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Associations need good people - and new people



This 60th edition of ASSOCIATIONS magazine has an international and people focus. We are pleased to highlight the stories of four talented CEOs with a global or regional focus plus we honour the nine inductees into the Associations Hall of Fame™ for 2021.

Associations start with people with ideas who volunteer their time to establish their society, institute, club or other for-purpose organisation. Because there is no financial ownership in an association, it is easy to hand over the reins to other well-meaning individuals. And because associations cannot distribute financial surpluses to members, the incoming trustees have funds to take things further. It is a brilliant model!

Ways associations can assist Directors to succeed include:

- ♦ Term limits on the governing Board of Directors especially for the head of the Board
- ♦ Talent spotting and arm-twisting to encourage newer volunteers with a potential to be on the Board
- ♦ A governance structure where the members elect most of the Board without assigning portfolios and the Board chooses the Chair or President
- ♦ Flexibility to allow the Board to directly appoint a couple of directors to fill gaps in skills or demographics
- ♦ Quality induction and training and realistic expectations
- ♦ Good governance practices including Codes of Conduct that codify expectations regarding behaviour
- ♦ Courage by the Board to stand up to unacceptable actions by fellow Directors

Whilst a medium-size association would be well placed to have a Board director for nine years including three years as President or Chair, it is quite OK for a good CEO to be employed for 20 years or more.

This is because an association may be developing significantly and if you have a dynamic and capable boss, hang on to them! By the way, the CEO should be the boss, not the President or Chair – unless you need to remove the CEO.

Regarding having a good CEO, they need to be very skilled and multi-talented. The CEO must be intelligent, committed, commercially aware, diplomatic, persuasive, knowledgeable about the profession or industry, hard-working, a good delegator, an engaging presenter, not driven by personal gain and reliable. The positive news is that our sector has plenty of such excellent individuals as CEOs – and a number of them are featured in this edition of ASSOCIATIONS.

Associations must treat people well, and processes to ensure this happens are aided by constitutions or rules that set in stone the rights of members to hold their Boards accountable - and for Boards to have ultimate say on who will be CEO.


In normal circumstances, most people in associations know that newcomers will be required and will acclaim the work their predecessors have done. It is appropriate culture for there to be smooth transitions where we all realise that no one is indispensable. ☺



John Peacock AM Chief Executive Officer, Associations Forum
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AIPP closes after 75 years of serving photographers

Australian Institute of Professional Photography (AIPP) announced in mid-November 2021 its closure as Australia's leading body for photography after unprecedented financial pressure from the COVID-19 pandemic. The present iteration of the organisation was the latest in a series of entities that traces back to March of 1944, when photographers from various state professional photography associations gathered to form an Australian association to provide a united voice on behalf of photographers.

AIPP had been in a slow decline for more than a decade. The current AIPP Board had significant plans and initiatives to reverse this decline, reinvigorate the AIPP for a new generation of image-makers, and align itself better with the arts industries. However, the pandemic has made it impossible to implement these changes. 




Transparency of not-for-profits income tax exemptions enhanced

On 11 May 2021, as part of the 2021–22 Federal Budget, the Australian Government announced reforms to the administration of not-for-profit (NFP) entities that self-assess as income tax exempt. The measure is designed to enhance trust and confidence in the sector by ensuring only eligible NFPs access income tax exemptions, and that NFP and for-profit entities operate on a level playing field. From 1 July 2023, NFPs with an active Australian Business Number (ABN) will be required to lodge an annual self-review return in order to access an income tax exemption. In subsequent years, NFPs will confirm or amend information provided to them on a pre-filled self-review return. If a return is not lodged, they may become ineligible for an income tax exemption and penalties may apply under the ATO's penalty framework. 

AMSRO becomes Australian Data and Insights Association

Association of Market and Social Research Organisations (AMSRO) has announced a new name, the Australian Data and Insights Association (ADIA), that recognises changes across the industry and the emergence of new tech-enabled research in the global economy. The name was chosen following an extensive research and consultation process with members and key stakeholders. A Special Resolution to change the name was passed at a general meeting. This paves the way for the new name and new fit-for-purpose rules of the association.

ADIA (formerly AMSRO) President, George Zdanowicz, said: "While evidence-based consumer insights are more important than ever, our research showed that increasingly clients are looking to our member organisations for insights from a wider array of data sources or turning to providers other than traditional research agencies. They are increasingly looking for technology-enabled solutions to provide insights from data. In Australia, this meant that our association brand AMSRO – Association of Market and Social Research Organisations, first incorporated in the 1980s was no longer seen to comprehensively represent our whole industry." 




VACC is now Victorian Automotive Chamber of Commerce


VACC has formally changed its name to the Victorian Automotive Chamber of Commerce.



For over 100 years, Victoria's peak automotive industry body operated as the Victorian Automobile Chamber of Commerce but now, through member input, the name has been altered to better cover all things automotive. "VACC was founded in 1918 by a collective of car dealers. Our name has served us very well for more than a century but now, with VACC about to move into a new building, and with a board fully focussed on the next 100 years, the time is right for us to change our name to the Victorian Automotive Chamber of Commerce," said VACC CEO, Geoff Gwilym.

VACC represents all facets of the automotive industry in Victoria and Tasmania, from mechanical repairers and auto electricians to recyclers and vehicle dealers, as well as body repairers and engineering specialists in the heavy vehicle space to tyre dealers and vehicle restorers. 

YHA wins MAPDA award

YHA recently won an award in the film category at the Museums Australasia Multimedia & Publication Design Awards (MAPDA) for the Archaeology at The Big Dig documentary which tells the story of the site that Sydney Harbour YHA is located on. This unique historic site dates to the early European settlement days of the Australian colony, and the documentary about it, which premiered on SBS, was selected for this prestigious award at a gala event held in Canberra on 9 June 2021. 



BOARD GOVERNANCE TRAINING

Associations Forum's Board Governance Training includes structure, legislation, best practice processes and practical tips to assist the Board in understanding their roles and responsibilities
Contact Kathy Nguyen: kathy@associations.net.au


Diabetes Queensland unifies with Diabetes Australia

Diabetes Queensland (DQ) held an Extraordinary General Meeting of members



in April 2021 and voted on the matter of unifying with Diabetes Australia (DA). Following changes to the DA constitution, individual members of DQ become members of DA and relinquished their membership rights in DQ. The DQ constitution was amended so that the state body will continue to exist however it will have only one member, Diabetes Australia Ltd.

The burden of diabetes is increasing and the challenge is becoming more complex with changes in government policy, health system pressures and the expectations of society in general. This merger will create a stronger unified organisation to elevate and improve the future of the diabetes agenda in Australia.

As a unified organisation they will have a much stronger voice to advocate with all levels of government on issues important to people living with diabetes and will be able to provide funds for research looking for better treatments and a possible future cure. 


Hotel and hospitality associations prepare for merger

Tourism Accommodation Australia (TAA) and the Accommodation Association have revealed plans are underway to amalgamate and merge into one voice. TAA Chairman, Martin



Ferguson, and Accommodation Association Chairman, Julian Clark, took the stage together to say that the respective Boards of both had reached agreement to come together and that the process was now underway.

“The fact is that Australia’s accommodation sector deserves and wants one united voice,” Ferguson said. “This is a monumental and historic moment but there is still a long and complex path ahead in bringing together two democratic organisations with much of the approval process managed and determined by ASIC, the FWC, the AEC and shaped by association law.”


Accommodation Association Chairman, Julian Clark, said a huge amount of work has been conducted over the past 12 months on the governance framework required via the legal and regulatory processes that apply as part of the amalgamation. “We have now lodged the draft rules with the Fair Work Commission for informal review.” 

AIBS congratulated on professional standards scheme

The Professional Standards Councils congratulated the Australian Institute of



Building Surveyors (AIBS) on the approval of their first professional standards scheme, which is intended to commence in all states and territories on 1 July 2021. The Councils’ Chair, John Vines OAM, presented a certificate in recognition of the new scheme to AIBS CEO, Brett Mace, on 18 June 2021.

The approval of a professional standards scheme is a significant achievement. It recognises that AIBS has demonstrated a capacity to regulate and continuously improve the professional standards of its building surveyor practitioner members with a commitment to better protecting Australian consumers. 

