

ASSOCIATIONS

BRINGING ASSOCIATIONS TOGETHER TO BOOST PERFORMANCE

virtually

Special COVID Edition:

How associations have navigated the 2020 pandemic

- ◇ Decimated events
- ◇ Maintaining membership
- ◇ Services re-imagined
- ◇ Leadership demonstrated



- ◇ BECA: pathways to restoring business events
- ◇ ASAE celebrates milestone centenary
- ◇ St John Ambulance's unique history and mission
- ◇ Case studies of online association events



So much more than Conference Management!

SECRETARIAT SERVICES • BUSINESS EVENTS • CONFERENCE CONSULTANCY



Our expertise in Conference Management spans more than 30 years ... but we offer so much more than that. Conlog can assist with your administrative, membership and governance requirements through our Secretariat service.

- + Fully staffed, professional office space
- + Filing and document storage capability
- + Key staff dedicated to your organisation
- + A registered office address
- + Board room facilities in Canberra
- + Membership management services
- + Financial management
- + Meeting management (AGM, board, etc)
- + Event management
- + Website creation/management
- + Graphic design
- + Promotional material development

Why not take the stress out of your Association administrative requirements and let us do the work for you.

NEWS

Association News	4
ASAE's centenary milestone	6
Board News	8
Board Survey 2020 results	10

PROFILE

St John Ambulance Australia	11
-----------------------------	----

COVID-19 FEATURES

Tourism & Transport Forum	12
National Apprentice Employment Network	13
BECA on business events industry	14
R&CA fights for hospitality sector	15
Associations take events online	16
How COVID-19 has impacted associations	18

PROFILES

Australian Council of Professions	20
ASA's membership growth	22

APPOINTMENTS + DEPARTURES

Including Business NSW and Sports NSW	24
---------------------------------------	----

*An official supporting magazine of
Asia-Pacific Federation of Association
Organisations (APFAO)*



ASSOCIATIONS is published by
Associations Forum Pty Ltd

PO Box 810, Artarmon NSW 1570 Australia
P: +61 2 9904 8200 F: +61 2 9411 8585
www.associations.net.au @AssocForumAU

Publisher: John Peacock

Editor: Zara Bryan zara@associations.net.au

Design: thedesigngroup www.thedesigngroup.com.au

Printing & Distribution: Printcraft Pty Ltd

ASSOCIATIONS FORUM

Chief Executive Officer John Peacock

Chief Operating Officer Christian Capper

Chief Commercial Officer Fatima Sunderji

Finance & Administration Manager Lynn Liang

Manager - Client Services Kathy Nguyen

Manager - Client Services Denys Correll

Manager - Client Services Adrian Hart

Membership Manager Claire Bell

Corporate Partnerships Manager Blair Barker

Events Manager Alexandra Larach

Marketing & Communications Manager Zara Bryan

Member Engagement Officer Hong Liu

Member Engagement Officer Alexandra Petrova

Member Engagement Officer Zecaina Estacio

Administration & Finance Officer Preetha Shrestha

Project Manager Kelly Chan

Project Officer James Frederiksen

Associations lead and adapt when tackling COVID-19



The coronavirus pandemic of 2020 continues to cause great damage to individual health, the economy and life in general. Whilst great strides have been made in understanding the disease, preparing for outbreaks and changing our daily lives, the recent golden times of unfettered travel, public gatherings and human interaction are on hold.

Membership is being maintained

One of the pleasant surprises is that membership renewals have generally continued strongly and, in some instances, membership has increased. The reason for this positive aspect of a disastrous situation is that associations have risen to the occasion and provided leadership, support and services. The sense of community provided by an association has increased and members are keen to hold on to their trusted society, institute, alliance, guild or association. Further, associations improvised and changed their offerings to be able to deliver member services in new ways. Members have received and appreciated getting value for their subscription fees.

Electronic communications and meetings

We have all learnt how to use Zoom, GoTo Meetings, Teams and the like and the most common new expression in our lives is "you're on mute". The world is particularly fortunate to have electronic communications and interaction that would have been unbelievable 20 or even 10 years ago. Board meetings are being held online and even AGMs of members can be held by electronic means.

The loss of face-to-face conferences is the major service and financial injury to associations from the virus. We love to meet, mix, mingle and learn together and this has not been possible since mid-March 2020. Event managers have needed to learn about options for virtual or hybrid events including technology platforms, program methodology and pricing. We hope that face-to-face conferences and exhibitions will return soon – when they do, new delivery methods will be known.

Governance is improving

After a brief pause in many activities in late March 2020, associations returned strongly. First to return was communications and online webinars and then it was the turn of planning sessions, governance reviews and constitution changes.

The basics of association management – having a good structure, clarity in roles and strategic plans, appointment of a sensible and dynamic CEO – have now been addressed by associations and this is a particular area where we can help.

We congratulate staff and Boards on their incredible efforts in pivoting associations during this turbulent work-from-home year. As always, let the team at Associations Forum know how we can help your association. ☺

John Peacock Chief Executive Officer, Associations Forum

jpeacock@nfp.net.au

Equestrian Australia goes into voluntary administration

Equestrian Australia (EA), the peak body for equestrian sport, has gone into voluntary administration to avoid insolvency. This has been a “difficult decision” for the Board that follows the withdrawal of funding from Sports Australia.

EA has been entangled in long-running disagreements between state bodies, with Sports Australia describing the organisation’s governance as “short of acceptable standards.” In the past 16 months, EA has seen the resignation of eight Directors, including three Chairs. Operations will continue without change at this stage, however disagreement has since erupted between administrators and EA’s five state branches over proposed constitutional changes and the sport’s reformation. An alternative proposal by state Presidents, which called for no constitutional reforms, was then vetoed. “The objective of the administration is to stabilise the business and create a plan that will allow the organisation to come out of administration with a solid future,” said voluntary administrator, Craig Shepard.

EA is hoping to position themselves to put forward future teams for the Olympic Games. 

Orthoptics Australia becomes CLG

At the November 2019 AGM, members of Orthoptics Australia (OA) unanimously approved the association’s conversion to a company limited by guarantee, along with a new constitution in line with contemporary governance practice.

Orthoptics Australia is the national peak body representing orthoptists, with the vision to strive for excellence in eye health care. Over the past few years, OA has experienced significant growth in membership and services and has transitioned from a purely volunteer-run organisation to the engagement of a professional association management company. The OA Council therefore identified the need to undertake a major governance review. A key reform was the change from a large representational Board to a smaller elected Board with provision for the appointment of non-member Directors. Supporting the new constitution was the development of by-laws, a Board charter and updated terms of reference for all OA committees.

“The new structure ensures that the organisation is well placed to remain effective, relevant and flexible in meeting the needs of members now and well into the future, building on the tremendous work undertaken by everyone involved with OA over many years,” said OA President, Jane Schuller. “Thank you to the Governance Committee for their work and to Association Professionals and Associations Forum for their guidance and counsel along the process.” 



Lasercraft for Awards

Lasercraft is a not-for-profit organisation with a 32-year history of supplying Australian made, quality awards. In addition to providing custom designs for associations and events, Lasercraft is an Australian Disability Enterprise, providing long term supported employment for people with disabilities.

“As a not-for-profit, we have a vision and a purpose that drives us to excel in servicing our valued customers,” said Lasercraft General Manager, Peter Britton.

“By choosing Lasercraft to design and manufacture your awards, you will not only receive quality products, but you will also be supporting your community and an Australian business.”

Lasercraft has also assisted organisations in sending out industry recognition awards during the current climate of digital and hybrid events. More information on Lasercraft can be found online at www.lasercraft.com.au 



SPASA and PASCAA unite

The Swimming Pool and Spa Association of Australia (SPASA) and the Pool and Spa Cover Association of Australia (PASCAA) have agreed to unify to better support the present and future needs of the industry.

The industry peak body SPASA represents the swimming pool and spa market across Australasia, while PASCAA is a collaboration of leading Australian manufacturers and fabricators of pool and spa covers. “SPASA Australia has achieved their clear goals to build our national industry body and PASCAA has seen the importance of one industry body to unify our swimming pool industry,” said PASCAA President, Derek Prince. “This merger will deliver a better outcome for the swimming pool industry and ultimately, the consumer.” 



CBFCA and AFIF combine

Customs Brokers and Forwarders Council of Australia (CBFCA) and the Australian Federation of International Forwarders (AFIF) have merged to form a single peak body for the sector: the International Forwarders and Customs Brokers Association of Australia (IFCBAA). Having listened to members over recent years, the Boards of both AFIF and CBFCA have agreed that the industry requires a single peak body to represent the commonality of interest between international freight forwarding and customs clearance functions, in the provision of international trade logistics and supply chain management services. IFCBAA will continue to operate as a not-for-profit organisation, offering a wider range of services and products, with greater economies of scale. 



AMSRS rebrands to The Research Society

The Australian Market & Social Research Society, the peak body for research, insights and analytics, has rebranded to The Research Society.



This dynamic new look reflects its re-alignment with dramatic changes taking place in the research industry, as the organisation celebrates 65 years in 2020.

The rebrand is not only a fresh new name but will also be accompanied by new initiatives to move the organisation from one focused on individual members, to a more contemporary association with global links.

The Research Society has rolled out five new initiatives for 2020, including mentoring, live and on-demand online training, networking and digital conferences, accreditation and a new suite of research awards all designed to reflect the dynamism of the industry. 

