

# ASSOCIATIONS

ASSOCIATIONS ADVANCE THE WORLD



## Building a strong voice for associations

*Master Builders Australia's Denita Wawn on strong advocacy for members*



- ◆ Associations Forum National Conference
- ◆ Association Membership and Services Survey 2022





# MORE THAN A VENUE



Create an authentic event experience by connecting with the talents of local indigenous artists and businesses and discover an understanding of Australia's First Nations 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](mailto:sales@iccsydney.com) | +61 2 9215 7100 | [iccsydney.com](https://iccsydney.com)



## NEWS

Association News	4, 10
Board News	8

## FEATURES

NZMA uses change as an opportunity for growth	7
Adrian Hart	18
Incorporating an Australian association	20
Membership advice	22

## COVER STORY

Denita Wawn	12
-------------	----

## ASSOCIATIONS FORUM EVENTS

Associations Forum National Conference 2022	16
---	----

## APPOINTMENTS + DEPARTURES

Including LASA and R&CA	23
-------------------------	----

## SERVICES

Association Membership and Services Survey 2022	26
---	----

*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 AM

Editor: Kelly Chan

Design: thedesigngroup www.thedesigngroup.com.au

Printing & Distribution: Printcraft Pty Ltd

Edition dedicated to: Willow Hart, Lucinda Lewis,

Harry Jenkins & Ellie Jenkins

## ASSOCIATIONS FORUM

Chief Executive Officer John Peacock AM

General Manager Fatima Sunderji

Operations Manager Kelly Chan

Finance & Administration Manager Lynn Liang

Senior Associations Advisor Kathy Nguyen

Associations Advisor Michael Bell

Associations Advisor Andrew Gosbell

Membership Officer Doréen Henning-Fagan

Membership Officer Moravia Arreaza

Membership Officer Tere Latimer

Membership Officer Janhavi Sharma

Membership Officer Ninon Ocker

Communications Officer Jordan Brooke

Administration & Finance Officer Angela Chhour

# Incremental change leads to being a must-join brand



Your association should move step-by-step to be the best. Associations build upon the success of previous years, so your association needs a determined vision to keep getting better and better, including a series of annual plans on how to get there.

Don't set "five-year plans" but do set plans annually with some activities having 5, 10 or 15 year targets. As someone who has been in the association sector professionally since 1989, I know that things change and improve beyond your greatest estimations. However, it is incremental change with trying to do the best every year that works - and successful years add up.


Recognise that your organisation will get wealthier. Associations do not have shareholders which means that profit must always be spent on improving services or retained as equity.

Setbacks happen, but it is rare for an association to go out of business. If your association suffers poor management, an off-target Board or an unexpected calamity, pick yourself up, fix the problems and move towards success.

Brands are all about reputation. Do a good job and your association will have a strong reputation. Quality management and delightful, reliable people providing memorable customer service is what is needed every day.

Regarding services, make them the best value and the result will be "the best reputation", as distinct from "the reputation for being the best value". If you don't charge what you're worth, potential members, clients or customers may devalue the product and insufficient surplus will result. Overcharge and no one will attend.

Make some member services or products your "flagship" offering. Associations Forum has achieved this with the Associations Forum National Conference, Associations magazine, our Planning Facilitation and practical Board Governance Training. None of these services existed when we were formed in 2004, so they are a real example of step-by-step initiatives being developed into the best in the nation.

In summary, my positive message is to realise associations are on a spiral upwards and so make all the small steps now that will lead to being a must-join organisation for your members. 




**John Peacock AM**

Chief Executive Officer, Associations Forum

jpeacock@nfp.net.au


## Association members given chance to modernise WA Laws

In 2022, the McGowan Government was looking for feedback from members of Western Australia's 20,000 associations and not-for-profit groups with the view to modernise the current laws and reduce their red tape burden. The Associations Incorporation Act (2015) went under review, giving associations and their members an opportunity to provide input into possible changes to the laws that affect how they operate. The review considered, among other things, whether financial reporting and audit obligations can be simplified, particularly for smaller associations, and if the laws are keeping pace with the advances in modern information and communications technology that facilitate their activities. The Government wants to ensure that the laws are operating effectively and continue to meet the needs of associations and not-for-profit groups and their members, particularly considering the greater demands that arose from the COVID-19 pandemic. 




## Permanent reforms enable virtual AGMs and electronic documents

The Corporations Amendment (Meetings and Documents) Bill (2021) passed Parliament on 10 February 2022. The amendment makes permanent, the temporary changes introduced at the peak of the COVID-19 pandemic. These welcomed changes allow organisations, still affected by the pandemic's restrictions, to make use of technology to hold virtual or hybrid meetings, as well as execute, sign and transfer documents electronically.

These permanent changes allow companies and registered schemes to hold meetings of members at one or more physical locations using technology, or if permitted by an entity's constitution, as a wholly virtual meeting. Another key feature of this reform allows members of companies and registered schemes to elect to receive meeting-related documents electronically or in hard copy. 



## CWA celebrates 100 years

The Country Women's Association (CWA) of NSW had its beginnings at the Bushwomen's Conference held in conjunction with the Royal Agricultural Show in Sydney in April 1922. The CWA was focused on fighting isolation and a lack of health facilities. Members immediately started work on setting up infant health care centres, funding more bush nurses, and building and staffing the likes of maternity wards, hospitals, schools, rest homes, and holiday getaways for rural and remote families. In the 100 years the CWA of NSW has been in existence, members have helped bring about some major changes across the state. The CWA has evolved in so many different ways in the past 100 years to remain as active and relevant as it was in 1922 and is proud to give their members not only the chance to engage with other like-minded women, but to continue the tradition of improving the lives of women and families right across the state. 




## SIAA announces new name

Stockbrokers and Investment Advisers Association (SIAA), known formerly as Stockbrokers and Financial Advisers Association, have received unanimous support from members to change their member association name to Stockbrokers and Investment Advisers Association. The name change accurately reflects the breadth of their membership's roles and responsibilities, given that not all of their members provide financial advice. Their members are full-service and online brokers, execution-only participants, and provide wealth advice and portfolio management services. It also confirms that all of their members are involved in facilitating investment and serving the interests of investors, that is the ethos that binds their member community. Finally, the new name distinguishes their members from other types of financial advice providers such as financial planners, risk advisors and mortgage brokers. 



Stockbrokers and Investment Advisers Association  
Serving the interests of investors

## RSA celebrates 50 years

The Renal Society of Australasia (RSA) is proud to have turned 50 years old as of 2022. For the past 50 years, RSA has aimed to advance the care of people with kidney disease and to be the peak body for renal nursing and related allied health professionals by providing professional development, communicating knowledge and information about kidney disease and advocating for the interests of nurses, health professionals and people with kidney and/or associated diseases. They also issue supporting practice development and set standards for nurses and health professionals caring for people with kidney disease. 



### STRATEGIC PLAN REVIEW


Need to review your association's strategic plan?  
Associations Forum uses our experience to advise whether a plan is practical, straightforward and useful in guiding both long term and day-to-day decisions.  
Contact us at [info@associations.net.au](mailto:info@associations.net.au) for more information.



## Major print associations set for mega merger


The Print and Visual Communications Association (PVCA) and The Real Media Collective (TRMC) are intending to merge to form one industry body, in what the protagonists say is a call to arms to the print industry to come together and build the strongest industry it's ever been.