Government strengthens charity governance standards


The Coalition Government has strengthened laws to ensure that Australian charities that engage in or use their resources to actively promote unlawful behaviour face enforcement action.

The new regulations will empower the Commissioner of the Australian Charities and Not-for-profits Commission (ACNC) to investigate charities engaging in or promoting serious unlawful acts of trespass, vandalism, theft or assault and threatening behaviour.

The regulations will amend ACNC governance standard three to require that charities not engage in these kinds of offences, regardless of whether they are prescribed as indictable or summary offences under an Australian law.

Assistant Treasurer Michael Sukkar said that the new governance standards will reinforce Australians’ trust and confidence in the charities sector.

“The 59,000 registered charities in Australia do exceptional work in our community supporting society’s most vulnerable, and their efforts are recognised through their status,” Minister Sukkar said.

“However, Australians support charities through donations and tax concessions with the expectation that a charity’s resources are directed towards charitable works. By making these regulations, the Government is ensuring charities that misuse and take advantage of their status to take part in or actively promote illegal activity can be stripped of tax concessions and other benefits.” 

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Australian Psychological Society Ltd (APS)

Giving members what they need to work at their best, and letting Australians know how psychology can help them, has been the focus in 2021.

Associations Forum was pleased to announce **Australian Psychological Society Ltd (APS)** as Association of the Year™ 2021 at a special virtual presentation held Friday 3rd December 2021.

Dedicated to advancing the discipline and profession of psychology for the benefit of all Australians, APS burst through a milestone of 27,000 members and grew their community by 2,500 members or 9.06% on the prior year.

As the peak body for psychologists in Australia, APS advocates for the profession, supports high standards, promotes community wellbeing, and is dedicated to providing benefits to support its members.

APS has nearly 200 active Member Groups, including 42 Branches spread across Australia, nine Colleges representing specialty areas in psychology, and 47 Interest Groups in a wide range of special areas.

“Psychology has never been more important, or more valued, in Australia than it is right now. The pandemic, natural disasters and the economic downturn have put mental health and psychology services in the limelight,” said Tamara Cavenett, APS President.

The toll of rolling lockdowns on the mental health and wellbeing of Australians is immense. Our psychologists have experienced a tsunami of demand for their services and are working on the frontline of this mental health pandemic.

In 2021 there were 282 member-organised events, with 25,179 participants. 70% of these events were delivered virtually offering 750 hours in total of CPD to members. CPD on the go, a mobile friendly, cost-effective learning platform provided a new option for staying up to date.

The APS has nurtured a “culture connection” with members and staff in 2021. Quarterly online fireside chats with the President and CEO, allow members to ask questions and engage in person and complement regular CEO and President meetings with groups across the organisation.

Following their calls to invest in child mental health, digital mental health services, outcomes-based research, and more, the Federal Government committed an historic \$2.3 billion to mental health in the 2021 Budget.

The Society also had its most successful year ever delivering a positive operating result and a solid balance sheet. This was largely attributed to growing member numbers, positive growth in revenue from continuing professional development, and environmentally and socially responsible investment strategies.

Congratulations also to **Australian College of Nursing** for being named Runner Up for Association of the Year™ 2021.

Associations Forum congratulates the other finalists.

- ★ **Aquatics and Recreation Victoria**
- ★ **Australasian Institute of Mining and Metallurgy**
- ★ **Australian Airports Association**
- ★ **Australian Physiotherapy Association**
- ★ **Community Broadcasting Association of Australia**
- ★ **Governance Institute of Australia**
- ★ **Institute of Public Accountants**
- ★ **Institute of Public Works Engineering Australasia Queensland**
- ★ **Master Builders Association Victoria**
- ★ **Master Builders Queensland**
- ★ **Master Plumbers and Mechanical Services Association of Australia**
- ★ **National Apprentice Employment Network**
- ★ **Victorian Automotive Chamber of Commerce**



Thank you to our sponsors:



National Apprentice Employment Network

The Association External Campaign of the Year™ was presented to the **National Apprentice Employment Network (Group Training Australia Limited)** on Thursday 2nd December 2021.



The National Apprentice Employment Network (NAEN) is the peak body representing some 20,000 apprentices and trainees employed through group training organisations (GTOs) across Australia and proudly played a significant role in mitigating what could have been a catastrophe for the sector.

In early 2020 the sector faced its greatest crisis when the COVID-19 outbreak saw more than 9,000 apprentices and trainees stood down across Australia. NAEN determined the scale of the layoffs and prepared a strategy to protect as many jobs as possible.

They undertook a nationwide exercise collating the number of displaced apprentices and presented the results to MPs, Ministers, policy makers and the media.

Working with state and territory Apprentice Employment Network (AEN) peak bodies, NAEN collected data and convened a series of high-level phone hook-ups with its employer network across Australia. It also stepped up liaison with policy makers at the Commonwealth level – Ministers, MPs, advisers and departmental officials.

Written briefs detailed the estimated layoffs across sectors and regions, while around-the-clock crisis phone calls were conducted with officials and advisers. This information went to Ministers and the Prime Minister. NAEN CEO Dianne Dayhew undertook media interviews to explain the crisis and the urgent need for government assistance.

Advocacy pays off

On 12 March 2020, the Prime Minister, The Hon Scott Morrison MP announced a \$17.6 billion Economic Response to the Coronavirus. A key element was the \$1.3 billion Supporting Apprentices and Trainees program to protect the jobs of around 120,000 apprentices and trainees.

This lifeline functioned as a circuit breaker effectively stopping the torrent of suspensions turning into apprentice indenture cancellations.

NAEN CEO Dianne Dayhew maintained a constant dialogue with the apprentice network around Australia and with the office of the then Minister for Employment, Skills, Small and Family Business, Senator Michaelia Cash, with responsibility for bringing these matters to Cabinet.

The number of displaced apprentices and trainees was reported on a weekly basis to the Minister and to the Department of Education, Skills and Employment.

Re-building the pipeline

Once the immediate crisis passed, it became clear there would be a need to attract new apprentices and rebuild the pipeline of skills. NAEN produced the policy paper, 'Dealing with the Apprenticeship Emergency' which was circulated to government, stakeholders and media.

Shortly after, in October 2020, the Federal Government announced the \$1.2 billion Boosting Apprenticeship Commencements wage subsidy. In March 2021, the government extended the BAC program by removing the 100,000 cap on places and made the payment for a full 12 months from the time of sign up.

The program was extended in the federal budget with a further \$2.7 billion announced.

To date, more than 200,000 apprentices and trainees have been signed up under the BAC program. The skills pipeline is being rebuilt, with apprentices and trainees at the highest level in 13 years.

Congratulations also to **Australian Library and Information Association** for being named Runner Up for Association External Campaign of the Year™ 2021.

Associations Forum congratulates the other finalists.

- ★ Australasian Institute of Marine Surveyors
- ★ Australian Banana Growers' Council
- ★ Chamber of Commerce and Industry Queensland
- ★ Interactive Games and Entertainment Association
- ★ Master Builders Association Victoria
- ★ Master Builders Queensland
- ★ Recruitment, Consulting & Staffing Association
- ★ Restaurant & Catering Association of Australia
- ★ South Australian Indian Medical Association
- ★ Water Industry Operators Association of Australia
- ★ Wounds Australia

Thank you to our sponsors:



*For successfully turning around an association
that was in crisis or on the brink of closing in recent years.*

Kitchen and Bathroom Designers Institute

The Association Turnaround of the Year Award™ was presented to the **Kitchen and Bathroom Designers Institute Ltd** on Wednesday 1st December.

Coming back from the brink of financial disaster has required significant time and effort on the part of the Kitchen and Bathroom Designers Institute (KBDI), with particular emphasis on leadership, processes, member benefits and a clear mission.



Clear objectives were put in place for the association to survive, with the following goals:

- 1 Be financially viable
- 2 Grow membership with emphasis on community
- 3 Create and deliver professional development for bathroom/kitchen designers
- 4 Represent industry and members within relevant regulatory bodies
- 5 Establish collaborations with like-minded partners/suppliers to the benefit of members

The organisation had very few processes in place and lacked consistency, which a new CEO, Royston Wilson, tackled with passion.

