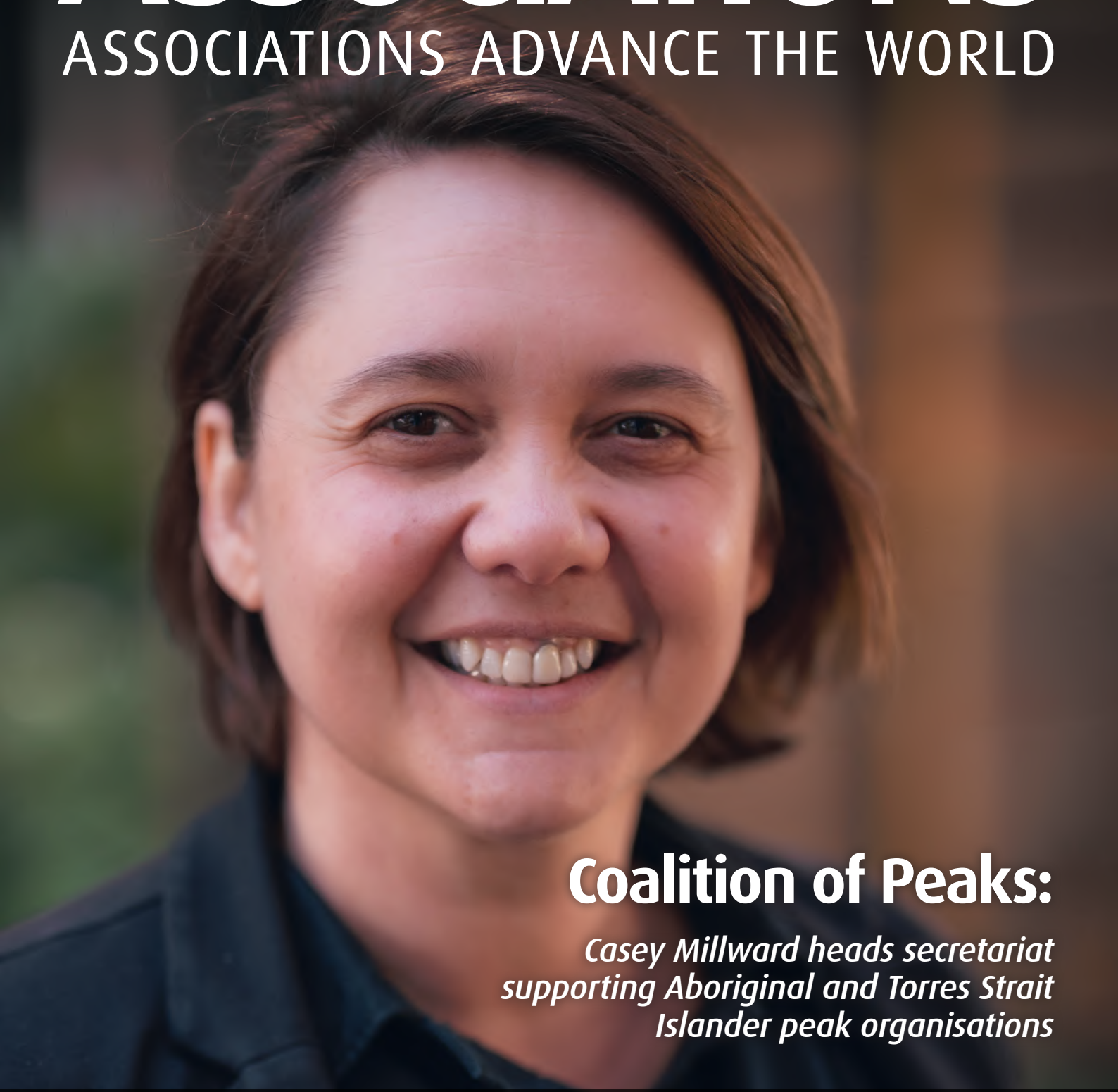


# ASSOCIATIONS

ASSOCIATIONS ADVANCE THE WORLD



## Coalition of Peaks:

*Casey Millward heads secretariat supporting Aboriginal and Torres Strait Islander peak organisations*