The intended merger will bring together the two largest industry associations for the paper, print, mail, packaging and publishing sectors, leveraging the foundation of the existing PVCA Registered Organisation authority, and the programs, growth and membership of TRMC.

The merged association will have almost 1000 members across all sectors of the industry. Details such as the location of head office and the name of the merged association are yet to be finalised. The merger will initially carry the PVCA name, and will look to renaming and rebranding projects in the new financial year. 



## QCPCA celebrates 75 years

This year, the Queensland Council of Parents and Citizens' Association (QCPCA) will celebrate its 75th year of countless contributions to state school communities. Over the past 73 years, QCPCA, through P&Cs QLD and more recently School Councils QLD, has engaged with thousands of state school P&C members, parents, children, principals, education stakeholders and Departmental representatives. P&Cs QLD is the peak body supporting and representing more than 600,000 state school parents and wider school communities throughout Queensland. They have been supporting the achievement of quality educational outcomes for students through fostering parental and community engagement in a thriving and successful education system. 



# CREATE MEANINGFUL CHANGE IN MELBOURNE



**DISCOVER EVENT SUPPORT AND INSPIRATION**  
[melbournecb.com.au/discover-melbourne/](http://melbournecb.com.au/discover-melbourne/)



Melbourne Convention Bureau provides a complimentary one-stop-service for conference planners. Discover a range of creative and customised solutions to bring your event to life.



# A new stage to share your stories from Opening 2023



**A place of welcoming, learning and  
sharing in New Zealand's vibrant capital**

**10,000 m<sup>2</sup>**

Flexible conference  
and exhibition space

**5-Star Green Star**

Building design  
certification

**Central Location**

In Wellington's  
cultural precinct

**4,000**

Hotel rooms within  
walking distance

**Enquire now**

[www.takina.co.nz](http://www.takina.co.nz)  
[ConventionCentre@WellingtonNZ.com](mailto:ConventionCentre@WellingtonNZ.com)

 **TĀKINA**  
Wellington Convention & Exhibition Centre



# NZMA uses change as an opportunity for growth

*New Zealand Marketing Association (NZMA) has seen a remarkable turnaround during the difficult years of the COVID-19 pandemic.*

When the COVID-19 lockdowns hit in early 2020, the New Zealand Marketing Association (NZMA), like all associations, had the challenge of adapting to fast-paced change in order to stay relevant and thrive.

NZMA was faced with the need for quick adaptation to a virtual environment to remain accessible to its members. CEO John Miles was new to this role, having only been appointed in October 2019, yet he rose to the challenge and re-invigorated his association. Mr Miles is a professional marketer who had volunteered on committees for the Australian Marketing Institute when based in Australia. Now, as the CEO of the NZMA he has used his passion for marketing to develop the association into one of the most progressive professional associations in New Zealand.

“Our membership survey told us that they were unclear of the purpose of MA. People knew we ran events and some education but didn't really know why we existed. The MA wasn't doing a great job of marketing itself,” said Mr Miles. “When I started our customer advocacy score was a poor 36% rating in our membership survey but in 2021 it increased to 72%.”


Like all good marketers, John Miles is keen to quantify results. He is delighted that the satisfaction score by chief marketing offices is 84%, and that 75% of respondents say that NZMA is a passionate organisation, setting a new, record benchmark for NZ companies. NZMA had not had great financial results in prior years with doubts over its long-term survival. However, the turnaround in recent times has meant that NZMA had recorded a record surplus. Clear plans were developed and implemented to ensure, despite obstacles, the association would continue to support its members' development and advocate for marketers nationally.

Key achievements for NZMA in 2021 included:

- ♦ The implementation of a fully virtual program of events and workshops
- ♦ A digital transformation across the association including digitised booking systems and the launch of a new website that integrated with a new CRM
- ♦ A significant increase in customer advocacy ratings by members
- ♦ A revitalised strategy to guide the association to 2030 and beyond
- ♦ The introduction of professional certifications for marketers
- ♦ The launch of a resource hub and online memberships
- ♦ New events and conferences that engage members
- ♦ Securing Principal Business Partners include Loyalty NZ, Westpac, TRA, Mediaworks and Google

Underpinning these achievements was a practical and straightforward plan, clarity in shared knowledge of a common strategic direction and concrete steps to successfully implement change. “We are focused on members and how we can help them be brilliant. We ‘spruik’ marketing and let both members and business in general know of the value marketing adds to business. I tell people I am a marketing evangelist – I spread the good word of marketing. Marketing is the best job in the world and more boards need marketers,” say Mr Miles.

The NZMA Chair, Jo Boerema, thanked Mr Miles and his team for their outstanding results. “Despite the many COVID interventions in 2021, the NZMA team tirelessly flexed their approach and continued to deliver marketing trends and learnings to our members, through new ways and different channels.”

The NZMA Board and Mr Miles continue to plan for the association's future, looking to 2030 and beyond, refreshing their strategy to ensure the association continues to deliver the best of local and global marketing nous and know-how in order to help build a nation of strong businesses and brands. 


CEO John Miles with NZMA team



## NAWIC announces Christina Yiakkoupis as new Chair

The National Association of Women in Construction (NAWIC) officially announced a new National Chair of its Board with the appointment of former Vice Chair, Christina Yiakkoupis. Christina Yiakkoupis has been a Director on the Board since July 2017 and Vice Chair since November 2020.




NAWIC is led by a team of passionate volunteers who all strive to help champion and empower women in the construction and related industries to reach their full potential. NAWIC provides a forum for its members to meet and exchange information, ideas and solutions. "I am looking forward to working with each and every NAWIC volunteer, supporter and member so that together we can BE LOUD and continue to help women be who they want to be in construction," says Ms Yiakkoupis. 

## Nicole Sheffield appointed as ARA's first female President

Australia's peak retail body, the Australian Retailers Association (ARA), has appointed its first female President, Managing Director (Data & Digital) of Wesfarmers, Nicole Sheffield. The new appointments to the ARA Council, which serves as its board, reflect the ARA's commitment to diversity, equality, inclusion and driving long lasting change in the retail industry, which employs one in 10 Australian workers – most of whom are women. CEO Paul Zahra said the ARA Council is now 60% female and represents small, medium, large and major retailers with established bases across the country.




Ms Sheffield, who is honoured to be elected as ARA President stated "I am committed to being a strong advocate for all retailers and look forward to working with the Council and CEO on ensuring the ARA remains a powerful and united voice for the industry." 

## ACA appoints Duncan Gibb as new President

The Australian Constructors Association (ACA) is pleased to announce Duncan Gibb as their new President. Mr Gibb is passionately committed to improving the sustainability and productivity of the construction industry through government and industry collaboration.



Mr Gibb has served as a Director on the Board since 2017 and Treasurer since 2020. He has over 35 years' experience working in the construction industry across Australia and New Zealand.

"I feel privileged to take on the role of President at a time when the construction industry is united in driving positive change. The association is taking major strides in progressing reform initiatives through government and industry partnerships," said Mr Gibb. 

## Peter Clark becomes new PVCA President

Former founder and owner of heatset web business AIW, Peter Clark, has been appointed as the new President of Print & Visual Communication Association (PVCA). Mr Clark identified the ongoing COVID-19 pandemic, and supply, as the key issues facing print businesses that he says PVCA is currently helping members to address, commenting, "PVCA exists to support its members and promote the industry." "Print is a great industry," said Mr Clark, "I am delighted to be able to continue to play a part in it, and to be able contribute to its development and well-being." 