With new leadership, KBDI:

- ♦ created opportunities to set structures in line with goals/objectives
- ♦ implemented procedures with accountability factored in
- ♦ provided focus to determine the success of outcomes with consistent delivery
- ♦ nurtured relationships and opened lines of communications with Directors, enabling a greater understanding of the value of their roles for planned growth

Improved finances

In 2015/16 the Association was in financial trouble with a National Conference incurring significant losses and threatening debt of sizeable proportion.

In response:

- ♦ select members loaned interest free money or purchased Gold Sponsorship to increase capital
- ♦ the Treasurer spear-headed new fiscal strategies, including a payment plan to Hilton Hotels
- ♦ by 2017/18 the debt was paid off

Improved communications

With effective systems and procedures in place, KBDI had a clear path for improved communications and membership growth. They are now:

- ♦ following through on membership enquiries
- ♦ communicating regularly via social media
- ♦ developing a strong community network and
- ♦ maintaining a "members only" portal on the website, housing resources such as:
 - ♦ technical information on Australian Standards;
 - ♦ product profiling (features/benefits);
 - ♦ access to recorded professional development sessions;
 - ♦ employment board; and
 - ♦ public access to member profiles, generating work

During this time, KBDI also raised its profile, and the worth of employing a bathroom/kitchen design specialist with the public. This was achieved largely via social media and the website, educating the public on the benefits of employing specialists and the pitfalls of not doing so.

New products and services

KBDI has introduced a range of new member benefits including:

- ♦ group cover insurance tailored to kitchen/bathroom designers with enough savings to pay for membership
- ♦ partnership with Sprint Law for general legal advice and discounted rates if services required
- ♦ partnership with Employsure giving members access to HR, workplace safety and employment advice at discounted rates if services required
- ♦ a payment plan for membership fees
- ♦ mentoring by members freely giving time to assist other members and
- ♦ contract template, reviewed annually in-line with ACCC regulations

Congratulations also to **Australian Orthotic Prosthetic Association** for being named Runner Up for Association Turnaround of the Year™ 2021.

Associations Forum congratulates the other finalists.

- ★ **Australian Boarding Schools Association**
- ★ **Primary English Teaching Association Australia**
- ★ **Sydney Coastal Councils Group**

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Freshcare receives Global Benchmarking recognition

Freshcare Limited, the leading assurance program for the Australian fresh produce industry, are pleased to announce that the Freshcare Food Safety & Quality Standard Edition 4.2 has successfully achieved Global Benchmarking recognition.

As custodians of Australia's most widely used standards, Freshcare CEO Jane Siebum, says the recognition of this standard is a significant accomplishment for the domestic fresh produce industry.

"Our certified growers are demonstrating their food safety systems align with world best practice, strengthening confidence and trust in Freshcare certificates in global supply chains".

The achievement of global recognition ensures Freshcare remains at the forefront of domestic and international food safety compliance, underpinning confidence in the safety and quality of Australian fresh produce from paddock to plate.

Freshcare continues its rigorous commitment to food safety, which is underpinned by science, supported by training and remains practical and relevant for industry while aligning with global best practice. 

Freshcare

22 Benefits of Membership for 2022

- | | | |
|--|--|--|
| 1 Association Advice Helpline | 9 In-Depth Advice on Governance, Membership, Operations, Events or Sponsorship | 17 Board Agenda and Meeting Review |
| 2 Event Discounts and Free Member Activities | 10 Board Evaluation Survey | 18 Board Governance Presentation |
| 3 Surveys on Salaries, Boards, Events and Membership | 11 Financial Benchmarking Process | 19 Company Secretarial Presentation |
| 4 Special Interest Groups | 12 Minutes or Policies Review | 20 Financial Fundamentals Presentation |
| 5 Jobs Board and Rooms for Hire | 13 CEO Evaluation Tool | 21 Single Entity, Federations and Mergers Presentation |
| 6 Resources to Help Run Your Association | 14 Strategic Plan Review | 22 State of the Associations Sector Presentation |
| 7 Associations Magazine and E-News | 15 New Leader Mentoring | |
| 8 Association Awards | 16 Constitution Review | |

New Zealand expertise serves up new Oceania agri-food-tech event

The 2035 Oceania Summit in Auckland 2022 aims to showcase local solutions for global climate impact.

New Zealand is embracing its role as a world leader in agri-food-tech with the launch of a new event, the 2035 Oceania Summit in Auckland.

The regional follow-up summit will draw on the experience of New Zealand-based global agri-food-tech consultancy Wharf42, which co-hosted the AgriFoodTech Climate Summit at COP26 in Glasgow in November.

Wharf42 founder and Summit organiser Peter Wren-Hilton says: "New Zealand is seen as a key global agri-food-tech hub.

One of the reasons we've been contracted to help other nations in this area is because the New Zealand model is seen as being the gold standard."

"New Zealand is so strong in agrifood because our agriculture and horticulture sector is the backbone of our economy. In addition,

the government in New Zealand is very committed to effecting resolution in climate change. The combination of these factors makes New Zealand the perfect destination for an event of this sort."


The event has the support of the Australian AgriTech Association, alongside AgriTech New Zealand, Tourism New Zealand's Business Events team, and Auckland Unlimited. Wren-Hilton is currently securing the involvement of other key players in the region's agrifood ecosystem.

Wren-Hilton hopes to attract 1,000 local and international delegates to the two-day Oceania Summit, which will take place in Auckland in April 2022. It will feature regional and international keynote speakers, breakout panels, an exhibition showcasing current research being undertaken across the region,



a startup hub with a pitch event to global investors, as well as extensive networking opportunities.

To learn more about the Summit, visit: www.2035.ag

For further media comment, please contact: Peter Wren-Hilton peter@wharf42.co.nz 

Denys Correll retires after acclaimed associations career

By John Peacock, CEO, Associations Forum

Denys Correll retired from Associations Forum at the end of November 2021 after 38 years as an association professional. Denys' work life, after university graduation, started in 1970 as a social worker at the Royal Adelaide Hospital. A new job opportunity as senior social worker at Caulfield Rehabilitation Hospital took Denys to Melbourne in 1973. His role was interesting and going well however took a twist in 1978 when the Medical Director at Caulfield Hospital, also on the ACROD Board, asked "why he did not apply for the job as the Deputy CEO of ACROD (now National Disability Services)." Denys' straightforward response was that he was unaware of the job. In the days before email, the internet and even fax machines, Denys subsequently found the job ad, couriered his application from Melbourne to Sydney on a Thursday, received a phone call on Friday, attended an interview in Sydney on Monday and was offered the job on the spot. Hence Denys became an association professional in 1978. He was 30 years of age.

ACROD

The founding CEO of ACROD had commenced in that role in the 1940s. She shocked the Board in early 1979 by unexpectedly retiring. Denys was called to an urgent meeting of the Board and offered the CEO role, which he accepted. Denys had seven successful years at ACROD. One of the highlights was a meeting in 1979 with Prime Minister of Australia, The Rt Hon Malcolm Fraser, who made a decision to fund land, building and fitout of the ACROD head office in the Canberra suburb of Deakin. Denys recalls that the government bureaucrats were furious that the Prime Minister made the decision during the interview without consulting them.

A change in career direction happened in 1986 when Denys took the position of head of policy, planning and review at Accident Rehabilitation Victoria (part of WorkCare). It was satisfying work but he had had the taste of association management and was keen to return.

COTA

The opportunity to return to associations happened in 1991 when Denys was approached to become National CEO of Council on the Ageing (COTA). During his dozen years at COTA, Denys learned about the special challenges of being a federal boss, with independent state entities needing their independence yet guided in a common direction. There was much advocacy and lobbying work required and Denys was a regular visitor to Australia's Parliament House in Canberra.