- ◆ Self-review requirement changes for NFP's
- ◆ Associations Forum National Conference 2023
- ◆ Cattle Australia will directly represent members
- ◆ MCaFHNA judge becoming a national body a success







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*Front cover: Casey Millward,  
Head of Secretariat, Coalition of Peaks*

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Chief Executive Officer John Peacock AM  
General Manager Fatima Sunderji  
Finance & Administration Manager Lynn Liang  
Senior Associations Advisor Michael Bell  
Associations Advisor Andrew Gosbell  
Associations Advisor Claire Hewat  
Associations Advisor Finola Carey  
Associations Advisor Tim Wills  
Associations Advisor Tony Gleeson  
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Membership Officer Ninon Ocker  
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Since 2004, Associations Forum has:  
- Presented 5,192 hours to 34,617 delegates  
- Provided 805 training presentations to associations

# Association CEOs should lead yet not ultimately decide



One of the early keys to association success is passing management from founding volunteers to paid staff. It is dedicated individuals with a passion for the profession, industry or special cause who will realise the importance of having an association for their sector.

However, most of these people should be busy with their “day jobs” and hence not have time to do the day-to-day running of the association, society, institute, foundation or similar organisation.

This practical situation fits well with the structure where:

- 1 staff are accountable to the CEO
- 2 the CEO is accountable to the Board
- 3 the Board is accountable to members.

Associations rarely have to “hold someone to account” if wise, smart and hard-working people are performing their (and not someone else’s) role.

Association staff are at the coalface of interaction with members.

They should have ideas about better events, new services, subscription fee levels, processes to increase engagement, technology investments, ways to boost registrations and membership. If staff are not coming up with ways to grow the association in a suitable way, why are we paying them?

When doing annual association Planning Days, the CEO and his or her management team should work with an association-experienced facilitator to present to the Board a draft Plan for the years ahead.

Whilst thoughtful CEOs will ensure suitable advance notice to the Chair of the Board so there are no surprises, it is very appropriate for CEO and staff to take the running on proposing directions.

To be a good or great CEO, leadership is required. CEOs must realise their first task is to have an effective team and this requires excellence in various modes of communications. There needs to be an aspirational yet achievable Plan, clear job descriptions, a staff chart showing reporting lines, weekly team Zoom meetings, monthly in-person meetings and many one-on-one coffee shop meetings with colleagues.

If appropriate results are not coming from the CEO’s leadership, the Board needs to address the situation. If a CEO is not performing and the Board is not acting, members need to use their powers to intervene. Associations are fortunate to have this built-in structure of delegating leadership to a paid CEO yet ultimate accountability being with others. ☹



**John Peacock AM**

Chief Executive Officer, Associations Forum  
[jpeacock@nfp.net.au](mailto:jpeacock@nfp.net.au)

## AAYT & AUSactive set to unify

**The Australasian Association of Yoga Therapists (AAYT) will merge with AUSactive** following a unanimous vote by members at a Special General Meeting. AUSactive CEO Barrie Elvish said the merger was a welcomed opportunity for both associations to better support their members while growing Yoga Therapy and Yoga Therapists. “We welcome the opportunity this merger with AAYT presents to all members of both associations. It also reinforces the advocacy strength of AUSactive and underlines the value of expanding our membership modalities earlier this year to include Yoga and Pilates,” Mr Elvish said. “The cross pollination of technical skills and practical experience will benefit all AUSactive members, and we look forward to continuing similar discussions with other likeminded associations that see the benefits of coming together with one strong voice representing the wellbeing, movement, exercise and physical activity sectors.”



## State Huntington's Associations merge

**Five Huntington's State Associations – SA&NT, WA, Tasmania, NSW/ACT and Queensland** – have agreed to merge into a new, single entity, Huntington's Australia (HA). The merger will bring together five associations with a shared vision of enabling those impacted by Huntington's disease to live their best lives. It is a momentous occasion – a culmination of hard work from many people and the start of a new era of national unity of purpose and effort. A merger implementation plan, which has been slowly progressing in anticipation of a positive vote, has kicked into full swing. A governing body for HA has already been established, and the Directors making up the foundational Board are all currently board members of their state associations. Huntington's Australia will be operational from July 1, 2023. In tandem with the above activities, Lenni Duffield, head of Huntington's WA, has been selected as CEO to lead HA.