## Dr Leo Jago appointed as new independent Chair of BECA

The Business Events Council of Australia (BECA) is excited to announce the appointment of Dr Leo Jago OAM as the new Independent Chair of the peak industry body. Dr Jago has a strong research background in business events and the visitor economy. He is widely recognised for his leadership in the inaugural landmark National Business Events Study as Deputy CEO and Director for Research of the Cooperative Research Centre for Sustainable Tourism. He also helped establish the UNWTO guidelines for assessing the economic impact of business events and was heavily involved in the early work to identify the 'beyond tourism' value of business events. 



### BOARD GOVERNANCE TRAINING

Association's Forum Board Governance Training includes structure, legislation, best practice processes and practical tips to assist the Board in understanding their roles and responsibilities.


Contact us at [info@associations.net.au](mailto:info@associations.net.au) for more information.



## ACPPA welcomes new National President Peter Cutrona

The Australian Catholic Primary Principal's Association (ACPPA) is pleased to announce its new national President, Peter Cutrona. ACPPA are delighted that such an experienced educator, such as Peter, is able to continue the great work and initiatives of ACPPA with a keen sense of purpose and mission for their Principals across Australia.



Mr Cutrona has been an educator for the past 30 years, the last 19 of those as a principal in both regional and city-based schools in Western Australia. He has served the past 6 years on the Catholic Primary Principal Association of WA in many roles and has been the representative to ACPPA for WA since 2017. He has also served as the Vice President of ACPPA since 2018, the Treasurer since 2019, and has also served as an APPA board member since 2020. He has a strong interest in special needs education and has the firm belief that all students must be provided with opportunities that both challenge and support their learning, regardless of their starting point or the location of where the learning occurs. 

## ABCA appoints Dr Joe Smith as new Chair

The executive of the Agricultural Biotechnology Council of Australia (ABCA) is delighted to announce Dr Joe Smith as its new Chair. Dr Smith brings to the role high-level regulatory scientific expertise and leadership which will further support ABCA in continuing to provide credible, balanced and science-based information about the current and potential benefits of agricultural biotechnology for the nation's farming sector. As former national Gene Technology Regulator, Chief Executive Officer of the Australian Pesticides and Veterinary Medicines Authority and Director of the Therapeutic Goods Administration Laboratories, Dr Smith has had an extensive and distinguished career leading key Australian regulatory authorities. "It's an honour to be able to continue to serve the sector at a time of great opportunity for Australian agriculture and food security", said Dr Smith. 



# AON

## Often Events That Aren't Planned Have More Impact Than Those That Are

### Conference and exhibition specialists.

Our role is to help protect you from those unforeseen, unfortunate events that can have a profound impact on your bottom line or leave you open to what could be significant financial loss.

Aon provide insurance solutions around cancellation, enforced reduced attendance, interruption to streaming signal, loss or damage to equipment, strikes, adverse weather, event liability and more.

### Learn more

Contact Phil Sunshine 0410 478 036  
or visit [aon.com.au/conferences](https://aon.com.au/conferences)



## Vale Chris Davis




**CHRIS DAVIS**, Australian Water Association's (AWA) first full time CEO, passed away on Thursday 10 February 2022, after a long battle with Parkinson's disease. Chris is remembered not just for his long 14-year tenure as CEO of the AWA, but also as one of

the more well-known and liked members of the water sector. Chris was noted for his hard work not just in the Australian water sector, but also for his contribution to the international water sector and his pioneering role modelling for women and young professionals in the work place.

More recently, Chris is remembered for his tireless advocacy and raising awareness of Parkinson's disease, including a period serving as the President of Parkinson's NSW.

Associations Forum CEO John Peacock was saddened to hear of the death of his friend, Chris Davis. "Chris was a tremendous man who I had the pleasure of volunteering with closely in the 1990s. We were on the AusAE NSW then national Boards – with Chris being President of both. We thought we worked hard at the state level until we were both on the national board when the organisation went close to bankruptcy – when we spent a huge number of hours among a few saving the association."

"Chris had all the qualities of an excellent leader – he was smart, hard-working, calm, supportive, collegiate and took the decisions that needed to be made. He was also highly regarded in his day job at the AWA at the time and for many years after he had left this role," said Mr Peacock.

"All who knew Chris in the associations sector send their deep sympathies to his family for their loss." 

*Image courtesy of AWA*

## Merger of LASA and ACSA


Members of Leading Age Services Australia (LASA) and Aged & Community Services Australia (ACSA) have




voted to create a single, united organisation to represent aged care providers. The new organisation will officially come into force from 1 July 2022, replacing LASA and ACSA as representative organisations. LASA Chair Dr Graeme Blackman said the decision was a landmark for the aged care sector. "This decision heralds a new era for Australia's aged care sector with a single industry association to provide a strong and united voice, as well as a helping hand, for all providers of aged care services," Dr Blackman said.

The Aged Care Royal Commission recommended greater collaboration and a unified leadership representing providers of residential care, home and community care and retirement living for older Australians.

ACSA Chair Adjunct Professor Stephen Cornelissen said the decision meant age care sector representation can move forward confidently as it advocates on behalf of hundreds of members around Australia.

"We know from the Royal Commission that the aged care sector faces enormous challenges as it undertakes reform and what is needed is the strongest possible representation to take our sector forward," Prof Cornelissen said. 


## WLANSW reaches 70 years of service

The Women Lawyers Association of New South Wales (WLANSW), the peak professional body representing women lawyers in NSW, celebrates 70 years of service in 2022. Committed to improving the status and working conditions of women lawyers since 1952, today they have a diverse membership of over 9000 ranging from the female pioneers of the legal profession, senior legal leaders and the emerging next generation. The inaugural meeting of WLANSW was held on 6 March 1952. It was the first such association in Australia. Today, the association remains focused on providing a common meeting ground for women lawyers, fostering the growth of collegiality among women lawyers, and continuing to advocate for law reform and the advancement of women in the legal profession and community, more generally. 



## P&C Federation NSW celebrates 100 years

In 2022 the Federation of Parents and Citizens Associations NSW (P&C Federation NSW) celebrates 100 years of volunteering for NSW public schools.


Established in 1922 and incorporated by an Act of NSW Parliament in 1976, they are committed to a free public education system which is open to all people, irrespective of culture, gender, academic ability and socio-economic status. To celebrate they have organised a campaign to shine a light on their remarkable members, featuring their members' individual stories. Through storytelling, print, photos and videos P&C Federation will bring to life a century of community service and highlight the important role of parents supporting local schools in one of the largest education systems in the world. 



## Former President of ADA NSW awarded AM

Former President of the Australian Dental Association NSW Branch (ADA NSW) and long-serving ADA NSW Council member, Deb Cockrell has been appointed a Member of the Order of Australia (AM).

Conjoint Associate Professor Cockrell, who was ADA NSW President from 2013-15, received the honour for significant service to dentistry, to professional organisations and to education.

Having migrated to Australia from the UK as an oral surgeon in 1996, Conj A/Prof Cockrell's distinguished career has included more than 30 years of leadership experience, working in a wide range of settings including academia, outreach services, public and private practice. 





