for 12 years.

Prof Raven has previously held the position of CEO of Red Nose (formerly SIDS and Kids). She has qualifications in Science, Business Management, Nursing, Education and Company directorship. "Her astute and innovative leadership skills will support CCA in maintaining and building strong and effective relationships with our members and stakeholders, and progress CCA in the next phase of growth," said Chair, Beata Koropatwa. ◡

"The new Board has been working to appoint the right person to take CPA Australia forward and we believe Andrew will do an outstanding job for our members and this organisation," said CPA Australia President and Chairman, Peter Wilson. "Andrew is a proven CEO with international experience who has demonstrated he can drive change, understand stakeholder needs, and bring out the best in organisations." ◡



## Other sector changes

**ALEXIS ROITMAN** - appointed  
Chief Executive Officer of Independent  
Brewers Association

**DANIELLE SZETHO** - stepped down as  
Chief Executive Officer of FinTech Australia

**HOWARD GLENN** - stepped down as  
Chief Executive Officer of Boating Industry  
Association

**RON LAWSON** - stepped down as  
Chief Executive Officer of Insulated Panel  
Council Australasia Ltd

**EVAN MACRAE** - appointed Executive  
Officer of Optometry Western Australia

**CHRIS MUIR** - appointed Executive Officer  
of Gaming Technologies Association

**SHAUN BAJADA** - appointed  
Executive Director of Australian Sporting  
Goods Association

**RACHEL NORRIS** - stepped down as  
Chief Executive Officer of Occupational  
Therapy Australia

## ASSOCIATION BIRTHDAYS

# AusIMM celebrates 125 years




The Australasian Institute of Mining and Metallurgy (AusIMM) launched its Thought Leadership Event Series to mark its 125-year anniversary on Friday 20 April 2018 in Adelaide. The city holds special significance for AusIMM, having hosted its inaugural meeting in 1893.

The event series then travelled across Australia and New Zealand, featuring over 50 panellists across 12 locations. The series was supported by signature partners Monash University, PwC, Qantas and Rio Tinto and networking partner FLSmidth.

The theme of each event was ‘How will professionals shape the future of the resources sector?’ At each location, experts discussed future jobs, globalisation, pace of change, diversity, innovation and automation in the mining industry.

“We are incredibly proud of the work our Thought Leadership Event Series will do to support and highlight the critical work of resources professionals across Australasia and the world,” said AusIMM CEO, Stephen Durkin.

“AusIMM’s strength has always been our people. The professionals who make up our industry are the foundation of our association,” said AusIMM President, Colin Moorhead.

AusIMM represents the 65,000 professionals working in the resources industry throughout Australasia and internationally. With a focus on leadership, the AusIMM delivers an ongoing program of professional development to ensure resources professionals are supported throughout their careers. 




Panellists and AusIMM representatives at the Melbourne Thought Leadership Series

# 80-years of advocating for Victoria’s healthcare sector



In 1938, what is now the Victorian Healthcare Association (VHA) was born. The Victorian Hospitals’ Association was established, after a merger of the Metropolitan Hospitals’ and the Country Hospitals’ associations, and pulled off a major post-war achievement with the establishment of a superannuation scheme for hospital employees. Now representing 96 per cent of the Victorian health sector, the VHA’s Chief Executive Mr Tom Symondson says the organisation’s agility and ability to advocate on a wide range of issues has been key to its longevity.

“Our members range from major metropolitan to small rural hospitals, community health and multi-purpose services. Each of these members has a unique set of issues, each sub-sector has issues relevant to it, and then there’s sector-wide issues. The VHA has been very effective at getting a strong understanding of these issues and presenting a unified voice.”

The VHA will mark its 80-year milestone with members and stakeholders at a celebration on Thursday 18 October 2018 in Melbourne. 

# A CITY IN TRANSFORMATION A CENTRE TRANSFORMED



Following a \$397 million redevelopment, the Adelaide Convention Centre has emerged as one of the world's most modern, versatile and technologically advanced venues. Comprising three distinct yet seamlessly integrated buildings, the Centre is the pinnacle of innovation and flexibility. This innovation extends to the venue's brand-new menu, which has been developed in collaboration with leading nutritional experts at the South Australian Health and Medical Research Institute (SAHMRI).

The Adelaide Convention Centre is positioned at the heart of Adelaide's Riverbank Precinct, which is in the midst of a multi-billion-dollar rejuvenation, and sits adjacent to BioMed City—the largest health and life sciences cluster in the Southern Hemisphere. The Riverbank is where the city's cultural, sporting, education, medical, conference and entertainment zones merge, making Adelaide Australia's best connected business events district.



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