## Major aged care provider merger

**Two of Australia's leading aged care providers – BaptistCare NSW & ACT and Baptistcare WA**

– are to merge to create one of the largest not-for-profit operators in the country.

In a joint statement, Baptistcare WA CEO

Amanda Vivian and BaptistCare NSW & ACT CEO Charles Moore said the merger would enable the combined organisations to deliver more sustainable care. “Aged care is evolving and highly complex,” they said, “and we believe the time is right to merge our organisations.”

Both providers deliver a values-based approach to aged care and, between them, have more than 125 years' experience in the industry. “Strategically, this merger allows two like-minded, well-governed organisations to join forces and be stronger as one,” said Ms Vivian and Mr Moore. Mr Moore will lead the newly merged organisation as its Chief Executive Officer. Ms Vivian will take on the new role of Executive Director Western Australia.



## Hardware Australia and TABMA join forces

**Hardware Australia and TABMA Australia have voted to join forces into a merged entity** and

create a single association to represent the timber and hardware industry nationally. Both Boards view this as a great opportunity to be ‘stronger together’, especially across national advocacy and policy issues when engaging with important stakeholders. The joining of associations will benefit both groups of members with opportunities to expand their networks, access greater services and create new business opportunities. Doors will open to a national presence with a combined 700+ members from all aspects of the timber, building materials and hardware sectors. As a result of this merger, Hardware Australia members will gain access to TABMA Apprentices and Trainees (GTO), Training (RTO), and Workplace Health and Safety services which are highly beneficial initiatives supporting businesses and people. On 3 April 2023, the merged associations began trading as the National Timber and Hardware Association (NTHA), leading the way for a unifying industry voice.



# 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.

## Australian Industry Group turns 150

**This year the national employer association, Ai Group, celebrates 150 years supporting Australian industry.**



The Australian Industry Group's foundations were laid in December 1873 with the establishment of the Iron Trades Employers' Association in Sydney, and it has grown to become a peak national employer association. Chief Executive Innes Willox sees the 150th anniversary as much more than a chance to reflect on past successes, as the group commits to keep being relevant to members and remain a policy leader and high-level provider of business advice and services. Ai Group's membership includes businesses of all sizes, from large international companies operating in Australia and iconic Australian brands to family-run SMEs. Its members operate across a wide cross-section of the Australian economy and are linked to the broader economy through national and international supply chains. 

## AIOP celebrates 60 years

**The Australian Institute of Office Professionals (AIOP) reaches a milestone 60-year anniversary in 2023.** AIOP is a national professional membership



association for administrative professionals in Australia, raising the profile across the business community. Inclusive membership has been key, being open to all staff within an office environment, from the Front Desk Officer through to the Executive Assistant. Initially commencing operations in 1963 as the Institute of Professional Secretaries (IPSA), 60 years later the Institute is still supporting members to pursue their career goals. AIOP are very proud to have reached this milestone, as the Institute is run solely by volunteers. 

## 50 years of AACMA

**The Australian Acupuncture and Chinese Medicine Association (AACMA) are the leading professional, not-for-profit organisation** dedicated exclusively




to promoting Chinese Medicine and its remarkable benefits for maintaining health and wellbeing.

In celebration of its 50th anniversary, AACMA reflected on its heritage. The association was formed in 1973 to establish a community representing and promoting the industry. Following a merger with the Acupuncture Ethics and Standards Association in 1995; and the introduction of accreditation standards in Chinese Herbal Medicine in 1996, AACMA became the industry's largest professional association by 1998, representing over 90% of qualified practitioners. 

## IPA celebrates centenary

**For 100 years the Institute of Public Accountants (IPA) has provided a professional community for accountants** to learn, collaborate,



and grow. Without our members, we would not be the organisation we are today. This year we proudly celebrate our centenary and will host a wide range of events to celebrate the key milestones of our historic journey. Our members have played an important role in our evolution, and we are privileged to advocate on their behalf to support the small business community. We look forward to another 100 years of success for the IPA, our members, and their communities. 