# How Associations Should be Leveraging Event Technology in 2022 and Beyond

*Technology is enabling incredible advances in sharing content, engaging audiences and measuring impact. Associations are increasingly taking the opportunity to continue to leverage modern technology to engage members, even as we move past the crisis responses needed during the pandemic.*

While mass market video streaming platforms are impressive in their own right, event technology extends far beyond video meetings and streaming. Companies like Delegate Connect and others help associations realise the benefits in having an end-to-end platform dedicated to association content delivery requirements both at their events, and their needs beyond events.

Online meeting fatigue has left associations feeling concerned about the role of virtual events and how to best use event technology in the future. But more than 73% of event planners expect hybrid events to become the norm, so event technology is front of mind for the majority of associations. It's important to know how to do so and where to start. While the extraverts among us are itching to get back to real-world events, others love the accessibility that comes from attending events from the comfort of their homes without the need for travel. In addition to this, we have all been in a situation where there is a clash of speakers you would love to see, and this is where event technology can step in and help. Even better - imagine if, as a member, I could get CPD for watching both the live conference, as well as engaging with the content after the day.

You'll need a system that works to enhance your event experience, not detract from it. Technology that brings digital event experiences to life doesn't mean compromising or over complicating in-person events. Technology is transforming traditional in-person events as well as their hybrid and virtual counterparts. From event apps to virtual registration to AI-powered networking, your members can still interact in-person – with event technology acting as the enabler of the entire experience. Organisations are expanding their audience reach by using event technology to produce hybrid events that offer the best of both worlds, blending both in-person and virtual event content.

Hybrid event solutions should be flexible and should truly work for your members, in whatever way suits them best. As an association, you're there to serve, educate and engage, not worry about how different technology comes together on the day of your event.


Your stakeholders can leverage event technology in 2022 as well. Sponsors use technology to get in front of the right audience, facilitate meetings and measure impact - whether in person or virtual.

By using an end-to-end technology solution, your event organisers can access robust data and analytics reporting that allow for better understanding of members, including everything from demographic details down to what content they viewed and for how long.

Technology is also changing the game for certifications and continuing professional development (CPD) content. Since associations often provide training and educational resources for members, these enhanced event features can make the process of training and certifying members more streamlined and effective with event technology. Abstract submission and approval, flowing into agenda creation is all done on the platform. After the event, customised event platforms can then be used to host video on demand for catch-up viewing or smaller follow up webinars to enhance member engagement and event ROI.

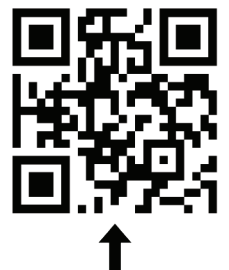
Event technology isn't necessarily all about algorithms and automation. With event solutions that include professional broadcasters and high-level tech support, you can bring that much-needed human support into your tech-powered association event.

How should associations be leveraging technology in 2022 and beyond? By putting their members first and offering true end-to-end event solutions that facilitate learning, connection, and engagement - all whilst being accessible to anyone, anywhere.

Not all event platforms are the same. Associations have unique needs like continuing education and development, and member retention and engagement that need to be met. It's about finding the right platform to meet both your needs and your members' needs. 



**Jordan Walsh**  
CEO & Co-Founder of  
Delegate Connect



**Scan here to learn more**  
about Delegate Connect's event  
technology for associations

# Denita Wawn CEO Master Builders Australia: Building strong advocacy for members

*By Jordan Brooke, Communications Officer, Associations Forum*

*As CEO of Master Builders Australia (MBA), Denita Wawn is a pivotal representative for the building and construction industry. With her experience in representing the sector and MBA on a national level, Denita spoke to ASSOCIATIONS about the importance of strong advocacy and stakeholder engagement within associations.*

Denita Wawn has been the CEO of MBA for over six years and has used her wealth of experience within industry associations to represent more than 32,000 building and construction businesses. She received a combined degree in Arts and Law with a major in Arts and Politics from the University of Tasmania reflecting her capability as well as her avid interest in politics and the law. In addition to MBA, Ms Wawn has worked for three other industry associations, those being: Australian Hotels Association, National Farmers' Federation and Brewer's Association of Australia and New Zealand. Throughout her career she has represented the interests of members on state to international levels. She started her career working as an industrial relations advocate. She then proceeded to secure managerial positions in associations and ultimately became CEO of MBA in 2017.

She has a passion for advocating for groups of people who are best represented through an organisation with one voice, those who might not be able to speak on their own. This has been the driving force behind her dedicated and impressive career in the associations sector.

## Role of Associations in Australia

Associations play a critical role in representing members, particularly in policy debates. Ms Wawn remarked that associations should be strong, well-resourced pillars of the community that are only an arm's length away from their members, fit and ready to represent them. "What we are seeing... is that voters want to hear an alternative voice, rather than just the politicians, they want to hear credentialed people that understand the industry they are representing and provide credible evidence to what is critically important to their particular sector," says Ms Wawn.

Ms Wawn encourages comparison between associations here and in the United States of America and claims that the not-for-profit sector in Australia should rev-up their external advocacy and use public support to benefit their represented industry by putting pressure on decision makers. For associations to maximise benefits for their members, especially on a federal level, they need to be focused on what is best for their members rather than operating too cautiously and being too risk adverse due to fear of reprisals.

## Master Builders Australia

MBA has represented the construction and building industry proudly for over 130 years. Four out of the now nine member associations represented within MBA originally established a national voice 11 years before the federation of the Australian states.

MBA targets six key areas within the construction industry, those being:

- ◆ Industrial Relations
- ◆ Safety
- ◆ Building Regulation
- ◆ Economic Impacts
- ◆ Building Contracts
- ◆ Skills and Training


Ms Wawn stated that MBA has separate committees dedicated to each of these areas that gather feedback from their membership. This is to ensure that they are responding to member needs and presenting ideas to the government for policies that will benefit the building industry.

However, she stresses the importance of not only having good policies backed by their membership but also maximising advocacy to make the biggest impact, as this will result in the best benefits for MBA's members.

## Association Advocacy

One of Ms Wawn's roles as CEO is to ensure that the building industry remains viable and sustainable through political advocacy and undertaking media representation. The role of advocacy within associations has changed drastically, the complexity required to be heard has increased greatly in the past years. "When I first started in this field, in the early 90's, it was very much about writing a submission, having a few meetings with ministers and occasionally putting out a press release", said Ms Wawn. MBA now has a communication team that ensures that their membership base and their industry remains informed and that their position on government policies is pushed and affirmed. There are two key fundamentals she uses to effectively ensure she can advocate strongly for MBA. The first is to never forget why your association was formed: to represent your members. The second is that anything you advocate for must be based on good, founded evidence accepted by your membership. When your membership base accepts your positions, you have a license to be loud and proud about your advocacy and what is right for your members.






“Associations are critical to policy debate, the question is are we loud enough?”

### MBA's Advocacy

“We made a decision as an organisation five years ago that if there was a significant threat to the industry based on a policy of a political party and if we were not able to influence that party to change their policy under normal advocacy means, then we would campaign against them even if it was during an election campaign”, said Ms Wawn. She makes clear that their advocacy targets the policies that have direct detrimental implications towards the building industry rather than a specific political party. This allows them to remain an apolitical body, whilst ensuring that they are advocating for their members and their industry. In the leadup to the 2022 Federal Election MBA identified some key issues with government policies that affect their industry. These include the possible abolishment of the Australian Building and Construction Commission and issues surrounding home ownership, including

housing supply. They are aware that \$1 spent on the building and construction industry will result in a \$3 return back into the economy, and being one of the highest multiplier industries in Australia means their voice is of high importance, especially coming out of a period of economic uncertainty.