ICSW


The next turn of events was a call in 2002 from Prof Julian Disney, Past President International Council on Social Welfare (ICSW). He asked Denys whether he would be interested in being appointed the global Chief Executive of ICSW based in Europe – and he wanted a response within 24 hours. Denys accepted the challenge and moved to London. In this role Denys also lived in Utrecht, The Netherlands, and during his ten years worked in 70 nations. During this time Denys fell in love with his life partner Jill Iliffe. Keeping associations in the family, Jill was a former Federal Secretary of the Australian Nursing and Midwifery Federation and currently the Executive Director of the Commonwealth Nurses and Midwives Federation. Denys had a dynamic and busy time at ICSW which included being invited on three occasions to the famous Davos World Economic Forum where once he spoke on a panel next to the even-more-famous Angelina Jolie (who down-to-earth Denys had not heard of before and wondered why this person was given more air-time than him). Towards the end of his contract with ICSW Denys and Jill returned to Australia in December 2010 to consider what was next and have a change of pace. I had known Denys since his COTA days in the late 1990s and stayed in touch when he was in Europe, so we were keen to reconnect for a cup of tea when he was back in Sydney. I explained the role of Associations Forum in giving information training and advice to associations and Denys was pleased to join the team when offered a position as Member Client Services based in Melbourne.

Associations Forum

In the last 9 years, Denys has played a magnificent role in informing, advising and motivating member associations across Australia and particularly in Victoria. Denys is a talented, wise and charming associations professional and gentleman. He truly understands the importance of good people in membership bodies representing and advancing their cause. Denys is genuine and patient in sharing his deep knowledge.


With his many years of service coming to an end, it is fitting that Denys has been inducted into the 2021 intake of the Associations Hall of Fame. Congratulations for this Denys, thanks on behalf of the associations world and enjoy your well-deserved retirement with Jill. It has been a true pleasure to work with and know you. ☺

Dr Jeremy Sternson welcomed as new ADAVB President

The Australian Dental Association Victoria (ADAVB) congratulates Dr Jeremy Sternson, who has been announced as the new ADAVB President. Dr Jeremy Sternson graduated from The University of Melbourne in 1995 and has worked in both public and private practice. He is a Fellow of the Royal Australasian College of Dental Surgeons and has been an examiner and committee member. Dr Sternson was a clinical demonstrator for seven years at The University of Melbourne and is an honorary fellow at the university. 




Grant Baker is new President of IPWEA NSW ACT

IPWEA NSW and ACT elected their new 2020-2023 Board of Directors at the Annual General Meeting. Mr Grant Baker, Director Infrastructure Services at Blayney Shire Council was elected as the new IPWEA NSW and ACT President. When elected, Mr Baker said "Having been a member of the 2014 to 2017 Board and realising how amazing this community is, I'm honoured to be elected as your President. IPWEA is a family, the friendships, the experience, and the knowledge I have gained is why I want to be involved." 



ACTA appoints Professor Webb as new Chair

The Australian Clinical Trials Alliance (ACTA) is delighted to announce Prof Steve Webb MBBS MPH PhD FCICM FRACP FAHMS as its new Chair at the Clinical Trials 2021: National Tribute and Award Ceremony. Prof Webb is a founding Director of ACTA.


"I'm genuinely delighted that Steve has accepted the post of Chair," said predecessor Prof Zalberg. "He has exceptional and world-class experience in the design and conduct of innovative clinical trials and a deep understanding of the needs of the sector." 



Liz Dylke as new President for ALA

The Australasian Lymphology Association (ALA) is pleased to announce the election of a new President, Associate Professor Liz Dylke.


Assoc. Prof Dylke has been a board member since 2018 and held the role of Vice President in 2019 and 2020. She has also held a number of roles on ALA committees and is the current Editor of the ALA's publication, Lymph Exchange.

Assoc. Prof Dylke is the Head of Discipline: Physiotherapy at the University of Sydney and completed her PhD on the detection of upper limb lymphoedema in 2013. She is passionate about lymphoedema research including supporting new researchers and clinically driven projects. 



AIRAH elects Paul Jackson as new President


The Australian Institute of Refrigeration, Air Conditioning and Heating (AIRAH) held its Board elections for the 2021-2023 term and voted in Paul Jackson, as the new president. He succeeds Ian Harwood.

AIRAH CEO Tony Gleeson, says Mr Jackson is an ideal fit for the role. "Paul is widely known and respected, and has consistently shown leadership within AIRAH and the HVAC&R industry in general," says Gleeson. "I congratulate Paul on being elected to AIRAH president and look forward to working with him." 



SSA's new President is Gary McSweeney

School Sport Australia (SSA) is pleased to announce the appointment of its new President, Gary McSweeney.


Mr McSweeney is currently a Special Projects Manager in the NSW Catholic Schools Office Armidale, has been a School Principal in four schools over 28 years, senior vice-president of the New South Wales Primary Schools Sports Association from 2010 -2021 and Board member of School Sport Australia in 2019 & 2020. His leadership style advocates for the importance of collaboration and team work and the establishment of a shared common purpose which is contributed to and is agreed upon by all members involved. 



Pauline Vamos is new Chair of Governance Institute of Australia

Governance Institute of Australia, the national membership association for governance professionals, is delighted to announce the appointment of new Chair, Pauline Vamos. A non-executive director, lawyer and governance expert, Ms Vamos is a former senior regulator with ASIC and former CEO of the Association of Superannuation Funds of Australia (ASFA).




"We are delighted to have Pauline as Chair of Governance Institute's board," commented Chair of the Independent Governance Review committee and past President, John Mazengarb. "Pauline is a high-calibre, well-known leader and her appointment is a key part of Governance Institute's modernisation as we confirm ourselves as the leading national governance body, both now and into the future." 

ASLA welcomes Natalie Otten as new President

Australian School Library Association is pleased to announce the election of new President Natalie Otten and Judy Thompson in the newly created role of Executive Officer, at its Annual General Meeting last month.



Ms Otten said, "As President of ASLA I aim to continue to build the association as a national association dedicated to supporting our members and the role of Teacher Librarians and school library staff. This will include strong advocacy and providing relevant and engaging professional learning for our members. I am proud to be a part of this amazing association and want to acknowledge the hard work and dedication of outgoing board members and ASLA staff." 

SAVE THE DATE

Associations Forum National Conference 2022
CENTREPIECE at Melbourne Park, Melbourne
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NEW ZEALAND'S CENTRES OF ATTENTION

New Zealand has been busy working on something new: three purpose-built convention centres that will showcase its capability and increase its capacity to host exceptional business events.



Te Pae Christchurch Convention and Exhibition Centre

Te Pae Christchurch will be the first of New Zealand's new generation of convention centres.

As part of ASM Global, it's leveraging the experience of the worldwide venue management company while delivering New Zealand's famed hospitality.

Its 28,000 sqm of flexible space includes: a 1,400-seat tiered auditorium, divisible into two 700-seat venues; a 1,000-seat banquet space overlooking Christchurch's beautiful Avon River; plus extensive meeting and exhibition space and leading hybrid and virtual meeting capability.



Tākina Wellington Convention and Exhibition Centre

Next in the pipeline is Tākina, the new Wellington Convention and Exhibition Centre, opening in 2023 in the middle of New Zealand's capital city.

Tākina can be customised to accommodate a plenary of up to 1,600 delegates, with two divisible plenary halls on separate levels which can be easily combined; plus a 1,800sqm exhibition hall with adjacent space to boost capacity; stand-alone meeting rooms, and fully integrated best-in-class AV and ICT systems.



Te Pae Christchurch Convention and Conference Centre

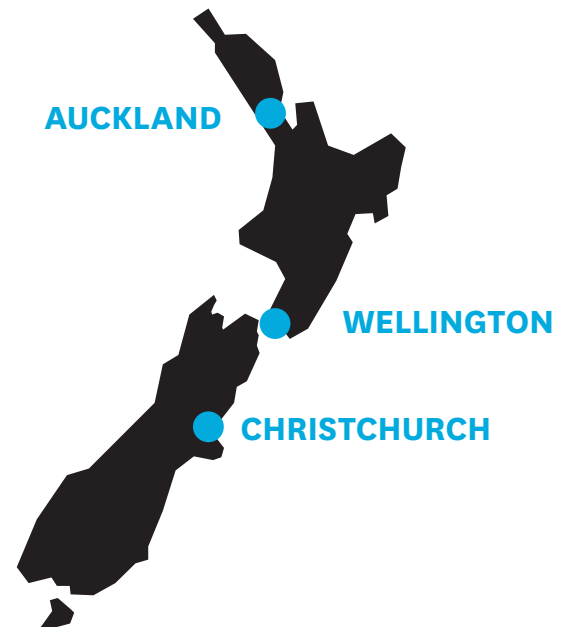


The New Zealand International Convention Centre, Auckland

Meanwhile, work continues on the New Zealand International Convention Centre in the heart of Auckland city.