## SAVE THE DATE

**Association Databases & Systems Summit**  
Tuesday, 18 July 2023  
Sydney Masonic Centre



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# Self-assessment of NFP income tax exemption to be scrutinised

By Kathy Nguyen, Senior Lawyer, Governology

There are approximately 206,000 registered “not-for-profits” (NFPs) in Australia. Australian Taxation Office (ATO) statistics indicate:

- ♦ 70% are self-assessed income tax exempt, meaning they can self-assess exemption from income tax if they are not a charity and they meet the requirements of one of eight categories;
- ♦ 27% are endorsed tax concession charities which are registered with the Australian Charities and Not-for-profits Commission (ACNC) and must be endorsed by the ATO;
- ♦ 3% are taxable not-for-profits that lodge an income tax return and include social clubs, certain professional associations, clubs whose primarily provide hospitality for members, and political parties.

Governology predicts these statistics will change in future years, with the 70% becoming 60% or less and the 3% moving well into double figures. This is because from 1 July 2023, non-charitable not-for-profits with an active ABN will be required to lodge an annual self-review form to access an income tax exemption. In brief, the ATO will be asking NFPs which self-assess as being income tax exempt to declare their reasons for being income tax exempt.

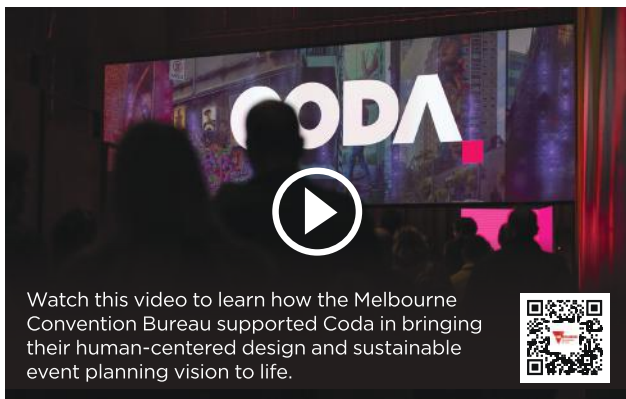
In the experience of Governology, many association boards and committees of management are not aware of their income tax status. In the forthcoming financial year, we would be pleased to assist professional and industry associations and other for-purpose organisations clarify their income tax position. ☺

*Governology is an incorporated legal practice, providing governance and legal advice to associations. Contact [kathy@governology.com.au](mailto:kathy@governology.com.au)*



Jennifer Moltisanti ATO Assistant Commissioner for Not-for-profit, Government and New Measures with Kathy Nguyen, Governology, Melinda Knight, ATO Director and John Peacock AM, Associations Forum

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## Associations Membership and Services Survey 2023

193 organisations have shown the ongoing membership value by providing benchmarking input, with Andrew Gosbell, Associations Advisor, analysing the results. Associations Forum has been conducting the Association Membership and Services Survey for 14 years to understand the services offered by a variety of associations and charities. Some of the insights include:

- Professional and industry associations experienced smaller fluctuations in retention rates compared to charities. Charities saw a significant decline from 90.6% in 2021 to 71.9% in 2022.
- Electronic newsletter continues as the most common core benefit offered to members. Conferences are the most popular service provided at an additional cost and considered the most valued service.
- The majority of respondents (53.4%) have kept their membership fees at the same level as they were before the COVID-19 pandemic.

To obtain the full report or to learn how Associations Forum can help your association with membership matters, contact

[info@associations.net.au](mailto:info@associations.net.au)



## Associations Salary Survey highlights wage pressures

Wentworth Advantage and Associations Forum have produced the Associations Salary Survey 2023, to equip senior management with the tools to ensure that remuneration practices complement overall business goals. With cost-of-living pressures a focus in 2023, salary and remuneration data is more important than ever and enables managers and employees to plan for salary reviews. Key findings include:



- Remuneration has remained reasonably steady with a total average increase of 2.4% over the past 2 years. The average increase across positions which rose was 5.1% and average decrease which fell was 3.2%.
- Only two positions saw a material change in remuneration: Administration/Office Manager (14.1% increase) and Events Manager (10.7% increase).
- Remuneration for the Operations Manager position dropped by 5.4%, making it the largest decrease across all positions.