### Conclusion

Advocacy within associations is not only crucial for the benefit of their respective members but also for the industry that the association represents. Through Denita Wawn's passion for representation and her focus on addressing members' needs, she has become a pillar and an example of outstanding leadership for the building industry and association sector. 



## Supercharge member engagement

The end-to-end event platform built for associations, supported by event professionals.

Create a white label platform for your next event, including:

- Registration
- Abstract Submissions
- CME & CPD tracking
- ePosters
- Chat
- Polls
- Networking
- Video hosting
- and more!

Scan to learn more



# *Introducing* MCG Events

The MCG is more than a stadium.  
It's a special place.  
A meeting place.  
A place where greatness is created.

At MCG Events, thoughts stretch beyond the stadium – transforming this traditional meeting place into a more inclusive, connected and accessible location for your next business event or social celebration.

**We encourage you to re-see the 'G,  
visit [www.mcgevents.com.au](http://www.mcgevents.com.au)**



To launch our epic journey, Delaware North commissioned Zory McGrath to develop an artwork to epitomise 'a day in the life' of MCG Events. @zory\_mcgrath







# What you can expect to see at the 'G

## Business at the 'G

Cutting edge propositions for conferences and exhibitions that encourage movement, incorporate technology, and deliver innovative catering solutions

## Incorporate connection to place

Experience grand traditions in spectacular surrounds as we celebrate and pay homage to the history of the MCG precinct

## Small can be epic

Curated experiences that activate small spaces and corporate suites

## Quintessentially Melbourne

The food capital of Australia is celebrated across the MCG as the latest in culinary innovation and chef partners are on offer

## Bespoke experiences

Extraordinary service and experiences are at the forefront as tailored events are created.

**Re-see the 'G and celebrate your next event with MCG Events.**

### Contact us at:

[www.mcgevents.com.au](http://www.mcgevents.com.au)

[enquiries@mcgevents.com.au](mailto:enquiries@mcgevents.com.au)

(03) 9284 2340



# Associations Forum National Conference returns to face-to-face in Melbourne


*Heralding the return to in person conferencing for association professionals, the 16th annual Associations Forum National Conference was hosted face-to-face on 10 – 12 April 2022, at Melbourne's new, state-of-the-art conferencing and events centre, CENTREPIECE at Melbourne Park.*

After a long journey of cancelled, postponed and virtual events, the Associations Forum team, relished the opportunity to meet face-to-face and share association knowledge, case studies and expertise with conference delegates, sponsors and exhibitors.

Over the two-day conference, Associations Forum welcomed hundreds of association experts, executives and Board members to multiple educational sessions, learning labs and networking events.

The conference opened with a first-timers meet and greet and welcome drinks, hosted by CENTREPIECE at Melbourne Park. Conferencing commenced with a plenary session chaired by Associations Forum's advisor, Dr Andrew Gosbell featuring CEO of the Australasian Institute of Mining & Metallurgy, Stephen Durkin and CEO of the Australian Psychological Society, Dr Zena Burgess, who shared their association experience and case studies.

Following a suite of multi-stream sessions, the first evening ended with a spectacular dinner hosted by MCG Events and Melbourne Convention Bureau at the Melbourne Cricket Ground.

A special thank you to our Major Partner CENTREPIECE, Dinner Sponsors MCG Events & Melbourne Convention Bureau, Platinum Sponsors Delegate Connect & Survey Matters, Gold Sponsor D2L, Silver Sponsors Destination NSW, Higher Logic, Clade Solutions, MemberBoat & Destination Gold Coast Business Events and Bronze Sponsors Causeis, Business Events Perth & The Association Specialists. 



Learning Lab with Good Talent Media



Denys Correll, PMI Victorian History Library;  
Paul Cargill, Royal Australasian College of Surgeons;  
Jonathan Casson, Governology;  
Heath Batterham, Destination North Coast



Communicating to Members with Impact and Relevance:  
Susan Davies, Australian Livestock and Rural Transporters Association;  
Josie Gruber International Association for Public Participation Australasia;  
Ariel Tate, Australian Chiropractors Association;  
Kelly Chan, Associations Forum



Drinks prior to the Conference Dinner in the Percy Beams Room at MCG



Louise Roper, Beaumont People; Jon Bisset, Community Broadcasting Association of Australia; Jo Brown, Beaumont People



Andrew Gosbell from Associations Forum at the Opening Plenary



Delegates, exhibitors and sponsors at the exhibition hall



Wrapping up day 1 with a 3 course dinner at the MCG





# Adrian Hart retires after an outstanding associations career

*By Fatima Sunderji, General Manager, Associations Forum*

*Adrian Hart retired from Associations Forum at the end of April 2022 ending his 37-year career as an association professional. After completing a Bachelor of Arts at the University of Queensland, with majors in Journalism and Government Studies, and a Graduate Diploma in Industrial Relations at the Queensland University of Technology, Adrian joined the Master Plumbers' Association of Queensland as Member Liaison Officer. And so, in 1985, began Adrian's career as an association professional.*

## Master Plumbers' Association of Queensland

Adrian was with the Master Plumbers Association for over 26 years, with much of that time in senior leadership roles and ultimately promoted to Executive Director and CEO in 2003. As CEO he played a vital role in the reinvigorating the Association.

## Swimming Pool and Spa Association of Queensland Inc

In 2011 Adrian joined SPASA QLD as CEO and Company Secretary. This was a difficult role, but with enthusiasm and hard work Adrian quickly immersed himself into the swimming pool industry and worked to transform the association into progressive, forward-thinking institution.

During this time Adrian took a leadership role and was spokesperson during the restructure of the national association Swimming Pool & Spa Association of Australia (SPASA Australia) enabling the member states - SPASA Queensland, South Australia, Victoria and Western Australia - to agree on a revised constitution and policy code and to commit to financially supporting an array of proactive initiatives to benefit the industry across the country.

Adrian's contributions to the associations sector was recognised in 2013 when he was inducted as a life member of the Australasian Society of Association Executives.

## Enthusiasm for good governance

Adrian is passionate about effective board governance, industry representation and lobbying and supporting small business development through common interest groups. He has been actively involved in various committees, boards and industry groups over his career including as Chairman of QUEST Industry Superannuation Fund from 1989 to 2000 and a Director of the Building Industry Credit Reference Services from 1995-1999.

## Associations Forum

Since 2018, Adrian has been an exceptional member of the Associations Forum team informing, advising and supporting member associations across Australia and particularly in Queensland.

Adrian is a talented, enthusiastic and dedicated associations professional. He truly understands the importance of associations in representing their members, advancing their cause and making a difference in the marketplaces they serve. Colleagues recognise that Adrian "is dedicated, hardworking, very knowledgeable about what he does and does good work for associations".

With generosity and good-humour, Adrian has shared his deep knowledge and extensive experience with many industry and member associations, advising on governance and strategy, change management, member acquisition, media relations, policy development and lobbying, member benefit programs and external reviews.

Adrian's retirement is seen as a fitting reward for his achievements according to John Peacock CEO of Associations Forum. "Adrian joined Associations Forum following leadership roles at Master Plumbers Queensland and SPASA Queensland and other association roles on the way to the top. He was an ideal Association Advisor because he had personally succeeded in membership, governance, policy, finances and communications and hence he could use his decades of experience to help those newer to the sector," said Mr Peacock.