This vertically stacked building will be a hub of positive exchange, with its glazed façade allowing views of Auckland's natural beauty.

Its flexible event space can cater for up to 4,000 people across 32,500 sqm. The configurable spaces over 4 levels present opportunities for a wide range of events including theatre capacity for 2,850 and up to 33 meeting rooms.



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Isabelle Moeller: from EU conference professional to global Biometrics Institute CEO

Isabelle Moeller, a successful and experienced conference professional in Europe, needed to find a short-term job whilst she re-established her career in Australia in 2002. Little did Isabelle realise that a short-term temporary assignment at Biometrics Institute would lead to her becoming a successful CEO of a global association.

German-born Isabelle Moeller established her first career in Frankfurt then was transferred to London in 1997 where she met her New Zealand-born partner Chris. When they relocated to Sydney in 2002, Isabelle quickly found temp work to keep her occupied whilst finding a permanent job to further her career. Biometrics Institute, newly founded in 2001, was a not-for-profit membership association that required a capable administrator for a few months - or so it thought...

The mission of the Biometrics Institute is to promote the responsible and ethical use of biometrics (eg fingerprints and facial recognition) in an independent and impartial international forum for biometric users and other interested parties.

After easily doing her initial tasks, the Board realised Isabelle's skills and experience could be put to ongoing use, hence she was employed on a permanent basis including running the first of many Biometrics Institute conferences. Strategic plans and activity-based budgets were put in place and strong governance processes were implemented. The organisation grew from initially 12 member organisations to 27 in the first year of operation and now has over 200 member organisations globally.

"Getting members from corporates, government departments and universities across Australia and New Zealand was relatively easy, however the challenge was to provide them with the quality member services to keep them involved," says Isabelle. "My professional background allowed me to engage with members, hear what they wanted and we were able to deliver." Isabelle expanded the staff into a team of three. Membership loyalty blossomed and word-of-mouth marketing resulted in potential members joining. In 2004, membership expanded into New Zealand and a range of critical government-funded projects were implemented such as a Privacy Guideline for the biometrics industry.

2011 was a critical time as Isabelle and her partner decided to return to Europe yet her successful job was Australian and New Zealand-based. In a brilliant decision, the Board and Isabelle agreed that she would relocate to London and expand the association to Northern hemisphere



nations. Isabelle states that one of her advantages at Biometrics Institute is her Board. "The Board of Directors have been wonderful and delegated responsibility to me for achieving results around the world," says Isabelle.

The results have been magnificent with Biometrics Institute now having nine members of staff, over 200 member organisations from 30 nations including Facebook, the European Commission and the United Nations, a Board of Directors from four different countries and equity over USD\$1million. Even more than these impressive outcomes, Isabelle is most proud of the impact of Biometrics Institute in advancing its mission and the community it has built. "Our impact and reputation for promoting the responsible use of biometrics, representing our members across all continents and at the United Nations is tremendous," says Isabelle. "Yet even more pleasing is the close community we have built."



Rennie Schafer: translating Australian association success to UK and Europe

Rennie Schafer has worked in association management for most of his working career starting as the Executive Director at the National Meat Association in 1998. He is passionate about association management and is an active part of the sector, speaking at association events and mentoring new association executives. Rennie believes that associations need to balance good corporate business philosophy with the challenges of being not-for-profit and providing quality services to the membership. Good governance is the foundation of any successful association.

This philosophy has led Rennie to great success within the Association he has led. While with the Self Storage Association of Australasia (SSAA) he introduced a range of industry specific initiatives that lead to a doubling of the membership. He successfully lobbied to have the Victorian Industries Workcover rating reclassified saving operators thousands of dollars each year which then led to changes in classification in other States. He also transformed the industry conference from a loss-making venture to an award winning profitable event attracting global delegates.

It was while CEO of the SSAA that Rennie got an unexpected phone call from the UK. The CEO of the equivalent association there had resigned and some of the board members wanted him to move to the UK and take up the job. After much negotiation and an extensive visa application process, in May 2013 Rennie, his wife, 2 kids and 2 dogs packed up and moved to England.

The first thing he noticed when running an association in the UK was the limited representation by associations at Government level. Associations were not as widely represented in Westminster as in Australian government. There are obviously key larger associations with high prominence but overall it was not common practice for Government to seek views of industry associations. This required the associations to be much more active in their lobbying to gain a presence. This is changing as more and more associations push to have their voices heard. In 2014 Rennie expanded his role taking on the CEO position of the Federation of European Self Storage Associations (FEDESSA).

This required managing 13 different industry associations running separately in countries all over Europe. Running a national association in Australia with different legislative issues in each State is a challenge. This is taken to a whole new level in Europe with different languages, cultures, legislation and then the EU legislators in Brussels further complicating matters. Each of the associations themselves have different attitudes to membership growth and even what constitutes a member. While language and cultural issues may be different the core principles of running an association remain the same. Rennie has doubled the size of the UK association by delivering resources for members that can be delivered collectively and fostering a collaborative industry that encourages networking, sharing of information and best practice standards. The COVID-19 pandemic was a challenge, moving the office to work from home, while at the same time implementing a new CRM/website and accounting package. Rennie was already running online events but these were rapidly escalated including CEO update webinars that were initially weekly and are now held every month.



Members valued the regular communication from the association that included operating conditions as well as industry performance figures and updates on changes to government policy.

After a successful vaccination programme in the UK, business conditions are basically back to normal however the association is remaining with a hybrid work from home arrangement. Rennie believes allowing staff to work from home as well as meetings in the office for collaborative discussion is not just efficient but also great for staff morale and retention. Retention is important in the UK where staff shortages are a real issue. The association is also retaining all its training programs online. In person events will continue and be focussed on networking and industry discussion. The first major conference since the pandemic was held in Birmingham in September with over 500 people in attendance. It was a huge success with people happy to be meeting again, hopefully this will set the tone for more European events planned for the coming months.

Rennie says that coming to the UK was a great opportunity for him to expand his professional development. He completed a high performance leadership program at Oxford University and is a board member on the Institute of Association Leadership which are developing industry training and accreditation programs. The opportunity to travel in Europe is also amazing. ◡

Sabrina Chan: journalism, academia and business to Hong Kong association CEO

Sabrina Chan has utilised her many skills, career experiences and three languages in her role as Senior Executive Director of Hong Kong Association of Pharmaceutical Industry (HKAPI). Her background in communication, international relations, law and academia - plus multicultural tertiary education in Hong Kong, UK and China - has been pivotal to her success working for an association with major international companies as members.

Sabrina's career journey commenced by studying communications at Hong Kong Baptist College in 1987 where she received an Honours Diploma, majoring in journalism. In the print and electronic media workforce, she progressed to higher positions including reporter, documentary producer, magazine editor and news anchor. With Hong Kong being an international city, Sabrina realised that her training and experience needed to be beyond her home base, hence she completed a Master of Arts, International Studies at University of Sheffield in 1991. Back in Hong Kong, she continued to pursue work as a media professional with a strong international focus and in particular the Sino-British liaison on various aspects of the changes before China resumed sovereignty over Hong Kong. She found a new career stint during her media work by interviewing a scholar who was telecommunication economist. Sabrina joined him to found the telecommunication research project under Centre of Asian Studies at the University of Hong Kong and directed China research projects specialising on decision-making process of the policy. Then Sabrina moved to a corporate job as Senior Manager - External Affairs of i-CABLE Communications, Hong Kong's leading pay TV service. Her responsibilities included tackling government relations, regulatory issues, corporate affairs, and the promotion of the company's core products and services. Meanwhile, Sabrina undertook a Diploma of International Marketing and Business at Chinese University of Hong Kong in 1999. In order to better facilitate her job with the company's expansion to the China market, she took up her next academic challenge,

which was law. Sabrina gained an LLB in China Law, University of Tsinghua, Beijing in 2003 and proceed to Juris Doctor, Faculty of Law, Chinese University of Hong Kong in 2013.

With such an extensive business background, international higher education, Sabrina's career took a new direction in August 2004 when she joined HKAPI. She is responsible for running of the association in line with the strategic plan and budget. Sabrina reports to a Board of ten Directors, who are elected by full-time members once every two years in AGMs.