The 76-page Associations Salary Survey 2023 can be purchased for \$190 (Members) or \$490 by contacting [info@associations.net.au](mailto:info@associations.net.au)



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Data Insights



## FIA appoints Ben Cox as Chair

**Fundraising Institute Australia (FIA) is pleased to announce the appointment of Ben Cox FFIA**

as the new chair of the FIA Board. Ben has extensive experience in the sector having worked with the Royal Children's Hospital Foundation, the Cerebral Palsy League, MS Queensland, Legacy and the Gold Coast Hospital Foundation. "To be a servant leader of the mission of FIA and further the impact best-practice fundraising creates is a true privilege. There are many organisations, fundraising professionals, regulators, donors, and worthy causes who we have worked with in the past to shape today's fundraising and I look forward to continuing to build on that legacy as fundraising grows," said Ben of his appointment. 



## HIMAA new President Catherine Garvey

**The Health Information Management Association of Australia (HIMAA) welcomed President Elect Catherine Garvey**

as their new President. Catherine succeeds Cheens Lee, one of many dedicated and passionate Health Information Managers (HIM) promoting the profession. Catherine is a qualified HIM from Curtin University of Technology. She remarked, "It's a great privilege to assume the role of President. Our members play a significant role in the successful planning, development and implementation of health information services across a diverse array of roles within the health sector. With the Board and CEO, I look forward to advocating for our profession and delivering on our strategic plan, enabling greater visibility and connectivity of health information management." 



## Dr Michelle Freeman elected President


**The Board of Forestry Australia has announced that Dr Michelle Freeman has been elected**

**President** and Jim Wilson has been elected Vice President of the professional association for forest scientists, professionals, managers and growers. Retiring President, Bob Gordon applauded the move stating he was delighted to see Dr Freeman and Mr Wilson join with the organisation's CEO Jacquie Martin, to form a diverse leadership team, as part of the Board transition and renewal process. "Michelle has been on the Board for a number of years and has already made a very significant contribution to Forestry Australia and I look forward to her leadership," Mr Gordon said. 



## Mark Webb is new IPAA NSW President

**Professional members of the Institute of Public Administration Australia NSW Division**

(IPAA NSW) elected Mark Webb, Acting President, to the role of President at its AGM last year. In welcoming Mark to the role, CEO Madeleine Culbert noted, "Mark's passion for public service and his dedication to IPAA NSW resulted in a unanimous vote to the role of President. We are confident of IPAA's continued growth with Mark leading the Council." In addition to his IPAA role, Mark is the Chief Executive of NSW Department of Parliamentary Services and a Non-Executive Director of Community First Step and the Parliamentary Professional Services Network. 



## Mike Baird new Cricket Australia Chair

**Former NSW Premier Mike Baird will be the new chair of Cricket Australia**

after the incumbent Lachlan Henderson flagged his intention to resign from the role. Cricket Australia's directors have agreed that Baird, who joined the board in late 2020, is the best choice to take the governing body forward as its chair. As a former state premier, Baird will be the highest-profile chair in Cricket Australia's history. "It is an honour to take such an important role in Australian cricket at a time when so much exciting work is being done to grow our national sport and take it forward," Baird said in a statement. 



## New President Vaux announced at ICOMIA

**The International Council of Marine Industry Associations (ICOMIA) has voted to appoint Darren Vaux as President.**

Darren welcomed the confirmation at a special general meeting and made clear his ongoing commitment to the growth and prosperity of global industry. "It has been my pleasure to represent the Australian Industry at ICOMIA over the last decade and I am honoured to be appointed President," said Mr Vaux. "Our global industry faces many challenges and opportunities over the coming years and the international collaboration achieved through ICOMIA provides us with the tools, resources and shared expertise required to preserve and enhance the prosperity of our global industry." 





## Mei Ramsay is new ACC National President

**The Association of Corporate Counsel Australia (ACC Australia) has appointed Mei Ramsay as new National President.**

Ms Ramsay succeeds previous President Justin Coss and will serve for two years. She has served on the ACC Australia board since 2015 and was also former Chair of the ACC Australia GC100 Group and a member of Chief Executive Women. Speaking about her election, she said: "I look forward to continuing to support ACC Australia to grow, innovate and provide world-class education, networking and resources to its members. It is truly an honour for me to serve as ACC Australia's National President, and I am grateful for the trust bestowed upon me." ☺