REGISTER NOW

Associations Forum National Conference 2020
15-16 December 2020 ONLINE ONLY

Update on the Rural Fire Service Association

Amidst the pandemic, Australia's rural firefighters have been recovering from what



was an unprecedented and devastating summer of fire. Since appearing on the cover of the previous edition of ASSOCIATIONS, the NSW Rural Fire Service Association (RFS) has been supporting its members through the recovery process and since July 2019, has provided over \$500,000 in welfare assistance to members directly impacted by the catastrophic bushfires. The fires have now abated, but for many volunteer firefighters, the stress and psychological impact of their experience remains. Their local communities have been devastated; homes and lives were taken; incomes lost; and the process of rebuilding will be long.

With member welfare a core focus, the RFS has developed programs to assist during the COVID-19 situation. Teaming up with St John NSW, RFS is providing Mental Health First Aid courses to equip members with the skills to recognise and provide initial support to those developing mental illness. So far, 700 RFS members have signed up to participate in the courses, with the skills learned providing a timely asset to the individual members and their rural fire brigade. 

Conference and Exhibition Insurance

Would you travel without travel insurance?

Travel insurance won't cover COVID-19, but all the reasons that people purchased travel insurance before the outbreak occurred are still valid. The same is true when it comes to insuring your conference or exhibition.

What if there is an airline strike, a localised transport strike, a major weather event, your guest speaker doesn't show up, the venue is damaged and unavailable,

a bushfire breaks out, there is a power failure, there is a loss of your video link, there is a protest, a volcanic ash cloud, equipment is damaged or stolen, damage is caused to the venue, exhibitor's goods are stolen or someone falls over and sues?

All of these things and more are covered by Aon's conference and exhibition insurance policy.

To learn more, contact

Philip Sunshine

t: +61 (0) 2 9253 7697 | e: philip.sunshine@aon.com

aon.com.au/conferences



membes

Evolving the association experience



Membership Management

Your members can join, renew and self-service with automated workflows and member only modules.



Event Management

Create events and manage registrations for local meetings or large scale conferences.



Marketing & Communications

Communicate with individual members or broadcast segmented personalised emails, SMS and social media.



eCommerce & Finance

Online payments for membership, events and purchases with integration to leading financial software.



Education, CPD & Auditing

Provide integrated online training and allow your members to track and manage their CPD.



Reporting & Insights

Capture data across all areas of the system to provide reporting and analysis of your organisation.



Integrated Mobile App

Members can manage their details, view news, events and discussions via an integrated, branded mobile app.



Workflow Automation

Automation of common tasks such as membership applications and renewals, CPD, interaction logs and more.



Highly Configurable

Get the best of both worlds with a stable SaaS platform which is configurable to meet the needs of most associations.



Streamline webinar registration and attendance tracking with built in zoom integration



Sell courses, provide learning opportunities and auto log CPD Points with the Intuto Integration



Enhance member engagement with our Higher Logic Community integration



Improve organisation to member and member to member communications with the Slack Integration

Find out more at membes.com.au

ASAE reaches 100 years

Throughout the past 100 years, the American Society of Association Executives (ASAE) has represented both association professionals and the organisations they work for. ASAE's membership is made up of over 50,000 association executives and industry partners representing more than 2,000 organisations.

"ASAE's centennial year will not be forgotten for many reasons. The association industry and the world at large continue to struggle with the impacts of COVID-19 and racial injustice," said ASAE President and CEO, Susan Robertson, CAE.

"It is my hope that as we move into the next century, that ASAE's rich history will inspire current and future association professionals to become positive change makers in areas such as social justice,

combating the effects of global warming and other sectors that impact society on a global scale."

Associations Forum CEO John Peacock sends good wishes from the Australian associations community to ASAE.

"ASAE is the world's largest professional network of association managers and Directors. As well as its educational and advocacy work in the USA, ASAE has played a significant role in inspiring association professionals in other nations to develop their sector," said Mr Peacock. "We send CEO Susan Robertson and all at ASAE best wishes during this difficult year where COVID-19 has suppressed the opportunity to celebrate 100 successful years." ◊



ASAE's history reflects many achievements since its establishment in 1920:

- ◊ In 1972 the Certified Association Executives (CAE) designation was established as the marker of association professionals with exceptional association management skills. More than 4,400 industry leaders worldwide have earned this designation to-date.
- ◊ At the turn of the millennium, ASAE launched the Diversity Executive Leadership Program (DELP), which supports individuals from under-represented identity groups to advance in the association management profession. The program is now celebrating its 20th anniversary with over 200 leaders having completed the program.
- ◊ In 1999, ASAE launched its first online resources to help associations go global. In 2005, ASAE launched the Associations Now magazine.
- ◊ Most recently, ASAE has lobbied US Congress to grant not-for-profits access to federal relief programs that assist small businesses and industries during COVID-19.



**PEARL
RIVERFRONT**

YOUR NEXT EVENT IN ONE WORD. brilliant.

Be the First to Experience Melbourne's Newest Premier Event Venue Right on the Yarra River.

Inspired Meetings // \$95* pp

Hold your meeting or conference in one of six inspiring meeting spaces riverside and receive a complimentary 30min arrival or post event cocktail reception and a \$100 credit to go towards your AV requirements.

A New Era of Events // \$155* pp

Arrive by boat or simply enjoy the view of the river. Stage your next corporate event over a three course alternative drop lunch or dinner banquet. Complemented by your choice of a 30min pre event drinks package or a delicious post event cheese station.

Book by 31 December 2020

*Terms and conditions apply

Pearl Riverfront at Crowne Plaza Melbourne
Enquiries events@pearlriverfront.com.au // pearlriverfront.com.au

© Photo by David Mitchener



BECA elects new Chair

The Business Events Council of Australia (BECA) has appointed Dr Vanessa Findlay as its new Independent Chair.

Dr Findlay has a background in both the public and private sector, having previously held a number of senior positions including Chief of Staff in the Turnbull government in the trade, tourism and international education portfolios.

“With this role comes a high level of responsibility to ensure the business events sector can maximise its contribution to the recovery of the Australian economy,” said Dr Findlay.

“Our partnerships with State, Territory and Federal Governments during this challenging time are central to that. My goal for the industry is to ensure we can sustain as much capacity and capability as possible while business events are in hiatus so we are ready to recover and rebuild once COVID is under control.”



New president for AMA (NSW)

The Australian Medical Association NSW (AMA NSW) has elected its third female President, Dr Danielle McMullen.

Dr McMullen has served as AMA (NSW)'s Vice President for the last two years and replaces outgoing President Dr Kean-Seng Lim.

“These are challenging times and certainly not the conditions I thought they would be when I first decided to run for President of AMA (NSW),” said Dr McMullen.

“Under my leadership, AMA (NSW) will continue to work in the best interests of doctors and the patients they treat as the situation develops.”



Chartered Governance Institute elects International President

The Chartered Governance Institute has welcomed Peter Turnbull as its new International President.

“The Institute has a long and proud history of service to members, students and the governance community and to have the opportunity to be its International President is an honour and something to which I am very much looking forward,” said Mr Turnbull.

“I would like to acknowledge the substantial achievements of my predecessor Edith Shih. On behalf of our Institute, I thank Edith on all that was achieved under her leadership and for her dedicated, focussed and successful service to the Institute.”

Mr Turnbull is a former President, Fellow and Life Member of the Governance Institute of Australia.



Vale Dr Harry Nespolon



Royal Australian College of General Practitioners (RACGP) President **DR HARRY NESPOLON** has passed away aged 57 following a battle with pancreatic cancer.

Dr Nespolon displayed extraordinary leadership during the pandemic, advocating on behalf of GPs and the general practice profession to ensure Australia's primary health clinicians can deliver patients the best possible care.

“The RACGP Board is in awe of everything Harry has been able to achieve, particularly over the last seven months,” said Board Chair, Christine Nixon.

“The RACGP and general practice was such a big part of his life, and he gave so much of himself to advocating for the central role of general practice to the health of Australians.”

Associations Forum Board Survey 2020 released

Kathy Nguyen, Manager - Client Services of Associations Forum, analyses the results of the 2020 Associations Forum Board Survey in which 211 organisations took part.

Associations Forum has gathered some fascinating insights over the 13 years it has been conducting its annual survey into Board composition and governance. Some observations from this year include:

- ◇ The average number of online meetings increased to 4.9 (up from 1.7 in 2019).
- ◇ The long-term trend towards smaller Boards seems to have stabilised with the average number of Directors sitting at 9.2, a slight decrease from last year's average of 9.7.
- ◇ With 66.8% of organisations currently reviewing or having reviewed their constitution within the last 2 years, 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, with 52.1% of organisations allocating funding for Directors' professional development.
- ◇ 17.1% of the organisations (down from 20.7% in 2019) pay Directors a fee other than expenses reimbursement.

The Board Survey Report 2020 has been sent free-of-charge to the 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 emailing membership@associations.net.au



REINSW sees membership increase in 2020

Real Estate Institute of NSW (REINSW) General Manager, Peter Griffin, spoke to ASSOCIATIONS on the organisation’s resilience, growth and ability to adapt during the global health crisis.



Since the onset of COVID-19, REINSW has seen a strong growth in membership as agents look to us for guidance on restrictions and changes. There have also been some major changes to mandatory training requirements and rental tenancy legislation, which means we have become even more relevant to the market, since a core part of our role is to help our members to navigate these changes. Non-members want access to this guidance too, so our membership has become more attractive.

Fostering membership support and growth

REINSW has worked with the State Government to clarify any confusion about the COVID changes for auctions, open inspections, meetings and workplaces – and then we passed this on to our members in plain English! We also clarified any ambiguities with the NSW Government. We have offered members extra discounts on our products and offered non-member agencies a free membership period if they have been doing it tough. REINSW has also offered non-members

a limited-time opportunity to access our information and helpline to let them get some help and sample what membership could be like.