"I had worked in a variety of fields so leading HKAPI integrated my skills and different working model experiences," said Sabrina. "As a journalist, I was hungry for knowledge and new information. As research project manager, I had analytical skill with multifaceted perspectives. As a business person, I needed to manage resources including manpower to solve problems and achieve outcomes."

HKAPI is one of the earliest associations in the world formed by R&D-based pharmaceutical companies. It was founded in 1968 and its mission follows the industry's fundamental pharmaceutical philosophy that medicine is for all people.

When Sabrina joined HKAPI in 2004, there were 53 members. Now there are 33 full members, 28 associate members and two academics and NGOs members. Mergers and acquisition among member companies has led to lower numbers but it doesn't impact the association's membership revenue since annual subscriptions are based on sales turnover.

Sabrina values the co-operative culture of HKAPI. "I am fortunate to have the full support of the Board of Directors. Our members treat me well too. No matter how different the Board's view is during discussion, we must unanimously align with the outcome," says Sabrina. "I am also very proud of our high ethical standards and compliance to the Code of Practice. For years we have worked very hard on this for the industry because if one member were to breach the code, it would be a loss for the whole industry."

In fact, her commitment to ethics led to her winning the APEC 2020 Lighthouse Award on Business Ethics of Biopharmaceutical Sector. Sabrina is most proud of being a transformer. "The association changed from a social club to being a significant contributor to the health care society of Hong Kong and the Asia Pacific region, of which I am most proud. A lot of people including previous Presidents, Vice Presidents, Board Directors, members themselves and my colleagues have also contributed to this journey with a mission: to drive expedient access to innovative healthcare solutions to people with high ethical standards," said Sabrina. ○



Thomas Reiser: from association novice in Vienna to running ISTH around the world

Born and educated in Vienna, Thomas (Tom) Reiser started in association management at European Society of Radiology in 1992. Tom was intrigued by his new career so sought a job with renowned association management company SmithBucklin in Washington, DC, moving there in 1996. Within three years, he was managing the International Bone and Mineral Society (IBMS) plus other international clients at SmithBucklin.

Returning to Europe

In 2003, Tom was introduced to the volunteer-run International Society of Nephrology (ISN) which wanted to set itself up professionally in Europe. Tom was appointed Executive Director, moved to Brussels and GIC Management was selected as ISN's association management company. Within a year, GIC became a part of the MCI Group. Whilst working for MCI, Tom served as ISN Executive Director for six years. During those years, ISN grew four-fold, started many impactful scientific and educational programs and activities including World Kidney Day and expanded to a staff of eight full-time employees. At the same time, Tom started and led MCI's association healthcare practice, conducted many consulting assignments, served as executive director for several organisations and launched the brand-new International Liver Cancer Association.

In 2009, Tom felt it was time for a new career chapter and joined the Interel Group, now part of Dentons Global Advisors, in Brussels. "I had six very successful years with MCI however Interel had a different value proposition for clients and that attracted me," said Tom. While MCI came primarily from the PCO world, Interel at its core was a public affairs company, so this was a welcome change in Tom's career. Tom worked to build their association management practice as a Principal. As with MCI, he led several clients as client director and conducted countless consulting assignments, primarily related to strategy planning.

Connecting with ISTH

In over 25 years as an association management professional, Tom worked with several international medical-scientific organisations and thousands of volunteer leaders, staff members, partners and supporters on very important health aspects. This journey led to Tom crossing paths with the International Society on Thrombosis and Haemostasis (ISTH). "ISTH was at a crossroads and the Board had two options: letting the organisation organically grow or proactively taking advantage of its potential, which the Board believed was significant as ISTH focuses on bleeding and clotting disorders and the Society's members were and still are involved with major scientific and therapeutic breakthroughs," said Tom.

When ISTH, which is based in Chapel Hill, North Carolina, USA, sought to recruit its first professional Executive Director, he applied, was accepted, moved back to the United States and commenced the role in 2011.



Achievements at ISTH

Under Tom's direction, ISTH has seen their membership numbers swell from under 3,000 to over 7,000, its staff size increase from 5 to 25, its budget quadrupled and investment reserves nearly doubled. Under his leadership, ISTH launched World Thrombosis Day, raising awareness globally about the risks and prevention of potentially deadly blood clots, with thousands of partners in over 100 countries participating annually.

Other outstanding achievements include the launch of the ISTH Academy, ISTH's online learning portal, taking the ISTH's originally biennial congress to an annual meeting, the development of clinical practice guidelines, the successful launch of a second scientific-medical journal and an array of scientific and educational activities designed to build global clinical and scientific capacity in the field. In addition to its role as a recognised non-state actor in official working relations with the World Health Organization (WHO), an alliance has been formed with European national member societies giving the thrombosis and haemostasis community a voice in the European Union.

Tom Reiser reflects on his time at ISTH, "Working for an organisation with an important mission that is truly making a difference in people's lives, every day and around the world, energises me as a leader. I could not think of a more rewarding profession. It has been a privilege and pleasure to contribute to advancing the organisation and it is particularly satisfying to see how much ISTH has increased its reach and impact. I look forward to continuing to serve the ISTH and the global thrombosis and haemostasis community," said Tom. ◡

Vale David Wilkinson



In September 2021 David Wilkinson died suddenly from a heart attack. David worked as an industrial relations consultant at Wentworth Advantage in Sydney since 2007. Mark Werman, Managing Director of Wentworth Advantage, has paid tribute to David.

"David was highly skilled and knowledgeable about workplace and industrial relations matters," said Mr Werman. "He played an important role in assisting many associations with their enterprise bargaining and industrial award matters. He was very well respected by clients and colleagues and will be greatly missed."

John Peacock, Chief Executive Officer of Associations Forum, knew David both professionally and personally. "As well as being good at his job, Wilko was a fabulous character who lit up every gathering," said Mr Peacock. "He was an iconic Aussie story teller and loyal friend and family member. My personal sympathy goes to his wife Joanne Lum and his parents Warwick and Jane Wilkinson."

Mike Morrissey elected as new ESAE President

Mike Morrissey, CEO of the European Cancer Organisation, was elected as the new President of the European Society of Association Executives (ESAE).

"I'm very honoured to have been elected as the new President of ESAE at the annual General Assembly.

Having worked in associations all of my career, I am passionate about our unique role as Association Executives and I am looking forward to working with the whole ESAE Board, its team as well as all ESAE members and partners," stated Morrissey.



ISNSW celebrates 130 years

Established in 1891, the Institution of Surveyors NSW (ISNSW) proudly celebrates its 130th anniversary this year. The surveying and geo-spatial information profession in Australia has a very long history. Starting from the early infancy of the colony, surveyors have played a very important role in the shaping and growth of Australia. From its humble beginnings ISNSW has grown into the leading professional association for surveyors in NSW. ISNSW CEO Amy Lowe says "It's an honour to work for an association with such historical significance. We now represent over 1,000 surveyors in NSW. In 2020 we presented a new constitution to our membership with valuable assistance from Associations Forum. The new constitution was overwhelmingly supported by the membership and allows for further modernisation and growth. It's an exciting time for us."



Association leaders awarded Order of Australia

The Queen's Birthday 2021 Honours List was announced on 14 June 2021 and recognises 1,190 Australians.

The Governor General announced the list and congratulated the recipients on behalf of all Australians, commenting, "Each of these individuals are unique and their story deserves to be shared widely and celebrated. Collectively, they speak to who we are as a nation. There are countless examples of selflessness, commitment and dedication. There is diversity and there are examples of exceptional achievement in almost every field imaginable."

Association and related sector leaders receiving an Order of Australia Award include:

- ♦ Sue Woodward AM, Justice Connect
- ♦ Marion Fulker AM, Committee for Perth
- ♦ Bronwyn Evans AM, Engineers Australia
- ♦ Harvey Lister AM, ASM Global
- ♦ John Hart OAM, Australian Chamber of Commerce and Industry
- ♦ Andrew Lawrence OAM, Australian Chiropractors Association

Michelle Mason to lead ASAE as CEO

Michelle Mason, FASAE, CAE, outgoing President and CEO of the Chicago-based Association Forum, became the American Society of Association Executives' (ASAE) next President and CEO on 1 September 2021. She succeeds Susan Robertson, CAE who in turn succeeded the late John H Graham IV.