"Adrian and I were both on the Board of AuSAE around 1998 when it nearly went broke. Among the tasks we worked on was writing a new constitution that brought together those state chapters which were still separately incorporated. It was a bonus for Associations Forum to attain his services for five years during which time he did consistent high-quality work," said Mr Peacock. "Adrian was a pleasure to work with as he was highly intelligent, completely reliable, patient or strong when he needed to be, and all with a great sense of humour."

Mr Peacock appreciation expressed his appreciation to Adrian Hart for his magnificent contribution to many associations and the profession for more than 30 years.

Congratulations Adrian, and sincere thanks on behalf of the associations sector. Enjoy your well-deserved retirement exploring Australia in your caravan with Kim. It has been an absolute pleasure to work with and know you. 



# NFP social 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](mailto:impact.team@socialvalueaccounting.com.au) 



Jon Griffin



Alfons Fiorindo

# Incorporating an Australian association under State or Territory legislation or as a company limited by guarantee

*Associations come in all shapes and sizes. Each one possesses unique characteristics which must be taken into consideration when choosing an appropriate structure.*

Associations will usually choose between two different legal structures: an incorporated association under the relevant State or Territory *Associations Incorporation Act* or a company limited by guarantee under the *Commonwealth Corporations Act 2001*.

Whether incorporated association or a company limited by guarantee, each structure has pros and cons which affect the legal and compliance obligations of those who govern the association. This article discusses some of the considerations to initiate discussion regarding association structure amongst senior managers and their Board.

## Registration, Regulation and Reporting

The governing legislation, regulatory bodies and reporting requirements are different for each structure.

	Incorporated Association	Company Limited by Guarantee (CLG)
Legislation	State and Territory <i>Associations Incorporation Act</i> . Each State and Territory has its own legislation.	Corporations Act (2001) <i>Cth</i> A federal Act covering all of Australia.
Regulator	The relevant State or Territory regulator, e.g Department of Fair Trading, Consumer Affairs etc.	Australian Securities and Investments Commission (ASIC).
Where can the organisation conduct business?	Whilst it is a simple and affordable means of creating a separate legal entity for small, locally based groups, incorporated associations can only trade in the State or Territory they are registered in. To trade in other States and Territories, they need to register with the Australian Securities and Investments Commission (ASIC) as an Australian registered body and obtain an Australian Registered Body Number (ARBN).	CLGs may trade throughout Australia.
Members liability	Usually limited to the amount of any outstanding membership fees.	Limited to the guarantee amount which is usually nominal e.g \$1.00.
Duties of governing body	The governing body might be called a board, committee or management committee. The common law fiduciary duties apply regardless which State or Territory the association is registered in. Some of the State and Territory Acts have codified the duties into the legislation.	The governing body is usually called a board of directors. The duties of directors are clearly specified in the Corporations Act. It is noted that certain provisions regarding directors' duties do not apply to CLGs that are registered charities. Such charities must comply with the Australian Charities and Not-for-Profits Commission (ACNC) Governance Standards instead.
Public Officer and Secretary role. These positions are responsible for being the key liaison person with the regulator and may have other obligations under the relevant legislation.	Incorporated Associations may need their Public Officer or Secretary to be a resident within the State or Territory in which they are incorporated.	CLGs must appoint at least one Secretary (commonly called the Company Secretary) who may be resident anywhere in Australia.
Reporting requirements	Depending on the organisation's annual revenue, it may be required to have its accounts independently audited or reviewed each year, regardless of whether it is a CLG or an Incorporated Association. Audit and review costs for CLGs and Incorporated Associations are similar. Costs and regulator fees for CLGs are higher but not by a material amount. There may also be late fees for late lodgement and fees for lodging changes e.g constitution, name change. Charities registered with the ACNC currently do not pay any fees.	

## Considerations for charities

Some associations, whether incorporated under State, Territory or Commonwealth legislation, gain “registered charity” status which gives certain additional taxation advantages.


Companies limited by guarantee that become registered charities automatically change to needing to report to the Australian Charities and Not-for-Profits Commission (ACNC), not Australian Securities and Investments Commission (ASIC).

Incorporated associations may still have obligations to State or Territory regulators, such as providing annual reports or keeping financial records.

## Considering the right structure for your association

The context and scope of the activities of an association are a relevant factor in which method of incorporation is preferable. In recent times, some State and Territory regulatory authorities have encouraged associations to seek registration under the Commonwealth legislation as the greater resources of the Commonwealth regulator, ASIC, means they are better able to monitor the operations associations with larger turnover.

State or Territory incorporation works well for locally focused associations wanting to operate within one State or Territory and that may have limited resources and funding to meet reporting obligations. If an association seeks to become a significant national association, this positioning leans towards being incorporated under the Commonwealth Corporations Act.

Each year a number of associations consider transferring their incorporation to the Corporations Act. Associations Forum has assisted a number of associations with their conversion to a CLG including most recently, the Australian Hand Therapy Association, the Australian Dental and Oral Health Therapists' Association and Internet Association of Australia. 

### Disclaimer

Associations Forum Pty Ltd has been consulting to industry & professional associations in Australia, providing education and training events since 2004. We are not a law firm and the advice given in this article is based upon our practical experience observations working with many associations over the last decade

ADVERTORIAL

# Four reasons to host your next event in Brisbane

*Brisbane is rapidly evolving as an economically diverse and vibrant city of international appeal. Amid nation-leading migration and a multibillion-dollar infrastructure pipeline, the city is only getting started as it embarks on the green and gold runway to the Brisbane 2032 Olympic and Paralympic Games.*



*Here are four reasons to take your next event to Brisbane.*

## 1 Growth in future industries and access to global talent

Brisbane's economic momentum has led to a flourishing technology sector, with Brisbane-based companies taking on global issues with product innovations across a vast range of industries including Medtech and PropTech. Brisbane Economic Development Agency's Business Events team can help connect you to industry, leading researchers and tertiary institutions to enhance your association's business event.

## 2 World-class venues, new hotels and a thriving dining and cultural scene

Brisbane has exploded with new hotels and vibrant lifestyle and entertainment precincts, all close by to the city's convention centres and venues. Discover the eclectic Fish Lane in South Bank or Howard Smith Wharves precinct nestled under the Story Bridge.

## 3 Multibillion-dollar infrastructure pipeline

Brisbane is undergoing transformational infrastructure upgrades, with the Queen's Wharf integrated resort precinct opening in 2023 and more than \$15 billion in major projects to be completed by 2026.

## 4 Major events on the horizon

Brisbane's growing major events calendar offers unique opportunities to enhance your delegates' experience, from world-exclusive art exhibitions to international sporting matches, and food and wine festivals.

Contact [Businessevents@brisbane-eda.com.au](mailto:Businessevents@brisbane-eda.com.au) to discuss how they can enhance your event in Brisbane. 

**brisbane**  
australia



# Membership advice available – based on our daily experiences

*By Kelly Chan, Operations Manager, Associations Forum*

Membership organisations exist to serve their members yet they face the perennial issues of retaining and recruiting members to ensure that membership remains a viable income stream for the organisation.

Like all membership organisations, Associations Forum faces the same daily challenge of exercising recruitment and retention strategies to reach prospects, engage members and ultimately ensure the financial wellbeing of our membership.