Adapting to the ‘new norm’

We are evolving our services to stay relevant to the new and changing environment. From now on, we will provide virtual training that is live and interactive, in addition to our traditional face-to-face and eLearning options. We will also look at our membership pricing. This is currently a fixed price, but we are going to investigate whether tiering on size of member organisation or on a package of benefits might be more attractive and how that might affect our revenues.

Going forward, we will also increase the ability of our own people to work more easily from home for part of the week by supplying extra technology. What really helped us make this transition was that most of our software systems were already in the cloud and could be readily accessed from home. ◊



**ONE DESTINATION. | RESIDENTIAL RATE
ENDLESS POSSIBILITIES. | \$199PP***

Residential Rate Includes:

- 1 x night accommodation in a standard room at the Mercure Penrith
- Starter breakfast with barista coffee
- Full day delegate package in the Event Centre at Panthers
- Venue hire
- Morning tea
- Working lunch
- Afternoon tea
- Pads, pens, mints and iced water
- Flipchart
- Whiteboard

For more information, contact the Events Team on 4720 5511 or email eventscentre@panthers.com.au

*Conditions apply. Not valid during Panthers home games and peak periods. Minimum 20 guests. Not applicable to existing bookings. Subject to availability.



St John Ambulance: historic yet modern

St John Ambulance's mission is to make first aid a part of everyone's life with at least one person educated, equipped and prepared to provide first aid in every home and workplace, and at every public gathering.

The 'modern' St John Ambulance Association was established in 1877 in England by the Order of St John, who saw the need to train ordinary people in first aid so that accident victims of the industrial revolution could be treated quickly and on the spot.

On 14 May 1888 Queen Victoria granted St John the status of a British Royal Order of Chivalry, named: "The Most Venerable Order of the Hospital of St John of Jerusalem." The St John Ambulance Association we know today has been operating in Australia for over 135 years, providing essential first aiders at public events as well as teaching first aid to members of the public.

Until the 20th Century, St John Ambulance was the only provider of the ambulance service in Australia. Today, St John still runs this world-class service in Western Australia and the Northern Territory.



"St John is still a large volunteer not-for-profit organisation and we rely on volunteers to deliver many of our first aid services at events," said St John Chief Executive Officer, Len Fiori.

"Whilst the role of St John hasn't changed dramatically over the last 130 years – we are still teaching first aid in the community and providing first aid at events – St John has embraced technology and is now offering many online courses in first aid, as well as spreading the important message of Public Access Defibrillation with Automated External Defibrillators."

While many Australians are familiar with St John's nationally recognised first aid training, two important initiatives that CEO Len Fiori is most proud of are the Public Access Defibrillation program and the First Aid in Schools program.

"Approximately 30,000 people die each year in Australia from a sudden cardiac arrest. Having a defibrillator available and delivering a shock from a defibrillator within the first five minutes can increase survival rates by up to 80%," said Mr Fiori.

"Our First Aid in Schools program is delivered in most States and Territories and is well received by parents, teachers and students. Since its introduction, we have trained approximately 3.5 million school children."

In addition to these important initiatives, St John Ambulance also provided critical assistance during the devastating 2019-2020 bushfire season, with over 400 volunteers from its New South Wales branch deployed. The St John Victoria branch has also contributed to the efforts against COVID-19, partnering with Royal Melbourne Hospital to set up a pop-up clinic and provide invaluable volunteer assistance.

St John Victoria, Tasmania and Queensland have also partnered with major hospitals and State Ambulance services to ensure safe and professional transport and care for patients who have a non-acute or chronic illness or disability. This includes transporting patients from home to hospital or between health care providers.

With many remarkable achievements spanning several centuries, St John Ambulance has plenty to be proud of, with plenty more still to be done towards providing first aid services, training and equipment Australia-wide.

"St John Ambulance has an exciting future. As well as continuing to work towards our goal of making first aid a part of everyone's life, our work in empowering the community to deal with emergency situations remains a significant part of our mission." 

St John Ambulance's 5 key strategic goals are:

- ◇ to make first aid a part of everyone's life by engaging in training and awareness activities directly with a third of the Australian population each year.
- ◇ to ensure that 50% of out-of-hospital cardiac arrest patients receive defibrillation via public access defibrillators prior to the arrival of an ambulance and 90% of cardiac arrest patients are receiving CPR prior to the ambulance arrival.
- ◇ to provide professional medical services at events that maximises public safety by engagement with the community through volunteerism and public participation in a way that other event health service providers could not achieve.
- ◇ to ensure easy and equitable access to health services by providing a range of coordinated and integrated patient transport options that maximises the use of community members through volunteerism.
- ◇ to be the community leader in connection to the community through volunteerism, which is focused on maximising the community's participation in the relief of sickness, distress, suffering and danger.

Ready to assist: EnergyAustralia program supports business customers in a crisis



How the Rapid Business Assist program supported an Australian small business impacted by COVID-19.

A helping hand and some friendly advice can go a long way for small companies facing the dire business consequences of a global pandemic.

When COVID-19 struck, the directors of digital marketing and sales business Collab Agency, Gordon Pont and David Gaff, needed to rethink their business model quickly. Not only did their small Melbourne-based business, which they founded in 2012, face months or even years of uncertainty, regular clients signalled they would be forced to trim back on their need for Collab's services.

With their revenue base under threat, Gordon and David needed to look closely at their costs. But with rents and other office costs already locked in, they soon realised they had to find savings in other areas to avoid having to lay off staff.

One of the trusted partners Gordon and David turned to was EnergyAustralia, which has set up a program called Rapid Business Assist to help companies such as Collab Agency (collabagency.com.au) survive these difficult times.

EnergyAustralia created Rapid Business Assist to help business customers that are either still trading (but with reduced capacity or revenue), have moved into a hibernation period (but hope to trade as soon as possible), or are likely to close down.

Under the Rapid Business Assist program, EnergyAustralia's business energy experts work with customers to ensure they are on the right energy plan, so they aren't paying any more than they should.

They also provide advice on how businesses can better prepare for the future (including standard free disconnections and reconnections, if required).

The Rapid Business Assist program also allows businesses to receive a free Energy Efficiency Assessment to help reduce their overall energy use, as well as advice on state government energy subsidies and how these may apply to their business. In some circumstances, eligible customers can apply for financial support under the program through the Cashflow Assist scheme.

As Collab Agency has been an EnergyAustralia customer since 2019, Gordon and David looked into how the Rapid Business Assist program could help their business.

After just a 15-minute phone conversation with an EnergyAustralia business expert, they found some smart ways to cut their energy costs. They quickly discovered the ideal EnergyAustralia plan for their business and picked up some tips to help minimise their energy use, such as identifying the right equipment to switch into standby mode. Gordon and David were also excited to learn how they could offset their carbon emissions with EnergyAustralia's new Business Carbon Neutral program, which allows them to promote their environmental credentials to customers.

With EnergyAustralia's help, Collab Agency now has a tailored energy solution and a plan to keep their energy costs low into the future.

To find out more about Rapid Business Assist, call EnergyAustralia's team of Australia-based business energy specialists on **1800 102 558** to talk through your business options and whether you're eligible for assistance through our RBA program during this difficult period.

Operating hours are between 8am and 6.30pm (AEST), Monday to Friday.

To find out more, visit energyaustralia.com.au/covid-19



Tourism & Transport Forum: Supporting the hard-hit tourism sector

Tourism & Transport Forum Australia (TTF) is the peak industry group for the tourism, transport, accommodation and aviation sectors. Chief Executive Officer Margy Osmond shares details of TTF's advocacy and involvement during the 2020 pandemic:



How has your sector been devastated since COVID-19?

Tourism is facing its greatest challenge ever from both the devastating summer bushfire season and the impacts of COVID-19, including ongoing border closures. The industry has been losing almost \$10 billion per month since COVID-19-enforced lockdowns came into place and significant job losses would have continued for the industry if the recent JobKeeper government support was not extended.

How has TTF been advocating for the sector?

Our number one priority has been advocating for the Federal Government to extend JobKeeper. The successful program was subsequently extended in late July for another six months from September 2020 to March 2021. Recent research showed that this will save thousands of tourism jobs and enable businesses, many of which are seasonal, to survive the critical 6-12 month period ahead. Even as State borders gradually reopen, any uptick in domestic tourism will not be sufficient to fill the \$4 billion hole left by the lack of international inbound travel. TTF has also brought together critical sub-sectors in the industry for meetings on recovery strategies and to develop detailed health and safety protocols to enhance traveller confidence and allow government to prioritise the reopening of our sector.

What have been some of TTF's 'big wins' so far?

The major policy priority we achieved early in the pandemic was the Federal Government's establishment of JobKeeper, as well as federal support for the sector, which enabled our sector to survive. More recently, in addition to JobKeeper's extension, we achieved specific federal support for our arts and culture organisations in the form of grants and low interest loans, but we continue to press for additional support for the wider tourism sector, as well as border reopenings where appropriate. Another important policy achievement has been to present a comprehensive proposal to the Australian and New Zealand Governments to re-open the Trans-Tasman safe travel zone, which is currently under consideration and TTF has been integral to this process. Organisations like ours have a critical role to play during the pandemic by being a single source of truth that decision makers can rely upon, backed by solid research and evidence. Moving from the initial survival phase to the full recovery phase will take 3-4 years and so we are standing by our severely impacted industry for the long haul to ensure their voice is heard loud and clear. ◊

ATEC ramps-up support as tourism flatlines

Since COVID-19 decimated the inbound tourism industry, the Australian Tourism Export Council (ATEC) has supported tourism businesses in Australia, which have been hardest hit.

ATEC's on-demand COVID Ready and Road to Recovery programs provide tools for tourism businesses to rebuild and operate in a COVID world.

"This is the beginning of a deep and protracted downturn for our industry and there is absolutely no end in sight," said ATEC Managing Director, Peter Shelley.