## Lloyd Nurthen to lead Scouts NSW

**The Scouts NSW Board has appointed Lloyd Nurthen to the role of Chief Commissioner for Scouts Australia NSW**

with the support of the Chief Scout of NSW – Her Excellency the Honourable Margaret Beazley AC KC and the Chief Scout of Australia – His Excellency General the Honourable David Hurley AC DSC (Retd). With a career spanning 22 years in the Scouting movement, Mr Nurthen exemplifies the benefits of Scouting and the impact on thousands of young people on a daily basis. Mr Nurthen has impressive leadership experience, a strategic mindset and the ability to positively impact others with his energy and passion. ☺



## HELD A STRATEGIC PLANNING DAY RECENTLY?

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## PTC NSW achieves advocacy success

**Professional Teachers Council of New South Wales (PTC NSW) has secured a significant advocacy victory** with NSW Education




Standards Authority (NESA) rescinding its previous decision not to allow PTC NSW courses to be automatically accredited as approved teacher education. Approximately two years ago, NESA introduced this new Accreditation Policy for accredited professional learning providers. PTC NSW has continually advocated on behalf of member professional teacher associations for its reinstatement as a professional learning accredited provider in NSW. The association has now overcome many roadblocks and provided evidence as to why it should be considered as an accreditation provider of professional learning in NSW. As the peak body of a network of professional teacher associations, who directly support the curriculum implementation in NSW for all their members, the final reasoning was accepted by the Minister for Education with a letter to the NESA Board. With NESA Board acceptance, PTC NSW has been reinstated as a provider of accredited professional learning, joining the three other providers of accredited professional learning, the Department of Education, The Catholic sector and the Association of Independent Schools. The PTC NSW Board wishes to thank the Minister for Education, Sarah Mitchell for her invaluable support. 

## ACNC provides cyber-crime advice

**The Australian Charities and Not-for-profits Commission (ACNC) is reminding charities of cyber security risks**, with guidance and practical tools available to help reduce the risk of cyberattacks.




Australian Cyber Security Centre data showed an increase in the number and sophistication of cyber threats last financial year. ACNC Commissioner Sue Woodward AM said it is critical that charities protect electronic data from unauthorised access. "The people who run a charity are ultimately responsible for managing cyber security risks. They must also make sure staff and volunteers have a basic understanding of safe practices," Ms Woodward said. "Some charities, due to a lack of resources or time, may not have considered cyber security. Charities can fall victim to cyber-attacks – even smaller ones. And the consequences can be significant, including high costs to restore data, loss of crucial information, disruption to services and damage to trust and reputation." The ACNC Cyber Security Governance Toolkit contains helpful tools such as a template plan for responding to a data breach, a cyber security checklist and steps that every charity can take to help protect against threats. 

## New Margaret River Produce label launched

**A new brand aimed at promoting authentic, Margaret River region-sourced and produced goods**



has been launched by the Margaret River Producers Association, with early adopters saying they are thrilled to bear the prestigious label. The Margaret River Produce stamp may only be used by parties authorised by the Association, after passing a series of checks to ensure all, or as much as possible, of the origins are derived from the immediate region. The association's Katrina Lombardo said the program allowed producers to obtain approval across a huge range of categories, with levels of authenticity based on where each ingredient or element was grown or made. "If you breed and raise your animals right here in Margaret River, that's a gold standard," she explained. The label is reserved for products and goods grown, sourced and manufactured in the Margaret River Region. Eligibility criteria include origins of ingredients, and processing and packaging locations, with levels of flexibility offered to include as many producers as possible. 

## Charitable fundraising laws to be reformed

**The Commonwealth, state and territory Treasurers agreed to a set of nationally consistent fundraising principles** to streamline




state and territory requirements on charitable fundraiser conduct. Charities have long told their governments that they are wasting time complying with inconsistent and outdated fundraising rules. On one estimate, compliance requirements cost Australian charities more than \$1 million per month. The principles will give charities and donors a clear understanding of appropriate conduct, while allowing for greater flexibility as to how charities achieve compliance. Australia's present state and territory fundraising laws were developed when most fundraising was conducted in person. Today, with most fundraising done online, the cost and complexity of complying with multiple state and territory fundraising requirements is a major issue for the charity sector. Nationally consistent fundraising regulation has been recommended by several reviews over the past decade, including the 2020 Royal Commission into National Natural Disaster Arrangements formed in response to the extreme bushfire season of 2019-20.