Since our establishment in 2004, we have been pleased to build up a team of Membership Officers who are dedicated to staying in touch with and serving the needs of our 600+ members, comprised of associations and charities. Offering excellent customer service is a worthwhile investment for us as membership dues comprise a significant revenue source.

Akin to an Account Manager, each of our Membership Officers is assigned 120 members who they meet with on a regular basis to build a relationship with and connect them to benefits that are of genuine help. Our Membership Officers find out what each of their members want and how we can best deliver it to them.


Not only does assigning member organisations to an individual Membership Officer benefit our members by providing them with a consistent point of contact, but it also allows our Membership Officer to derive greater satisfaction from their role, getting to know their members more personally, delivering to their specific needs and becoming a valued point of connection.

Associations Forum membership team: Tere Latimer, Janhavi Sharma, Ninon Ocker, Moravia Arreaza, Kelly Chan, Doreen Henning-Fagan

Assigning a Membership Officer to each of our member organisations also allows us to support our members through each step of their membership journey from the point of signing up to the point of renewal. This level of member support from our Officers would not be possible of course without access to an efficient and useful database. In the case of Associations Forum with organisational membership, our database is structured around the organisation with individual names, contact details and undertaken activities linked to the organisation. We are able to track interactions and bring together all facets of delivery of association services and benefits. But regardless of the extensiveness of the database's capability, it is important that associations have, at a minimum, a product that is able to track member engagement and deliver meaningful reports about participation.

Serving a body of members ourselves, we understand the daily tasks, systems and processes required. We can advise and help you with the recruitment, engagement and retention of members based upon our many years of successful membership management resulting in a renewal rate of well over 90%.

Member recruitment and retention is crucial to the future of membership organisations whether they be associations, societies, institutes, clubs or charities. Although their structures may vary, the issues they face are very similar. Associations Forum's experience and membership resources can provide you with expert advice on boosting membership and looking after your existing members, the lifeblood of your organisation.


Please contact me at [kelly@associations.net.au](mailto:kelly@associations.net.au) with your membership queries to find out more about how we can help. 



## LASA CEO Sean Rooney to step down after six years




LASA CEO Sean Rooney to step down after six years. After six years leading Australia's largest aged care sector peak body, Leading Age Services Australia (LASA), CEO Sean Rooney has decided to step down. "It has been a privilege to lead the outstanding team at

LASA, work with a terrific Board, and do my best in representing and supporting the passionate and professional organisations and staff that provide care and support for older Australians. As I look to my future, I hope I can find other ways to contribute to the ageing and aged care agenda in Australia, whilst doing all I can to ensure that ACCPA realises its full potential," says Mr Rooney. 

## CEO Wes Lambert resigns from R&CA



After holding the role of CEO for over 3 years and representing over 54,000 restaurants and cafes, Wes Lambert has announced his resignation from the Restaurant & Catering Industry Association (R&CA). He has led the fight for the industry on

many fronts during the toughest period the country's hospitality industry has ever had to endure. "The board and I wish to acknowledge Wes Lambert's tireless energy and advocacy over the past three years. He has lifted the Association's profile and relevancy to new heights and we wish him very well in his future endeavours," commented R&CA President Mike Palmer. 

### JOIN ASSOCIATIONS FORUM

Join Australia's premier network of associations to receive essential tools, resources and solutions to enhance your association. Your organisation's membership enables ALL your staff & Directors to access membership benefits. Contact [membership@associations.net.au](mailto:membership@associations.net.au) to join today.

### PROVIDING LEGAL AND GOVERNANCE ADVICE TO ASSOCIATIONS



#### About Associations

*Associations are mutual or charitable organisations that exist to advance their purpose as stated in their Rules or Constitution. They have members, yet never have shareholders as no financial returns can be received from being a member. Sometimes the sector is called the not-for-profit sector, however we prefer "for-purpose" as it is appropriate to make a profit which must be retained within the association.*

*Associations exist in many fields of human activity, such as professions, industries, sport, arts, hobbies, unions and religion. Whether your association is involved in health, built environment, education, agriculture, basketball, aged care, local communities or many other fields, it will have much in common with other organisations seeking to advance their cause.*

#### About Governology

*Whatever your cause, Governology is a law and governance firm which can assist with your legal and governance matters. We give quality association tailored advice and excellent client service.*

#### Our Services

- Organisational structures • Governance • Constitutions
- Membership Structures • Board Composition
- Taxation • Gaining and Maintaining Charitable Status
- Company Secretarial and Compliance
- Association Mergers and Amalgamations
- Changing Incorporation • Conducting General Meetings
- Policies • Commercial Law
- Fundraising including Charitable Trusts and Bequests


## ACA CEO, Matthew Fisher departs



After seven and a half years as CEO of the Australian Chiropractors Association (ACA), Adj Assoc Prof Matthew Fisher PhD has tendered his resignation, taking on the role of CEO of the Australian Society of Anaesthetists. In his time with the ACA, he has overseen the restructure of the association from a federation to a single national entity, improved capability, enabled membership growth of 18% over the past three years and improved the association's financial performance. At the last AGM, a surplus of \$356K was recorded in comparison to the deficit of \$840k he inherited. Further, in this time, the member satisfaction with the ACA has remained above 85%. It is with deep regret that the ACA Board have accepted his resignation given the contribution he has made and the platform Matthew has developed for the ACA and profession. The Board sincerely thanks Matthew for his contribution, wishing him well for the future. 

## WGHA has appointed Mary Collier as its new CEO



Ms Collier takes the lead role at Women in Gaming & Hospitality Australasia (WGHA), with aspirations to grow the organisation and work collaboratively with partners, businesses, and governments to achieve gender equity and an inclusive industry. She has an extensive career across law, media and sports administration and brings strong advocacy, a commercial mindset, and strategic acumen to the role. Chair of WGHA, Christie Roser, congratulated Ms Collier on the appointment stating, "Mary is a proven business leader which coupled with a passion for inspiring teams and her strong presence across the industry, we look forward to seeing WGHA thrive under her leadership." 


## IHEA announces new CEO, Dr Peter Hendy



Independent Higher Education Australia (IHEA) is pleased to announce Dr Peter Hendy as their new CEO. Dr Hendy is a professional economist and public policy expert having worked as a commissioner on the Commonwealth Grants Commission, a chief economist in the Prime Minister's Office and a senior advisor to the Prime Minister. He was formerly Chief Executive of the Australian Chamber of Commerce and Industry and in 2003 was awarded a Centenary Medal for services to Australian society in business leadership. Dr Hendy expressed his enthusiasm for the role, stating, "I am honoured to be appointed to a leadership role in the higher education sector and I am keen to engage with members and stakeholders to advance the aims of IHEA. I intend to hit the ground running." 

## CEO Sue McKerracher to depart ALIA



Australian Library and Information Association (ALIA) CEO Sue McKerracher, will depart the role after almost 10 years at the association in 2022, to take up the position of Libraries Tasmania executive director. "Sue McKerracher has been a strong leader and advocate for the Association. In nearly 10 years as CEO, she has created solid partnerships with other library-related, not-for-profit bodies, with federal government, the book industry, early literacy and GLAM organisations. She has raised the profile of the library sector and increased our visibility with decision makers," said ALIA President Vicki Edmunds. "The ALIA Board is looking for someone who can build on these achievements and keep the Association on its upward trajectory," Ms Edmunds said. Nicole Barnes, Business Director and Company Secretary, will act as interim CEO until a new CEO is appointed. 