"Tourism businesses have been hit hard this year not just by COVID,

but by bushfires, drought, floods - but they want to get back to business and are waiting eagerly to welcome back their visitors. Having skilled staff ready and waiting to go will be a critical factor in the speed of their rebuild."

ATEC is also part of the industry's 'Tourism Restart Taskforce' established to focus on long-term solutions for the sector and is continuing to work with government towards repairing tourism in Australia. More details about these campaigns can be found at www.atec.net.au ◊



SAVE THE DATE

Associations Forum National Conference 2020
15-16 December 2020
ONLINE ONLY

National Apprentice Employment Network works to support apprentices and trainees

The year 2020 has been particularly difficult for the apprenticeship sector, with over 5,000 apprentices and trainees laid off from member group training organisations (GTOs) during the pandemic. The National Apprentice Employment Network (NAEN) has been working with these GTOs to help them access the right assistance to support their apprentices. NAEN has also been working with government to help design and implement various support measures, including the JobKeeper payment.

Most recently, the NAEN has also urged the government to require a minimum 10 per cent of apprentices and trainees on all Commonwealth projects and has called for the introduction of employer wage support of \$500 a week for new and existing apprenticeships. The health of apprentice employment will continue to be a critical issue for the rest of 2020, with the largely not-for-profit group training sector already stretched to the limit in the current climate.

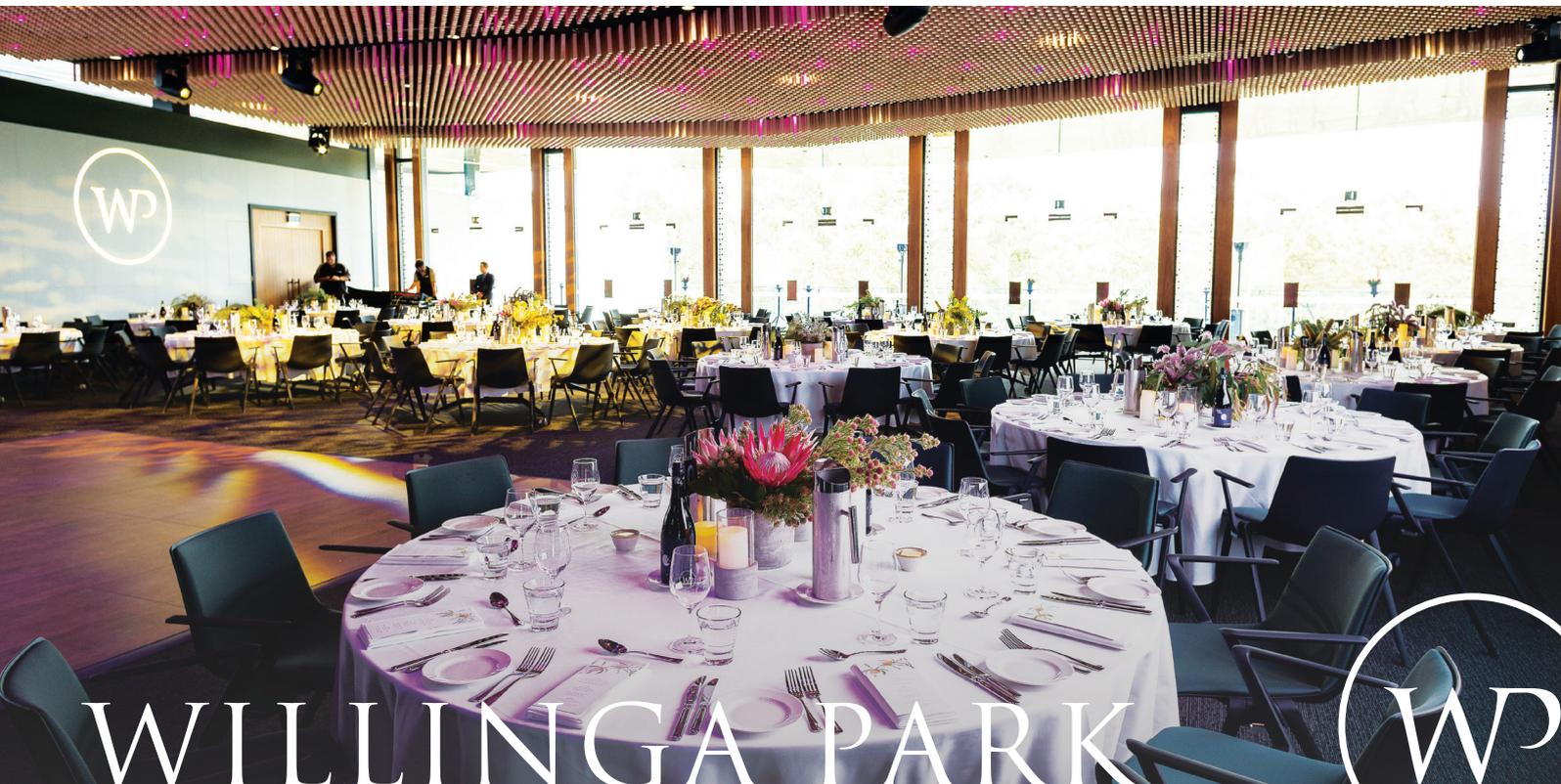
In April, the Federal Government contracted NAEN to operate the Apprentice and Trainee Re-engagement Register, which links apprentices and trainees who recently lost their jobs with employers who have vacancies.

“This gives apprentices and trainees a chance to retain their skills and safeguard their livelihoods by gaining access to businesses where they can have a fresh start and be re-employed,” said NAEN CEO, Dianne Dayhew.

“For employers, it’s a great opportunity to engage an apprentice or trainee who comes with existing training and employment experience under their belt.”

Any employer who re-engages these apprentices or trainees may be eligible for a wage subsidy of 50 per cent of the apprentice’s or trainee’s wage. GTOs employed over 25,000 apprentices and trainees before the COVID-19 crisis and it is estimated around 5,000 have been handed back or had training contracts suspended since. NAEN hopes many will be able to return to their apprenticeships once conditions rebound.

“Streamlining processes and mentoring apprentices and trainees through a period of high youth unemployment and economic uncertainty are central to leading young people through this crisis,” said Ms Dayhew. 



Willinga Park is a world-class equestrian centre and one of the leading conference venues on the NSW South Coast. Award-winning architecture, state-of-the-art equipment, luxury accommodation, and incredible bushland surrounds are set to inspire and complement your event. More information at willingapark.com.au

 conferences@willingapark.com.au

 facebook.com/willingapark

 [@willingapark](https://instagram.com/willingapark)

 (02) 4405 5660

BECA: Restoring confidence in post-COVID business events



BECA is made up of five member organisations: Association of Australian Convention Bureaux (AACB); Australian Convention Centres Group (ACCG); Exhibition & Event Association of Australasia (EEAA); Meetings & Events Australia (MEA); and Professional Conference Organisers Association (PCOA). Together with its member organisations, BECA has called for targeted government support for the business events workforce.

On 13 March 2020, the official recommendation was to stop indoor gatherings of more than 500 people in Australia. As COVID-19 continued to spread globally, this number shortly decreased further to allow only small gatherings under certain circumstances.

“The whole industry was shut down a fortnight after the initial recommendation and both international and domestic travel ceased,” said AACB Chief Executive Officer, Andrew Hiebl.

“With travel ceased and gatherings being restricted, this meant that there was zero revenue for the entire industry. We were estimating that by the end of June that around 92,000 employees from our industry would lose their jobs.”

“ZERO! IT’S OFFICIAL” – stated BECA’s announcement on 12 June that zero of Australia’s overseas arrivals in April had travelled to attend a convention or conference.

According to BECA, total business lost in the industry will likely be between \$29.4 and \$35.7 billion over the 15 months to June 2021.

“Without government support the business events industry is not just facing a hiatus; it is facing a total dislocation and complete loss,” said BECA Chair Dr Vanessa Findlay.

“We would be facing a total rebuild of an industry from the ground up. We are uncertain whether we will ever get back to being able to compete globally if this situation transpires.”

During this time, close engagement with the Australian Government and a coordinated effort across the industry stakeholders was essential to ensure key needs were being addressed and vital information was passed along. To ensure this, BECA established state committees to work alongside State Government representatives on a day-to-day basis, primarily led by convention centres and convention bureaux, to pass on key information around the COVID-safe practicalities for the industry to adhere to, within the individual jurisdictions. Most notably, BECA developed a coordinated COVID-19 Business Events Recovery and Rebound Framework and has worked closely with government on the implementation of long-term plans.

A recent win for the business events industry has been the extension of JobKeeper, announced in July, leveraged by the results of the recent survey conducted by BECA that clearly demonstrated the critical need for government support to continue. “Given our inability as an industry to conduct business, the message from our members was clear that JobKeeper is required beyond September,” said MEA CEO Robyn Johnson.

“BECA’s Recovery and Rebound Framework has been well received by government and discussions are continuing to assist in positioning our industry towards a more positive future.”

While this has been welcome news, AACB CEO Andrew Hiebl has warned that the industry is not in the clear just yet, and that uncertainty will threaten recovery in the immediate future.

“The biggest challenge that we are confronted with at this point in time is confidence and certainty,” said Mr Hiebl.

“Business events are a major revenue generator, particularly for associations, and conference organisers cannot plan events without knowing they will be economically viable. It will be hard to tell unless we have the management of the pandemic under control and can re-open borders again.”

Mr Hiebl also stressed the importance of the events that will occur once restrictions ease, which will set valuable examples in the business events industry.

“We have had some big event organisers cancel major conferences because they rely on delegates to travel. A few examples of re-opened events would be a good starting point to boost confidence in the industry.”