"After a thorough and extensive search process, the Board of Directors has voted unanimously to name Michelle Mason as its next President and CEO. Throughout her career, Michelle has demonstrated a commitment to the association community and ASAE, and a proven ability to drive alignment and results in a complex, multi-stakeholder environment," said ASAE Board Chair Stephen J. Caldeira.

Jonathan Casson joins Governology Lawyers

Experienced association lawyer, Jonathan Casson has joined law firm, Governology as Principal Lawyer. Mr Casson was previously Partner and Chairman of Holman Webb lawyers until his retirement from the law firm in 2020. Governology specialises in law for associations, charities and other not-for-profit organisations.

NFP value goes unreported

Standard accounting practices distort the financial recording and reporting of NFPs. Standard financial recording and reporting is based on sales. Revenue equals the price of the goods sold by the quantity sold.

However, NFPs provide goods and services to their community free of charge or at less than market price. The sale price of goods and services does not equal the true value provided by those goods and services. Without taking this value into consideration, the financial statements prepared are incomplete at best, and misleading at worst.

The for-profit model doesn't work for NFPs

The standard financial management framework works well for organisations whose sole purpose is to generate a profit. It is inadequate for not-for-profits.

The current management reports, financial statements and audited reports fail to address the real value of the provision of goods and services to the NFP's community.

NFP value is undervalued

To measure how effectively a not-for-profit organisation provides goods and services to its community, the NFP needs a structure which looks at the value of all activities undertaken by the organisation. Not simply the revenue from these goods and services.

A new accounting model is required.

The first step is to define the activities provided by the organisation.

The second step is a process which tracks the quantity and the quality of the activities being provided to the NFP's community.

Value can now be priced

NFPs need to record and report not only the price of their output but also the value of the outcomes which result from the provision of goods and services to their community.

An extra step in the financial reporting process is required to record and report outcomes and to place a financial proxy on the outcomes.

The result is a reporting system which shows the dollar value of each project. When this is done, an organisation can compare projects and allocate more funds to projects which provide greater value.

This is social value accounting

There are two common ways in which the today's NFP financial statements are incomplete.

Non-financial transaction such as the value of free volunteer helpline services are not reported in traditional accounting systems.

Buyers and sellers price goods and services without complete knowledge of the costs and benefits associated with them.

Social Value Accounting accounts for these omissions and prepares an additional set of financial statements which place a dollar value on the outcomes your organisation delivers. It introduces a reporting system which calculates Social Return on Investment per project.

Social Value Accounting brings the language of funding, investing and financial accountability to your social value programmes.

For the first time, financiers and decision makers will know the value that you provide to your community and to society.

True, fair and auditable

Social Value Accounting is still accounting. The difference is that activities are impact-weighted by the organisation and defined in the notes to accounts. How NFPs weight their outcomes determines the time and effort placed on measuring, valuing, and reporting the outcomes. SVA financial statements typically include the impact-weighted outcome policy for the financial year just completed and whether they have met that policy, plus the policy projection for the next 12 months. Auditors then determine if the SVA accounts are true and fair. A social value audit vets the directors and accounts in accordance with the NFP's impacted weighted outcomes policy.

The Social Value Accounting Group

Jon Griffin and Alfons Fiorindo are the founders of the Social Value Accounting group. They have applied over 50 years of accounting and finance experience with for profit and NFP entities. The Social Value Accounting group provides informational support to organisations looking to demonstrate the true value and impact their activities have on their communities.

Jon and Alfons created Social Value Accounting because that information isn't measured by traditional accounting practices and is therefore missing from the knowledge base in today's decision making. They price your NFP's social value through financial proxy wellbeing and valuation techniques, in addition to traditional financial reporting. They bring ongoing evidence-based practises to report on the Social Impact your organisation creates in mainstream financial reporting.

Understand... Measure... Value... Social Impact

Price is not the only indicator of Value.

For more information contact

impact.team@socialvalueaccounting.com.au 



Jon Griffin



Alfons Fiorindo

Dean Long is new AFTA CEO



Australian Federation of Travel Agents (AFTA) has confirmed **DEAN LONG** as incoming CEO. Long joins AFTA from two years as CEO of Accommodation Association of Australia and brings extensive government relations, stakeholder engagement, policy development, media and campaign expertise, as well as AFTA and sector specific knowledge as a result of several of his past positions. Mr Long's previous role with AFTA was as Head of Public Policy and Strategic Partnerships, a position he held for 4.5 years before joining American Express in September 2018. 

GIA's Peter Vaughan steps down



After more than six years with Greenlife Industry Australia (GIA) and its predecessor Nursery & Garden Industry Australia, the Board and **PETER VAUGHAN** have agreed it is time for a change of leadership at GIA, and Peter resigned as CEO effective 30 September 2021. After managing the transition from NGIA to GIA and the formative period of GIA's operation over the last two years, it is time to look to the future for the national nursery industry peak body. 

DIAA announces Carl Partridge as CEO



Dairy Industry Association of Australia (DIAA) Board has been in a process of reforming management of the Association to ensure they have the right capability to deliver and have chosen **CARL PARTRIDGE** as their new CEO. Mr Partridge is a highly experienced CEO with a significant background in membership organisations. Most recently he held the position of CEO and Company Secretary of AUSTSWIM, the national body for the training of teachers of swimming and water safety, with over 42,000 members. 

Scott Wright is new CEO for Angus Australia



Angus Australia President Sam White has announced **SCOTT WRIGHT** will take the reins as the new CEO, commencing in March 2022. "The Board is delighted to welcome Scott into this important role for the future of the organisation," stated Mr White. "Scott Wright ticks all the boxes needed to continue our success into the future." Mr Wright commenced working with Angus Australia in June 2018 as a Member Services Officer and was elevated to the position of Member Services Manager later that year. 


SCA QLD farewells EO Katrin Watson



KATRIN WATSON, Executive Officer at the Strata Community Association QLD, has announced her resignation after nine years at the helm. "The achievements of this company over the past decade are on many levels, the quality of education and the strength of advocacy are what I am most proud of having achieved alongside employees, volunteers and the Board. In my role I have been fortunate to work with experienced professionals that have inspired me to grow and become the professional that I am today," said Ms Watson. 

Dr Fernando San Gil appointed CEO by AACB



Australasian Association for Clinical Biochemistry and Laboratory Medicine (AACB) announced they have recruited **DR FERNANDO (FRED) SAN GIL** as their new CEO, with his three-year appointment beginning in July 2021. Dr San Gil has many years of experience both in Clinical Biochemistry and with the AACB. He was a Principal Scientist and Department Manager of Clinical Chemistry at Wollongong Hospital and the inaugural Chair of the NSW Health Pathology Chemical Pathology Clinical Stream. 

CEO Pete Griffiths announces ACA resignation



PETE GRIFFITHS will be stepping down as CEO of the Australian Camps Association (ACA) after five and a half years in the role. During his time, he has driven a more inclusive approach for the outdoor sector, including building programs for people living with disability and seniors. He has also nurtured lasting links between camps and tourism as a means of diversifying and strengthening the camps sector beyond the world of school camps. Mr Griffiths succeeded Rod Thomson when he retired on 30 June. 

Simon Levy to lead RMA



Risk Management Institution of Australasia, the leading professional institution and industry association for Risk Managers in the Asia Pacific region, has appointed **SIMON LEVY** to become its new CEO. Mr Levy is a widely-respected, highly-successful leader with 25 years risk management and executive experience gained whilst working for globally recognised brands both in Australasia and the UK. 

Richard Munro to lead Accommodation Association



RICHARD MUNRO has returned to lead the Accommodation Association of Australia (AAA) as it finalises its merger with Tourism Accommodation Australia (TAA). Mr Munro left AAA in 2019 to take up a new role as group CEO of the Cronulla Sharks.

Mr Munro said "It is a sector that I love and believe in. It's an honour to be returning to this role to work with the Accommodation Association and lead the Association and its members through this milestone stage."