## Dr David Andrews announced as new CEO of AVA



The Australian Veterinary Association (AVA) Board has recently undertaken an extensive recruitment exercise, and is pleased to announce the appointment of Dr David Andrews as their new CEO. Dr Andrews has spent over 20 years working with and leading medical based organisations and is moving on from his current position as the CEO of the Royal Australian and New Zealand College of Ophthalmologists, a role he has held for over 8 years. The Board is confident that his passion, skills and experience coupled with his personable and engaging leadership style will complement their existing strong team to deliver the strategic priorities for the association and the profession. 

## Chris Vein appointed as new CEO of ACS




The Australian Computer Society (ACS), the professional association for Australia's technology sector, announced Chris Vein as the organisation's new Chief Executive Officer, taking over from interim CEO Rupert Grayston. Along with having been Partner (Global Government Digital Transformation) at PWC Australia, Mr Vein's previous roles have included Chief Innovation Officer for Global ICT Development at the World Bank, Deputy United States Chief Technology Officer for Government Innovation at the White House, City CIO and Executive Director, Department of Technology for the City and County of San Francisco and the Assistant Executive Director for Marketing, American Psychological Association, Practice Directorate. 



## ACM welcomes new CEO Helen White



The Australian College of Midwives (ACM) is delighted to welcome new CEO Helen White. Prior to accepting this role Ms White has held senior management roles with associations such as CEO of Girl Guides NSW, ACT & NT and Executive Officer of Australian Podiatry Association. Her experience leading member-based organisations leaves her well placed to grow ACM and position ACM membership as vital for midwives. Ms White is committed to leading, growing and strengthening the organisation. 

## ALIA welcomes Cathie Warburton as new CEO




The Australian Library and Information Association (ALIA), has announced the appointment of Cathie Warburton as the new Chief Executive Officer. Cathie brings a wealth of knowledge and experience in the areas of legal, policy, education campaigns and management, from her roles throughout her career in state and federal government agencies and the higher education sector. Cathie has a strong legal background, strategic skills, commercial acumen and governance experience. Cathie has said of her appointment, "I am excited by this opportunity to lead ALIA, an organisation that aligns with my values and personal passions. I have worked in government for the majority of my career because I have a strong desire to contribute to the greater good and provide a public service." 

## AAAA appoints new CEO, Nat Nagy



Former Director of the Australian Transport Safety Bureau Nat Nagy has been appointed as CEO of the Aerial Application Association of Australia (AAAA). Mr Nagy was appointed in December after the retirement of long-time CEO Phil Hurst.


AAAA President Steve Holding said that the search for the best candidate had been thorough and that he looked forward to working with Mr Nagy to build on the legacy left by Mr Hurst.

Mr Nagy said that he saw his role as CEO as an opportunity to contribute to aviation at another level, stating "I am very enthusiastic about heading up such a well-regarded and outcome-focused organisation." 

## CEO of Law Council of Australia resigns



After more than 20 years advocating on behalf of the legal profession, Law Council of Australia CEO, Michael Tidball has announced he will be stepping down to take on an exciting new challenge as Secretary of the NSW Department of Communities and Justice.

"I would like to congratulate Michael on his appointment," Law Council of Australia President, Mr Tass Liveris said. "Throughout his career, Michael has demonstrated a commitment to community service and I know this was a key factor in him taking up this significant opportunity. While Michael's departure is sad, we wish him all the best and sincerely thank him for the more than two decades he has dedicated to advancing the legal profession." 



## Australia's easiest all-in-one membership platform



- Website • App • Membership system • Automated renewals
- Event management • Online store • Member chat rooms
- SMS • Push notifications • Online courses
- Online polls and voting • CPD management
- Digital member cards • And MORE!

[www.memberjungle.com.au](http://www.memberjungle.com.au)



# Association Membership and Services Survey 2022

Membership and member services are fundamental to associations and charities, and the main challenge for these organisations is to provide services that members deem essential or highly valuable. The Association Membership and Services Report, now in its 13th year, analyses trends across membership and provides a benchmark for the sector.

This year's survey report looks at trends following the peak of the COVID-19 crisis and how associations have changed the way they service their members. 205 associations and charities participated in the 2022 survey and the resulting report found association membership stability was a surprise outcome of the pandemic with most associations retaining members and some increasing.

Associations continue to be sympathetic towards members who specifically state they cannot pay due to financial restraints brought on by COVID-19, with free or discounted membership to select members that were unable to pay increasing from 23.6% to 26.3%. However, Associations are less likely to offer a blanket free or discounted membership to support members post COVID-19, with 42.9% of respondents offering no discounts, up from 35.9% last year.

Restrictions on face-to-face gatherings caused by COVID-19 continued to affect association events with 56.6% of respondents cancelling events and 57.6% of respondents postponing events. 40% of respondents have begun delivering hybrid events allowing both face-to-face and online attendance.

If you have questions about the Association Membership and Services Survey or to obtain a copy of the full report, contact [membership@associations.net.au](mailto:membership@associations.net.au)



## All your membership needs in one integrated Microsoft based solution

Keeping track of members, managing funds, and organising events can be tough.

Upbeat gives you a 360 degree view of all your processes while streamlining and automating your manual tasks, and seamlessly integrates with leading technologies such as Microsoft 365 and Power Platform.

If Upbeat sounds like the solution you've been waiting for, call Dennis (0411 688 509) or Rob (0411 688 737) to explore how Upbeat can help deliver maximum value back to your members.



Membership Management



Events and Conferences



Education



Relationship Management



Marketing



Fundraising and Donations



Financial Management



Member Portal and CMS



Data Insights

professional  
advantage

Microsoft  
Partner  
 Microsoft

Gold Enterprise Resource Planning  
Gold Collaboration and Content  
Gold Cloud Productivity  
Gold Cloud Platform  
Gold Data Analytics

[upbeatmembership.com](https://upbeatmembership.com)



# ASSOCIATION LEADERS SYMPOSIUM 2022

5 September 2022  
International Convention Centre Sydney  
<https://associations.eventsair.com/leaders-symposium-2022>

The **Association Leaders Symposium** is designed exclusively for the needs of leaders and decision-makers and is an opportunity to discuss amongst your peers, the topics that are often reserved for the Board and most senior levels of staff.

***This “must attend” event will provide:***

- Excellent networking opportunities
- Presentations from business, association and charity leaders
- Discussions on the critical issues impacting associations and the not-for-profit sector

***Who should attend?***

- CEOs • Presidents • Board members • Senior association executives

Premium Sponsors:



Supporting Sponsors:





# CENTREPIECE

at Melbourne Park



MAKE CENTREPIECE YOUR MASTERPIECE WITH OUR

PRIME LOCATION  
ON THE CBD'S  
DOORSTEP

MULTI-PURPOSE  
CUSTOMISABLE  
DESIGN

TEAM OF GLOBAL  
EVENTS EXPERTS  
AT HAND

HOST YOUR NEXT EVENT AT MELBOURNE'S MOST  
SURPRISING AND VERSATILE VENUE

[sales@mopt.vic.gov.au](mailto:sales@mopt.vic.gov.au) | [www.centrepiecemelbourne.com.au](http://www.centrepiecemelbourne.com.au)