According to a BECA survey on future business expectations, even when business events can safely restart, only 68% of respondents across the business events industry indicated that they are in a position to do so.

“As an industry, we want to emerge from the crisis in a position to help build business confidence across the Australian economy and, when the time is right, grow Australia’s share of global events in what will be a highly competitive and disrupted market.”

BECA Chair, Dr Vanessa Findlay.

The recovery phase of BECA’s Recovery and Rebound Framework meets the short and medium-term needs of the industry, with a focus on the domestic situation and market. What BECA hopes will follow, will be the rebound phase, which focuses on regional and global markets to position the industry to take advantage of new regional and global market opportunities. ◊

Greenlife Industry Australia experiences record business during the pandemic

Since the onset of COVID-19, greenlife industry businesses have experienced one of the best trading years in history due to a steep increase in the popularity of gardening and DIY landscaping during nationwide lockdowns.

At the beginning of this uptick, Greenlife Industry Australia (GIA) seized this opportunity by quickly forming a marketing response committee, made up of industry members, and launching a consumer campaign to support new gardeners.

GIA's major focus has since been on increasing federal government advocacy to ensure that greenlife growers and retailers are considered an 'essential service'.

"Plants are a perishable product and lockdown measures where growers could not maintain stock would take many years to recover from," said GIA CEO, Peter Vaughan.

"GIA acted quickly at a federal level to ensure our members are able to continue trading."

GIA has been providing support for members currently experiencing new waves of business since COVID-19, while also maintaining federal pressure for greenlife industry to be classified as essential services so spring trading can thrive. 



Greenlife Industry Australia

R&CA fights for hospitality sector

Over the decades that Restaurant & Catering Australia (R&CA) has been representing the interests of Australian hospitality businesses, nothing like COVID-19 has ever impacted the sector before.



As cafes, restaurants and caterers prepare to reopen around Australia, R&CA continues to fight to ensure that governments understand what businesses need to survive this downturn.

R&CA Chief Executive Officer, Wes Lambert, has been spearheading the conversation around pandemic protection and recovery for food service businesses around Australia, representing the interests of 45,000 member organisations.

"We have been working to make the case to government to change Australia's current industrial relations and tax system to ensure they do not serve as an impediment to our sector's recovery post-COVID," said Mr Lambert.

"We have also been arguing strongly for JobKeeper to be retained for our sector, which has now been extended until next year. With the downturn in international tourists, we certainly will not see a recovery until 2021."

R&CA has been lobbying to have cafes and restaurants open as soon as health advice deems appropriate, as well as fighting for ongoing flexibility under Restaurant & Hospitality Awards, and pushing to change FBT, CGT and GST taxes to turbocharge the recovery process. To support members and streamline crucial information during this time, R&CA has created a coronavirus information hub, containing a huge range of resources and information. 

Ai Group releases industry relations reform paper

In the midst of the pandemic, the Australian Industry Group (Ai Group) has released a policy paper setting out important employer workplace relations reform priorities.



These key areas, announced by Prime Minister Scott Morrison and Attorney-General Christian Porter as being the focus of the reform process, cover award simplification; enterprise agreement making; casual and fixed-term employees; compliance and enforcement; and greenfields agreements for new enterprises.

The policy paper argues that it is time for a fresh approach to be taken on industrial relations; an approach that boosts productivity, grows jobs, encourages investment and restores economic growth.

"Three quarters of businesses were accessing government support. Australia is the envy of the world in how we have responded to the COVID-19 health crisis," states the policy paper.

"The community now needs to pull together to respond to the economic crisis. Industry relations reform has an important role to play."

A recent survey by the Australian Bureau of Statistics shows that by mid-May this year, 72% of all Australian businesses had experienced reduced revenue and 24% had cut staff numbers.

The policy paper emphasises that employees will only achieve job security from a secure employer and that profitable businesses are key to ensuring job security and economic growth.

"Ai Group looks forward to contributing to the working groups set up by the Federal Government and to making a constructive contribution to the reform process," said Ai Group Chief Executive, Innes Willox. 

Associations take member events online

The global pandemic in 2020 has pushed many associations into unknown territory. While COVID-19 has decimated events for many associations, some were able to adapt to continue to provide education and networking for members and sponsors.

SMSF Association holds major online conference

The SMSF Association transitioned their second largest annual event, the Technical Day series, to a virtual event. This 'roadshow-style' event would typically visit 5 Australian cities over a 2-week period. With so much uncertainty around border closures, longevity of the pandemic and predicting individual appetite to travel, the decision was made in March to transition to a single virtual event for all of Australia. Providing value to sponsors in an online setting was the most challenging aspect for the SMSF Association.

"At a live event, you can sell face-to-face time, opportunities to chat with attendees and lead capture opportunities," said SMSF Association's Head of Events, Tamara Vermeend.

"Delegate, sponsor and speaker experience is very important when planning any event. We chose Intrado as our platform and found that it helped enhance the online experience across all attendees."

For the SMSF Association, this was their first major online event. The events team was able to incorporate several dynamic components, such as a virtual speaker lounge and trivia with prizes. "Moving online gave us greater scope to develop a two-stream event, giving our attendees greater choice, and we saw an increase of over 30% attendance for this year," said Ms Vermeend. "Whilst you can never replace the value of a live event, there is a future for both online-only and hybrid events for the SMSF Association."

Keys to success:

- ◇ Pre-record as many sessions as you can – this will give you certainty on the day. You can still have speakers online during their session to answer Q&A live at the end.
- ◇ Get a full understanding of what is included in the virtual platforms package you are buying. A lot of demonstrations show you all the bells and whistles, but many are at an additional cost.
- ◇ Understand what the delegate will see on their screen – do they need to change any settings on their device to optimise viewing?
- ◇ Keep in mind, there is less fluidity in session start and finish times in an online environment. It is harder to make up 5 minutes if a speaker goes over or you have technical issues.
- ◇ Consider booking a film crew or video conference studio for areas where you have multiple speakers. This gives some continuity to the presentations and gives you access to experts in the audio-visual arena.

Australian Multiple Birth Association introduces webinar series

The Australian Multiple Birth Association (AMBA) responded to sudden changes in the social climate by seeking to understand how the role of the organisation would change to support member-families in a more direct way than ever before, with its existing grassroots, face-to-face peer support model at risk.

For AMBA, a new webinar series proved to be a valuable and engaging service for members during a time of uncertainty.

"We were excited to announce the launch of our webinar series in April 2020 as part of our response to ensure that we continued to provide quality services during the escalating pandemic," said Chairperson, Ashlee Tenberge.

"The vision for the AMBA webinar series is that the program will assist and empower our families, connect them to healthcare providers and inform their communities, thereby driving better outcomes and positive change for our member-families."

From here, AMBA's goal is to fund this program on an ongoing basis to continue servicing families into the future.

Australian HR Institute offers virtual training and networking

Like AMBA, the Australian HR Institute has launched a series of short webinars related to COVID-19 and the effects on people in management. They also transitioned all Network Forums and training to an online platform, which has greatly increased attendance, specifically from interstate and regional members.

"We were able to transition our smaller events to online formats through collaboration with our volunteers, who plan and deliver many of these events," said Chris Dayson, Manager, CPD Events at Australian HR Institute.

"In addition, we've formed a sub-group of volunteers to build an ongoing network of online forums beyond the return to in-person events."

The Australian HR Institute is also planning a virtual conference in lieu of large scale, in-person events. This will aim to offer members the same learning opportunities and CPD that the cancelled events would have provided.

The Australian HR Institute has also created a member-only LinkedIn channel for members to discuss and engage with each other about issues and challenges during the pandemic. This has proved extremely popular, with over 3,000 members involved already. 

Your association events – negotiate with venues!



Matt Crouch, from Matt Crouch Legal, shares some of his advice on event management and contract negotiation.

During this ‘annus horribilis’, associations and event managers need to negotiate with their event venues – whether you already have a signed contract, or are planning a future event.

The venue-hire cost is usually the biggest cost for events – and venue-hire contracts can be harsh indeed. They often contain indemnities and other provisions making you liable for almost anything. If you sign such clauses, your insurance will usually not provide cover.

Some venues have exploited their bargaining power by imposing onerous contractual terms on hirers. Some are so onerous, it defies belief. Yet because they are submitted as ‘standard terms’, many hirers sign them without a proper understanding of their legal consequences.

Apart from indemnities and other harsh terms, a common problem now is the imbalanced approach to cancellation and ‘force majeure.’

You may find that:

- ◇ your venue contract doesn’t distinguish between voluntary cancellation and force majeure and that penalty payments must be made even when force majeure applies;

- ◇ the force majeure clause, when triggered, only discharges future obligations and doesn’t provide for refunds, giving the venue a windfall gain.

Associations and event managers have much more bargaining power than you might realise. Some venues (but by no means all) will play ball if you seek contractual changes, even if you’ve already signed.

I recommend that you do not sign venue contracts without proper legal advice and demand a fairer sharing of the risks around COVID-19. You may be able to secure a better regime for dealing with current uncertainties. In exchange for rights to postpone without penalty, you could offer the venue additional future bookings, sponsorship status or promotion via your member publications. Care is needed in making such proposals, especially in connection with existing, signed contracts.

Venues that are not prepared to vary their contracts now and agree to fairer and more flexible risk sharing in connection with COVID-19, will find that event managers have very long memories - and those venues will lose a lot of lucrative, future business.

For more info contact matt@crouchlegal.com.au



association
professionals

unlock your association’s potential
with our practical solutions

we deliver

results that guarantee your
association blooms

our clients receive

professional partners who
share their vision

our team

collaborates and shares expertise
to deliver outcomes



03 9586 6000

admin@associationprofessionals.com.au
associationprofessionals.com.au



How COVID-19 has impacted the association sector

Christine Stewart, National President, Australian Institute of Office Professionals

“ AIOP have restructured the way we do business. Instead of hosting 4 national webinars, we are hosting 10. We have offered member campaigns and increased communication.