ISQ appoints Christopher Mountford as new CEO



Independent Schools Queensland has appointed **CHRISTOPHER MOUNTFORD** as the incoming CEO, ahead of David Robertson's retirement in July. Chris has been Executive Director at the Property Council of Australia QLD Division for six years. Prior to this

he held the roles of Deputy Executive Director and Policy and Research Manager for an additional six years at the Property Council. Chris has also held positions at Local Government Association of Queensland.

WISA welcomes Shirley Fraser as new EO



Wine Industry Suppliers Australia has announced the appointment of new EO, **SHIRLEY FRASER**. "I have some big shoes to fill and am raring to go; to share our new ideas, articulate our refined vision and partner with you as you optimise your connection in the

Australian wine sector," commented Ms Fraser. "I am most excited about the opportunity to lean in and listen to what you see as priorities for supplier businesses in the wine sector, short and long term."

Ashley Robertson new ED of AMaGA Vic



Australian Museum and Galleries Association Victoria announced **DR ASHLEY ROBERTSON'S** appointment as the new Executive Director. Ms Robertson has worked for AMaGA Victoria since 2017, successfully managing the complex strategic and operational

responsibilities of Victorian Collections (VC). She has demonstrated excellent strategic planning, project and business management, and senior stakeholder engagement skills during her time with VC.

MEA announces Peter McDonald as new CEO



Meetings & Events Australia (MEA) has announced **PETER MCDONALD** as CEO. McDonald brings senior leadership experience to the role and previous experience managing events. His most recent role was executive officer, NSW ACT at the Independent

Tertiary Education Council Australia. "I look forward to working with members and collaborating with our partners to underwrite the resurgence and collective success of the Australian events sector," said Mr McDonald.

Libby Day becomes MedicAlert CEO



The Board of Australia Medic Alert Foundation (MedicAlert) advises **LIBBY DAY** will be CEO.

Libby brings with her vast experience in executive roles with a demonstrated history of working in the medical device and pharmaceutical industry internationally and in Australia. She was most recently employed as the Director of Government Affairs for the Asia Pacific and Japan region with Illumina, working with Governments across the region on policies resulting in greater access to genomic sequencing.

Matthew Kandelaars to be UDIA Vic CEO



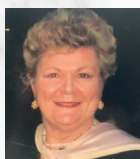
Urban Development Institute of Australia, Victorian Division has appointed widely respected property advocate, **MATTHEW KANDELAARS**, as its new CEO. "Matthew Kandelaars is well-known and highly regarded across the public and private

sector, with a deep understanding of the policy issues impacting Victoria's development, construction and building industry, and established connections with government decision-makers," said President Ashley Williams. "Mr Kandelaars's understanding of government's policy development and decision-making process will be an invaluable asset."

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CAROLE MCKENZIE, ANATS

Invited by a founding member in 1989, Carol joined the Victorian Chapter Committee of the Australian National Association of Teachers of Singing (ANATS) and went on to serve as their Vice-President for many years.

She has been instrumental in steering the committee and is the longest serving chapter committee member within Australia. She is also the recipient of the Herald-Sun Aria, the most prestigious classical singer's award in Australia, and has enjoyed a career spanning over 30 years, in which she has been vital to the development and implementation of events catering towards the advancement of young singers. Carole is also on the Artistic Management Committee for the Bettine McCaughan Scholarship which commenced in 2018, and is a celebrated adjudicator of eisteddfodau. She was also an Australian Music Examination Board examiner of singing.



HELLENE PLATTE, ADOHTA

Hellene has held WA office bearer positions for Australian Dental and Oral Health Therapists Association (ADOHTA) since 1974 and 1995 nationally and has engaged with politicians to advocate for changes in legislation, scope of practice, provider numbers and access to care for rural communities. Serving on numerous advisory committees has resulted in valuable stakeholder input for change. As National President, she was invited by NZDOHTA to advise on scope of practice opportunities. This involved the removal of the clause "under the supervision of a dentist" from the Dental Act, which was a defining moment for the profession. Hellene also signed the MOU in Malaysia (2019) forming the International Oral Health Association comprising of NZ, Malaysia, Indonesia, Singapore and Australia. She represented Australia at the 2nd IOHA meeting (Singapore), further strengthening international relationships. Hellene retired from her position on the ADOHTA Board in September 2021.



TROY WILLIAMS, ITECA

Since 2018, Troy has been the Chief Executive of the Independent Tertiary Education Council Australia (ITECA), one of the nation's foremost national advocacy bodies.

Troy has ensured that ITECA is respected by government and is a recognised authoritative source respected by Ministers and their senior advisors. Similarly, he is also frequently quoted in The Australian, Australian Financial Review and other news publications. Troy oversaw the organisational restructure of the Australian Council for Education and Training (ACPET) to ITECA. Before this, he was vital to developing the foundations of Fire Protection Association Australia (FPA Australia), and has served as a CEO for Australian Institute of Building, Skill360 Australia, and Australian Dental Industry Association (ADIA) which won Association of the Year in 2017 by Associations Forum with Troy at the helm.



JENNIFER ROSS, ASC

Jennifer has been a member of the Australian Society of Cytology Inc (ASC) since August 1990. In October 2017, Jennifer was nominated and accepted the role of President of the Australian Society of Cytology, a role usually reserved for pathologists. She completed her two-year term and then moved into the position of Vice President until October 2021. She assisted on the committee of the 20th International Congress of Cytology which was held in Sydney in 2019 in conjunction with the International Academy of Cytology. Jennifer does not restrict her volunteer work for Cytology strictly to the Society, having performed audits for NATA and is currently on the Board of the Australian Council for Certification of Medical Laboratory Scientists Workforce (ACCMLSW).



JILLEAN LUDWELL, AIC VIC

Over a period of more than 35 years Jillean has contributed significantly to the development of conveyancing services, and was instrumental in developing an independent profession of licensed

conveyancers in Victoria. Jillean has been there for the entire journey of the organisation at both managerial and committee levels, serving as founder, Treasurer, Vice President, President and CEO. She has devoted countless hours to Australian Institute of Conveyancers Victoria (AIC VIC) with the aim of improving the conveyancing profession to directly benefit consumers of conveyancing services and has been a driving force in her sector at both a state and national level. She is considered by all who know her as an intelligent, calm person with great integrity. She has changed the face of conveyancing in Victoria with grace, dignity and persistence.



JON BISSET, CBAA

Jon has been CEO of the Community Broadcasting Association of Australia (CBAA) since 2013, and has more than 30 years experience as an Associations Executive.

Over his time at CBAA, revenues have nearly doubled, the portfolio of programs have broadened and Jon has led has been pivotal in changing the culture and organisation for the better. Membership has grown and satisfaction rates have increased, with the organisation winning the COVID-19 Hero Association Award at the Asia-Pacific (APAC) Association Awards, as well as being a finalist for the Association of the Year Award in 2017. Jon also serves as the CEO for RPH Australia, an association that encompasses the Radio Reading Network, and is also a Non-Executive Director of Infoxchange, Connecting up Australia, and Spots and Space Pty. Ltd.



KERSTEN GENTLE, FTMA

Kersten has worked in the timber supply chain for over 30 years. She has been the Executive Officer at The Frame & Truss Manufacturers Association of Australia (FTMA) for over twelve years and a resident of the

timber community. Her commitment to her members and the forestry industry and the general community is unmatched. For over 11 years, she was State Manager and National Coordinator of Timber Communities Australia. Her role included facilitating the volunteer branches and empowering the members to be involved at the grassroots level of policy development and ensuring that the wider community understands the complex issues of forest management and its importance to the socio-economic stability of their timber communities.



MAX WILSON, CLA

Max was appointed to the position of Executive Officer for the Commercial Law Association Limited in 2000 and still holds the title. Since his appointment in 2000, Max has achieved a major turnaround of the

association's finances, programs, profile and reputation. As CEO he has overseen the change from an association that did not have an established Continuing Legal Education program to one that provides high quality seminars, conferences and online materials. Before this, Max joined ASIAL as CEO in 1993 and was responsible for developing the Association from a small organisation of three hundred to a large professionally managed association of 3,000 members when he left the organisation in 2000.



DENYS CORRELL, ASSOCIATIONS FORUM

Denys Correll, recently at Associations Forum, was inducted into the Associations Hall of Fame in 2021. A feature story on Denys' career is on page 11 of this edition of ASSOCIATIONS magazine.



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