*Pictured: The Hon Dr Andrew Leigh MP, Assistant Minister for Competition, Charities and Treasury.*



# Director Identification Number fines disclosed


**All directors of a company, registered Australian body, registered foreign company or Aboriginal and Torres Strait Islander corporation will need a director ID.** A director ID is a unique identifier that a director will apply for once and keep forever – which will help prevent the use of false or fraudulent director identities. The enforcement role covers four new director ID offences under the Corporations Act 2001. 

OFFENCE	LEGISLATIVE SECTION	MAXIMUM PENALTIES FOR INDIVIDUALS
Failure to have a director ID when required to do so	s1272C	\$16,500 (criminal); \$1,375,000 (civil)
Failure to apply for a director ID when directed by the Registrar	s1272D	\$16,500 (criminal); \$1,375,000 (civil)
Applying for multiple director IDs	s1272G	\$33,000, 1 year imprisonment or both (criminal); \$1,375,000 (civil)
Misrepresenting director ID	s1272H	\$33,000, 1 year imprisonment or both (criminal); \$1,375,000 (civil)

# Trading Names to be retired in October

**With the introduction of the national register in 2012, the Registrar of the Australian Business Register (ABR)**



has stopped collecting and recording business names registered for an entity under the old state or territory laws and unregistered names used by entities for business purposes. However, these historical names, referred to as the entity's trading names, have continued to be displayed in the trading name field of ABN Lookup throughout the transitional period. On 31 October 2023, this transitional period will now end. The Registrar will not publicly display the trading names that were recorded in the ABR prior to the introduction of the new national business names register from this date. From 31 October 2023, the only names displayed on ABN Lookup will be an entity's legal name and an entity's business name registered with the Australian Securities & Investments Commission (ASIC). If businesses continue to use a trading name for business purposes, rather than the legal name or business name registered with ASIC, the organisation's entities will be unable to use ABN Lookup to verify identity or GST registration status. 

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# Associations Forum National Conference held to acclaim at ATC WINX Stand Royal Randwick

*Returning to Sydney for its biggest event to date, the 17th Associations Forum National Conference was hosted by the Australian Turf Club for association professionals across Australia, NZ and USA.*

Delegates, sponsors, and exhibitors across the whole country connected with industry peers, shared association experiences, and discussed relevant topics and trends.

Across a jam-packed two-day conference, Associations Forum welcomed hundreds of association experts, executives, and Board members to numerous educational sessions, learning labs and networking events.

Introductions began with an Associations 101 session, a first-timers meet & greet and welcome drinks, hosted by Watersedge at Campbell's Stores. Conferencing commenced with an insightful opening plenary and keynote by Peter O'Neil, CEO, ASIS International, Ainslie van Onselen, CEO, Chartered Accountants Australia and New Zealand, and Steve Knott AM, CEO, Australian Resources and Energy Employer Association shared their extensive association experience.

Following a suite of multi-stream educational and interactive sessions, delegates were treated to a spectacular conference dinner hosted by Doltone House at Darling Island. The dinner also commemorated Associations Forum members that have been valued members for 20 years. 



A packed opening plenary to begin the conference



Keynote speakers Steve Knott AM, Australian Resources and Energy Employer Association, Ainslie Van Onselen, Chartered Accountants Australia and New Zealand, Peter O'Neil, ASIS International, and John Peacock AM, Associations Forum (left to right)



An educational session about advocacy with Hon. Joel Fitzgibbon, Australian Forest Products Association, Nicola Grayson, Australia Council for the Arts, James Coward, Retail Drinks Australia, and James Goodwin, Australian Airports Association (left to right)

*A special thank you to our sponsors:*





## ASSOCIATIONS FORUM EVENTS



Delegates, exhibitors and sponsors at the exhibition hall



Kathy Nguyen, Governology at the Conference Dinner



Networking opportunities continued at the Conference Dinner



Thank you to all attendees for their involvement at Associations Forum National Conference

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# ENGAGE YOUR MEMBERS through the power of community

*By Jason Morris, Managing Director, Membes*

## What is the purpose of your Association?

The answer to this question will differ from Association to Association but if we strip everything back and look at one of the core reasons why they were originally created the answer is simple: to bring people together to connect and engage with like-minded peers.