Sally Kincaid, Chief Executive, Australian Society of Medical Imaging and Radiation Therapy

“ Communication with our members has been key throughout COVID-19. Many of our members are front line health workers and we have had a focus on supporting them with wellbeing and resilience resources, educational materials and evidence-based COVID updates.

Lynda Donaldson, Executive Officer, Australian & New Zealand Society for Geriatric Medicine

“ We have transitioned to three staff working from home. We now use Zoom for meetings and have held an online AGM. This has gone well.

Amanda Linton, Chief Executive Officer, Institute of Certified Bookkeepers

“ Given that one of our primary roles is to provide training, support and resources to our members, we have experienced a 230% increase in the call for engagement in helping them navigate the complexities of the various economic stimulus measures, JobKeeper and HR requirements. With this has also come supporting them through the emotional and mental health journey associated with not only theirs, but their client businesses. Our internal team are exhausted, but not one complaint, just more of ‘what can we do next?’ I could not be prouder of how our team and our members have stepped up, often at great personal sacrifice, and responded to the community throughout this crisis.

Roger Stapleford, Chief Executive Officer, Royal Australian Chemical Institute

“ The pandemic has decimated events income as we had to cancel or postpone all physical events, including three conferences. We have been hit hard financially, JobKeeper helped but did not cover the surplus losses. It has opened our eyes to virtual events and the banishment of the “tyranny of distance” effect as state events can now go national.

Paul Damkjaer, Chief Executive Officer, International Forwarders and Customs Brokers Association of Australia

“ It has put a great deal of uncertainty through our members going forward. Some members who service personal protective equipment, foodstuff and construction companies are doing well, others, not so.

Rod Nancarrow, Executive Director, Educators SA

“ Despite the negative financial effects, COVID-19 has energised us to re-look at our value proposition and focus on the ‘wants’ of all members. As we are now running all meetings and professional learning online, we are putting some creative thinking into what the blended communication and training environment will look like when we can return to face-to-face. The situation has encouraged fresh thinking and has built an excitement around the initiatives we are putting in place.

Tony Gleeson, Chief Executive, Australian Institute of Refrigeration Air Conditioning and Heating

“ We have seen downturns in our advertising and sponsorship revenue and income from our professional development and conference events. On the upside, our staff have become very flexible and innovative to provide alternative ways of supporting our members and broader community. We have connected with our members and sponsors more than ever via social media and direct calling. Conversations have been key, and our membership renewals have remained high. The other great aspect is that our carbon footprint that we continually track and measure has been significantly reduced – the world is a little bit greener now!

We asked Australian associations how their organisations have been affected by the 2020 pandemic.

**Brendan Guiney, Executive Officer,
Water Directorate**

“ We have moved our administration permanently to work-from-home, and all documentation to electronic.

**Francine Binns, Chief Executive Officer,
Institute of Public Works Engineering
Australasia - NSW**

“ Like most membership-based organisations who develop and deliver events and training courses, our business delivery model has significantly changed and diversified, expanding into online and virtual formats during the COVID-19 isolation phase. We are now moving to a client-centric model where our members and clients have additional options and preferences of delivery to suit their needs.

**Stacey Davidson, Business Manager,
Emergency Medicine Ultrasound Group**

“ As we are an events-based organisation, we needed to find ways to replace our revenue and continue to meet the needs of our community. We also receive sponsorship money and much of the value we offer our sponsors is through our events, so we needed to find new ways to add value. In addition, our community of volunteers are emergency doctors whose energy was diverted to COVID-19, which impacted our momentum.

**Brendan Peek, Chief Executive Officer,
Royal Australasian College of Dental Surgeons**

“ The restrictions have seen the temporary closure of many dental practices. As a result, the RACDS has waived the next six months of membership fees for our members. We have also accelerated the shift of many of our events and education programs from traditional to digital delivery.

**Jason Hincks, Chief Executive Officer,
SAP Australian User Group**

“ We have had to take a number of events online and cancel all travel-related activity. Some members have required extended payment terms on their membership fees.

**Andrew McKinnon, Chief Executive Officer,
Optometry Australia NSW/ACT**

“ We are busier than we have ever been. COVID-19 has forced us to re-evaluate how we communicated huge volumes of information to members in a digestible format. It also took us into online retailing of personal protective equipment, which we hadn't expected.

**Kristina Vesk, Chief Executive Officer,
Cat Protection Society of NSW**

“ We have had to close our Op Shop, which raised much-needed funds for us because it isn't a business that can run profitably in a COVID-safe way. We've had to create new rostering for our Feline Services staff (unique teams) to risk manage the continuity of cat care. We now do adoptions by appointment-only, and due to physical distancing requirements, we have had to use the premises of our old Op Shop for our cat-related retail store. Our infection control practices were already excellent - as a best-practice cat shelter - but our primary challenge was creating more space to ensure physical distancing for people!

**Katrin Watson, Executive Officer,
Strata Community Association (QLD)**

“ SCA (QLD) has had a major lift in credibility and trust due to its leadership, providing succinct information to members. The restrictions were highly confusing for lot owners in strata schemes and we were able to cut through with detailed information many times. Our membership has been almost fully retained and we've gained some new members. Overall, the pandemic has demonstrated the capabilities of our organisation.

**Gordon Bunyan, Executive Director,
AMPLA Limited**

“ The dramatic reduction in revenue was a good opportunity to make changes to programmes and modes of delivery by utilising the disruption. We saw increased awareness and focus by Directors on both governance and opportunity created by change.

About the Australian Council of Professions

The Australian Council of Professions (ACoP) is the unifying alliance of professional associations that represent more than 800,000 Australian professionals including engineers, healthcare and computer professionals, veterinarians and accountants. Founded nearly 50 years ago, ACoP is acknowledged by the community, industry and government as the thought leaders advocating for the professions, professionals and professionalism.

ACoP's members are professional associations and supporting organisations who share the mission of advocating for community confidence in all professionals and their evidence-based advice in difficult times. The importance of this unified voice has become clearly apparent in the scientific advice on COVID-19 provided by our Federal and State/Territory Chief Medical Officers to Prime Minister Morrison and the National Cabinet.

Apart from education, accreditation and employability, ACoP's thought leadership and advocacy influences policy in the areas of professionalism and ethics as well as diversity and inclusion.

In May 2020, the ACoP joined with the Council of Small Business Organisations of Australia (COSBOA) to form the COVID-19 Business

Recovery Council. The focus of this Council is to map a safe way forward for small/medium businesses as well as

professional practices. This includes not only safe operating and trading, but also enhancing online operation, goods and service delivery, as well as 're-inventing' businesses for the post-pandemic period.

ACoP and the experts in its member organisations have also recently assisted the Federal Department of Education, Skills and Employability by creating the Joint Statement of Principles for the Higher-Education Sector COVID-19 Response to ensure public health and safety while maintaining the continuity, integrity and reputation of Australian higher education. Education Minister Tehan noted ACoP's initiative, encouraging the adoption of the principles outlined in the Joint Statement.

You can find out more at Professions.org.au 



ADVERTORIAL

Seoul, your complete Convention City



Seoul, the capital city of Korea, is the centre of politics, economy, culture and industries. The city has stepped comfortably into its position today as one of the most technologically advanced metropolises in the world, creating a unique, juxtaposed charm with 600 glorious years of history still alive throughout the streets. Scenery created by beautiful ancient palaces with high-rise skyscrapers in the background mesmerises anyone who lays one's eyes on it.

Reflecting the charms of the city onto business events only requires one's imagination. Unique venues in various styles, including ones with popular Korean roofing, create an authentic atmosphere for any purpose, whether an opening ceremony or a gala dinner. The Hangang River running across the city is also a perfect stage for business events. The world's first artificial island becomes a shining convention centre with the exterior walls lit up with colors at night.

Or, a cruise ship can carry your event on along the river, allowing the participants to take advantage of the gorgeous view of the city.

Korean cultures that are admired by many can spice up team-building activities for business event participants. Exploring traditional Korean markets with a chef and cooking dishes afterwards with groceries purchased together will make unforgettable memories to be shared.

Endless ways of experiencing local and authentic culture and building

team spirits await: walking through the alleys in hanok (traditional Korean house) villages, learning K-pop dance moves, picnicking on the riverside with snacks delivered to you and so on.

Seoul Convention Bureau is dedicated to supporting business events through the PLUS SEOUL support program in partnership with more than 300 Seoul MICE Alliance members from the private sector of Seoul's MICE industry. The PLUS SEOUL program supports event planners for the best and the most convenient planning where the participants leave with lasting stories and bonds as the best souvenirs. Plan with us. Play with us. PLUS SEOUL: your support program.

Seoul, your complete Convention City. 

Contact for more details: convention@sto.or.kr

Tel: +82-02-3788-0826/0859

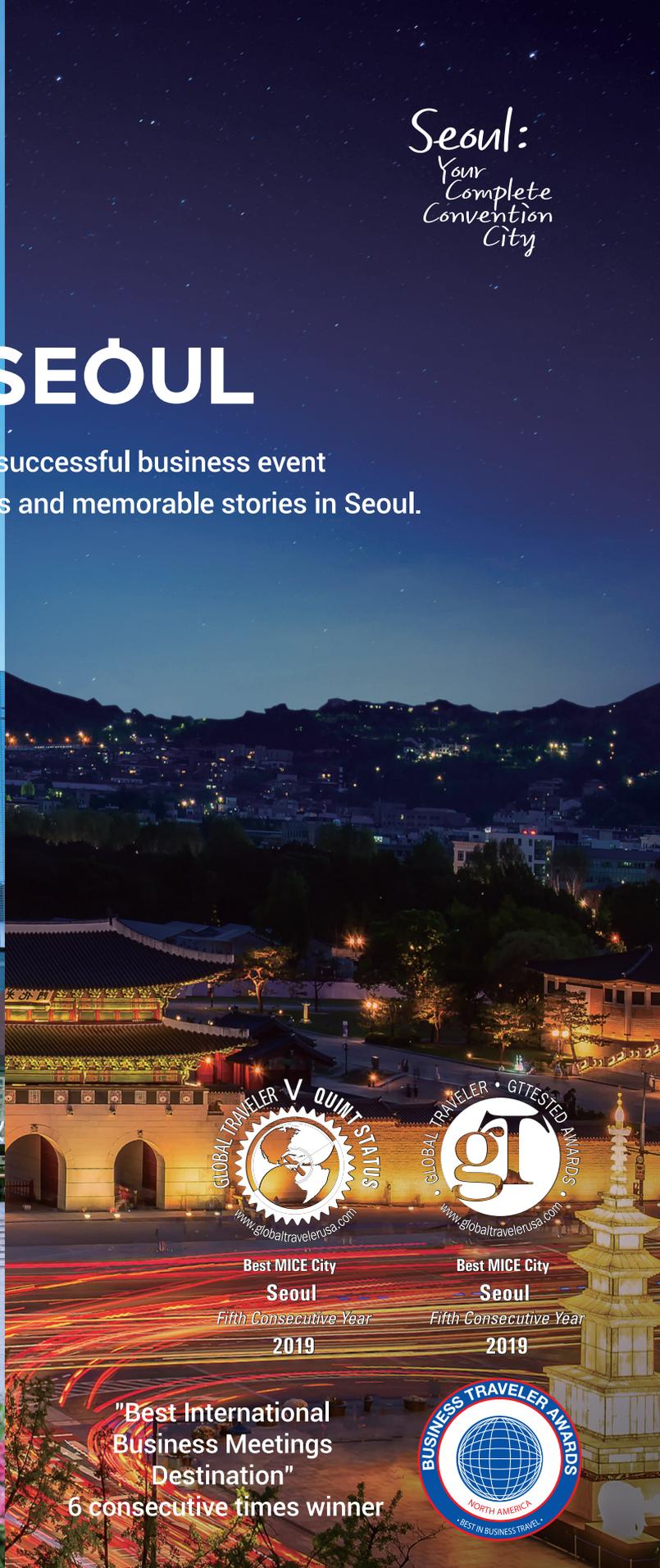
Website: www.miceseoul.com



Seoul:
Your
Complete
Convention
City

PLUS SEOUL

#Plan_with_US for your successful business event
#Play_with_US for lasting bonds and memorable stories in Seoul.



Best MICE City
Seoul
Fifth Consecutive Year
2019

Best MICE City
Seoul
Fifth Consecutive Year
2019

"Best International
Business Meetings
Destination"
6 consecutive times winner



Get in touch with the Seoul Convention Bureau

Email: plussoul@sto.or.kr | Tel: +82-2-3788-8151 | www.miceseoul.com

Find us on:



Australian Sonographers Association: Engaging with membership through COVID-19

The COVID-19 pandemic has affected all communities and businesses indiscriminately and the association sector has not been immune. The Australasian Sonographers Association (ASA) has had members working in close proximity to patients, sometimes undertaking ultrasound images of COVID patients, as well as members out of work due to referrals of patients dropping dramatically. “As the pandemic began to emerge in Australia and New Zealand, we acted early to engage our membership,” said ASA Chief Executive Officer, Jodie Long. “We knew immediately that we had to advocate for them to get appropriate access to personal protective equipment (PPE) and we had to inform them of best clinical practice in a rapidly changing environment. We also quickly pivoted to ensure our members who were laid off, or had their hours cut, could find redeployment”. The immediate impact of COVID-19 saw ASA staff almost entirely dedicated in some way to the pandemic response and engagement with members. Like other organisations, the ASA developed a COVID-19

section on its website. With four distinct areas around practice and safety, workforce redeployment, government and mental well-being, the ASA fostered a strong sense of togetherness with its members through daily, and sometimes hourly, communication.

“Our engagement with members was the cornerstone of our response to the pandemic,” said Ms Long.

“We regularly recorded around 50 to 60 percent open rates through all our electronic channels.”

Like many associations, the ASA's renewal expectations were conservative for retention considering the economic climate. With substantially increased online learning and the key aim of ‘bringing sonographers together,’ the association recorded a higher renewal rate than previous years.

“It was clear from the renewal rate, and from the general thankful emails and messages we were getting from members, that our engagement was supporting them, and getting them through”, said Ms Long. ◊



Scouts NSW's digital transformation

Scouts NSW has been delivering engaging outdoor adventures to young people for 114 years. Today, Scouts NSW is responsible for more than 14,000 youth members supported by 4,000 adult volunteer leaders through 415 Scout Groups across NSW.

As the local management unit, each Scout Group is responsible for administering all facets of their local operations.

While a centralised membership system stores the data of the organisation's member base, there is also localised direct member communication, along with the collection and storage of members' personal information, undertaken by the Scout Group.

The Need:

To centralise, secure, and store all communications and personal information of and in relation to more than 21,000 youth and adult volunteer members.

Heightened community expectations and changes to the way organisations provide appropriate measures regarding personal data created an imperative for Scouts NSW to design and deliver an efficient, cost-effective and practical solution.

The Solution:

Scouts NSW undertook an extensive review of the available options in the marketplace and through stakeholder engagement, crystallised their requirements through the following objectives:

- 1 Establish a centrally controlled, managed, and secured email platform for all Scout related communications through Scouts NSW email addresses for every adult volunteer leader and supporter (6,000).

- 2 A centralised and secured file and document depository and storage platform, with authority controls, that is accessible anywhere anytime.
- 3 Develop appropriate and effective Information Assurance protocols.



The Outcome:

Scouts NSW selected the Microsoft Office 365 (O365) platform issuing the E1 NFP licence as its core solution. In addition, Microsoft Teams was identified as the best option for Scout Groups to manage both operational and public communication requirements, while SharePoint ‘micro-sites’ became the solution for all centralised file storage.

A small in-house IT team of four activated the staged roll out of the project.

- ◊ They created every account in advance of a staged roll-out of the O365 accounts to then be individually activated by each volunteer. This approach eased the change adoption path for the 6,000 members who received email addresses and accounts.
- ◊ 415 “Virtual Scout Halls” were introduced through Microsoft Teams over a 2-week period in response to COVID-19 measures restricting face-to-face meetings, enabling Scout Groups to continue meeting virtually.
- ◊ 500 SharePoint ‘microsites’ were activated, providing a secure place to store documents.

This was underpinned by tailored Prince2 and Agile DevOps Project Management methodologies to govern the projects and supported by a communications and change management campaign. ◊

Direct Debit from a bank account or credit card to increase revenue and improve membership retention

COVID-19 is challenging associations and their members like never before, requiring increased flexibility in how members can pay for their membership and other services.

Direct debit payments, either from the member's bank account or credit card, make it even easier for members to manage their membership fees, as well as pay for large events and more.

- Members feel more comfortable committing to small, scheduled instalments
- Members can set and forget their membership payment schedule (monthly or quarterly)
- Full automation of processing and reconciliation removes administrative burden
- Choice of credit card or direct debit from bank account reduces failed payments
- Improve organisational cashflow by spreading revenue out
- Reduce risks to cashflow by automating scheduled, regular, smaller payments.

Direct debit has been identified as one of the most important procedural improvements associations can make to thrive in the COVID-19 era.

pinch has joined forces with *membes* to make it easier than ever to make scheduled payments and direct debit available to your members



+



Improving membership retention while growing revenue

membes.com.au

getpinch.com.au

Business NSW boss departs



Business NSW Chief Executive Officer, **STEPHEN CARTWRIGHT**, has left the organisation after 11 years as its leader.

“I have been discussing this change with the Chairman for some time, and we both agree that, after 11 very successful years, and with the transformation from the NSW Business Chamber to Business NSW and Business Australia now complete, this is the right time to hand over to a successor to take the organisation on the next phase of its journey,” said Mr Cartwright.

“It has been an honour and a privilege to lead this organisation for the past 11 years and I am immensely proud of all that has been achieved over that period.”

AAA welcomes new CEO



The Australian Airports Association (AAA) has appointed **JAMES GOODWIN** as its new CEO.

Mr Goodwin is the former Chief Executive of the Australasian New Car Assessment Program (ANCAP). AAA National Chairman Tom Ganley says

Mr Goodwin brings experience in public policy, advocacy and stakeholder engagement to the role.

“His experience in the area of consumer advocacy will ensure the passenger remains at the heart of our work as we advance the key issues facing our industry,” said Mr Ganley.

Mr Goodwin said he would be working closely with representatives of the wider aviation industry.

“I look forward to working with airports, airlines, government and our industry partners as the sector faces the current and emerging challenges caused by the COVID-19 pandemic,” said Mr Goodwin.

CEO appointment at ASA



Australian Water Association (AWA) has announced the appointment of **CORINNE CHEESEMAN** as its new CEO.

“Corinne’s significant experience in the water industry, complemented by her work in recent years on transforming companies with data are a powerful combination,” said AWA National President and Chair, Carmel Krogh.

Ms Cheeseman has worked in the water industry for more than 22 years. She began her career in Sydney Water’s water quality testing laboratories and later delivered school and community water education programs.

“I am honoured and privileged to be appointed as CEO and to have the opportunity to lead the peak member-based association in the water industry,” said Ms Cheeseman.

Vale Paul Drum



The general manager of external affairs, policy and advocacy at CPA Australia, **PAUL DRUM**, died unexpectedly of a heart attack at age 59.

Mr Drum was well-known in the accounting and small business sector, having worked at the Australian Taxation Office and as a tax practitioner, before joining CPA Australia.

John Peacock, CEO of Associations Forum, reflects on the good work and reputation of Mr Drum. “Paul was well known and always liked by his colleagues involved in advocacy. He was a respected advocate for the business sector and a stable voice at CPA Australia. The association sector sends their sympathy to Paul’s family for his premature passing,” said Mr Peacock.

WISA Chief moves on



MATTHEW MOATE has resigned as Chief Executive Officer of Wine Industry Suppliers Australia Inc (WISA).

“Matthew has made a profound contribution to our organisation by increasing the relevance and engagement of suppliers across the grape and wine value chain,” said the WISA Executive Board, in an announcement to members. “We look forward to maintaining this positive trajectory and to further deliver impact and value to the industry.”

During his time as CEO, Mr Moate has spoken at several Associations Forum events, including the Association Membership Summit in 2019.

Internet Association of Australia appoints CEO



NARELLE CLARK has been appointed Chief Executive Officer of the Internet Association of Australia (IAA) after an extensive search.

Ms Clark holds internet expertise and all-round industry knowledge.

“The high regard with which Narelle is held across the industry means our Internet Exchange operations will continue to grow and deliver across Australia and New Zealand, in tandem with an increase in our work in member services and the Internet policy arena,” said the IAA Board.

“We have been seeking to increase our policy engagement and introduce a range of member education offers and Narelle’s experience will guide us well into the future.”

New CEO for Sport NSW



Sport NSW has welcomed **STEVE LOADER** as its new Chief Executive Officer.

“Steve has been well known and respected in the sporting sector for over 25 years,” said Chairperson, Carolyn Campbell.

Mr Loader has experience working across many sports and major events in Australia and overseas including: skiing, baseball, para-sports, paddle sports, netball, Olympic and Paralympic Games, Commonwealth Games, Rugby World Cups, and Formula One.

He is currently involved in sport as the Advisory Board Chairman of Wheelchair Rugby Australia, a non-executive Director of the International Wheelchair Rugby Federation, Deputy Chairman of Disability Sports Australia and was recently elected to the Board of Football NSW.

“I am looking forward to joining Sport NSW and working with member sporting organisations across the State in its mission to help build connected, healthy and active communities,” said Mr Loader. ◡

Retail Drinks Australia appoints Acting CEO



Following the departure of Retail Drinks Australia’s founding CEO Julie Ryan, **MICHAEL WATERS**, the former Chief Operating Officer, has taken the helm as Acting CEO.

Mr Waters has held the position of Executive Director & Company Secretary for the Liquor Stores Association NSW & ACT and was a member of the strategic and structural review team that led to the creation of Retail Drinks.

“It’s important we continue to have a single, strong and united voice and as a trusted advisor, Retail Drinks is dedicated to working collaboratively with both industry and government to facilitate and support our stakeholders for the betterment of the industry,” said Mr Waters. ◡

New leadership at CA ANZ



The Chartered Accountants Australia and New Zealand (CA ANZ) Board has appointed **AINSLIE VAN ONSELE** as the new Chief Executive Officer, after an extensive search process.

“Ainslie is a great match for the qualities we were looking for,” said CA ANZ Chair, John Palermo.

“She’s a nimble thinker with an eye to the future, has a strong record of strategic thinking alongside a proven ability to be agile and a visible advocate for change for a public benefit.”

Ms Van Onsele has a background in organisation management and financial services, including six years with Westpac Group.

She succeeds CA ANZ interim CEO Simon Hann. ◡

Profile: Singapore Industrial Automation Association

Singapore Industrial Automation Association (SIAA) is a trade association for companies and professionals in the



Automation, Internet-of-Things and Robotics sectors, well-known for its extensive line-up of programs and events. Through an established network with trade offices and partnering associations, SIAA usually has opportunities to host and arrange business meetings with visiting overseas corporate members. With the lockdown imposed by the Singapore Government, and the restrictions being lifted in phases, SIAA’s activities have been deeply impacted. Travel restrictions crippled the participation in Trade Shows overseas and limitations on physical events in Singapore has affected revenue.

However, this period has allowed SIAA to realign internally, work on process improvement for operations and to review the post-COVID value proposition of the association – all while figuring out the industry’s ‘new norm’. SIAA is currently developing an online portal for members and partners to continue collaboration and business opportunities locally and regionally. SIAA’s events have also gone online, with topical themes – from how to share the Singapore Budget 2020 through business grants, market sentiments in different geographies (India, Malaysia, Singapore, Philippines) and business recovery planning.

“We are focussed on how to deliver our services to members online and virtually; at the same time, how to help members pull through these rough times and increase their exposure or build up their capability,” said Executive Director, Sue Yin Lim.

“The strong leadership in the Council and a close-knit team who are willing to weather this storm will continue to be the most valuable asset of SIAA!”

With the fast-changing life-cycle of technology and the dynamic business climate of Singapore, SIAA is proud to have kept up with the changing times, adapted to new needs and have continued to offer knowledge, network, leadership and a marketplace for members. ◡

SAVE THE DATE

Associations Forum National Conference 2020
15-16 December 2020
ONLINE ONLY

Brisbane: Where your warm welcome awaits

Besides being a great place for conference hosting, Brisbane is an open-air city with a warm and welcoming vibe.

Brisbane is reopening and ready to welcome back visitors. Make the most of your stay by discovering urban adventures, bay, island and hinterland experiences.

Eat & Drink

Discover why Brisbane's dining scene is attracting acclaim by sampling its bountiful bars, bites and brews. Revel in the city's alfresco lifestyle from rooftop bars and terraces at luxury hotels Emporium South Bank, The Calile, W Brisbane, The Fantauzzo and more. Visit riverside Howard Smith Wharves for cocktails at Mr Percival's overwater bar and modern Greek fare at Greca or soak up spectacular views of the Storey Bridge from Eagle St Pier hot spots Madame Wu or Blackbird Bar & Grill. Those heading to the surrounding region shouldn't miss a cold brew at the quaint Scenic Rim Brewery or fresh farm produce elegantly served at Kooroomba Vineyards and Lavender Farm.



Shoppers' Paradise

Prepare yourself for some serious retail therapy. Browse flagship stores, heritage arcades and international brands in Queen Street Mall, peruse boutique retailers and homewares in James Street or be surprised by Brisbane's flourishing antique and vintage scene. Wander down a labyrinth of intimate spaces in Brisbane's laneways - including Winn, Bakery and California Lanes in Fortitude Valley - to discover captivating cafes, boutique bars, artisan creations and rare finds.

Queensland Art Gallery & Gallery of Modern Art

Explore the eye-opening exhibitions at one of Brisbane's most beloved cultural institutions. Experience QAGOMA's world-exclusive exhibition; The Motorcycle – Design, Art, Desire, or be amazed by Ai Weiwei's Boomerang, a 270 000 crystal-piece installation filling the Watermall.

Adventure activities

Seek out adventures in the heart of the city. Riverlife offers kayak, bicycle and rollerblade hire on the riverfront at Kangaroo Point. Nearby, enjoy an elevated adventure with the Story Bridge Adventure Climb and dare yourself to Walk the Plank or do a Cantilever Lean Out high above the river. Brisbane By Bicycle will whisk you to all the best spots while, further afield, you can go sky high with Floating Images Hot Air Balloon Flights or Pterodactyl Helicopters.

Nature

Brisbane is Australia's nature capital. Hike through bushland and seek out spectacular views on Mt Coot-tha or glamp in luxurious splendour amid the bush at Sanctuary by Sirromet. Make tracks to the hinterland and explore World Heritage rainforests, glistening waterfalls and refreshing rock pools. A wonderland of national park walking trails around Brisbane will see you exploring beautiful terrain.

Wildlife

Brisbane is one of the best places to see and get up close and personal with wildlife. Meet koalas and kangaroos at Lone Pine Koala Sanctuary or cruise offshore and take a day trip or longer stay to beautiful North Stradbroke or Moreton Islands all within an hour from the city. Here, you'll spot turtles, dugongs, koalas, kangaroos and even hand feed a wild dolphin at Tangalooma Island Resort, which also offers whale watching tours.

Get Cultured

See Brisbane's stories unravel before your eyes at Museum of Brisbane or take a walking tour unveiling Brisbane's bountiful public art, before sampling craft beer or locally roasted coffee in hidden laneway venues. Discover the ancient stories and cultural practices of Brisbane's Indigenous peoples through tours with Nyanda, BlackCard and Quandamooka Coast. Or make tracks for Brisbane's beloved Cultural Precinct and visit the celebrated QAGOMA with its eye-opening exhibitions. 





*Join hundreds of executives,
Board members, experts and
professionals at the premier event
for the association, charity and
not-for-profit sector.*

ASSOCIATIONS FORUM NATIONAL CONFERENCE 2020

15-16 December 2020

ONLINE ONLY

afnc.associations.net.au

#AFNC2020

MAJOR
PARTNERS



GOLD
PARTNER



SILVER
PARTNERS



PARALLEL
SESSION PARTNER



EXHIBITION
PARTNER



ACCOMODATION
PARTNER



MORE THAN A VENUE



**NSW Public Schools
Aboriginal Dance Company**

Create an authentic event experience by connecting with the talents of local indigenous artists and businesses and discover an understanding of Australia's First Nationals People. ICC Sydney offers face to face, virtual or hybrid event services helping associations to safely meet, connect and leave a positive legacy.

sales@iccsydney.com | +61 2 9215 7100 | iccsydney.com

ICC
SYDNEY