## The next question is – how do you foster this collaboration?

The answers to this are plentiful from hosting in-person events, live webinars, conferences, setting up social media pages for your organisation and more. All of these things are essential, but collaboration can be taken one step further with the ‘power’ being given to your members to connect and engage with each other.

Already we are seeing individuals create their own communities (primarily on social media platforms) based on common interests. Many say this trend is becoming a threat to Associations, however it actually presents a considerable opportunity for increased member engagement, member retention and revenue opportunities.

Providing a safe place that is fluid, loose in structure and open to allowing the community to steer its own direction (with your guidance) will increase the benefits and rewards of engagement and collaboration by your members.

## Where do we build this community?

### In short, online!

However, it is important your Association “owns” this space and has control over the technology this space resides on. This will allow you greater influence over the direction and tone of the community, while being able to configure the platform ensures the community operates in a way that is aligned with your organisation’s values and goals for that community. It also ensures you own the content being generated by your community.

Although social media platforms offer “private groups/pages” you should approach these with caution as you have no proprietary control over these groups. Policy or strategy changes of the organisations running these platforms can fundamentally shift and undermine how the community functions or even shut down your communities. Another issue with social media platforms is that they own the content your community is generating, not you.

All the insights, answers to questions and discussions your community generates will become an invaluable asset to your organisation, particularly as we move into the era of Artificial Intelligence – making it even more important that you own all of it.

And when it comes to the emerging world of artificial intelligence (AI), you are going to be able to do things with the content your community generates that at this moment in time is unimaginable.

## Give yourself the member advantage

By creating a place where your members can come together, you have real time insights and direct access to the sentiment and needs of your community. This provides you with a wholesome view and greater insight into what is currently happening, challenges, what the industry needs and ideas to shape a stronger future.

All of this information is extremely useful to being in tune with your industry and to inform your event programs, CPD topics or even advocacy work.

You can also use this to demonstrate your value to potential members to entice them to join the community and then your organisation.

## Allowing self-seeding micro-communities to emerge

Implementing a dynamic platform that allows your members to create their own sub-groups or Special Interest Groups – SIGs, will deliver greater value to them as they can participate in and track conversations they are most interested in.

Creating these sub-groups requires a significant ‘ear to the ground’ approach that requires intensive resources to stay on top of the evolving trends. A well-developed community platform will allow SIGs to emerge organically, as your industry evolves and as your engagement grows across different sectors of your industry.

For example, there could be a SIG for business owners where they can candidly discuss the challenges they face amongst peers who may be facing something similar. This allows them to share their unique experiences, provide feedback and support each other creating a strong sense of community which is invaluable.

Ideally your members are driving the conversations on your community platform to allow for more organic interactions, while reducing the resources you need to manage and grow your community.





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# Associations Forum hosts popular CEO lunches

*Associations leaders across Australia gathered for exclusive networking lunches in NSW, VIC, ACT and QLD.*

A booked-out QLD Association Lunch and CEO lunches in NSW, ACT and VIC proved to be popular networking opportunities for industry leaders within the sector in 2023. Delegates were treated to the intriguing perspectives of the following conversations. Sally Sinclair, CEO, NESA shared her lessons learnt in three decades as a leader and Madeleine Culbert, CEO, IPAA NSW detailed association transformation in action. Denita Wawn, CEO, Master Builders Australia discussed

creating advocacy value propositions and Kim Harrington, CEO, Girl Guides Queensland reflected on her journey as CEO. 

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## Western Sydney welcomes 1,000-pax Conference Centre

The Western Sydney Conference Centre (WSCC) will be completed in Spring 2023. The world-class conference centre will host up to 1,000 seats, feature 1,250m<sup>2</sup> of flexible floor space and be equipped to host major events, trade shows, exhibitions, and large seated functions. The WSCC will also be home to Pullman Sydney Penrith with 153 seamless and smart suites including a spacious workspace and complimentary Wi-Fi. For Penrith, the WSCC will enhance its reputation as an event and tourism destination while further transforming the Panthers precinct into a modern hub for engaging and entertaining the residents of Western Sydney and beyond. Associations Forum will host the Association Leaders Symposium at WSCC on 11th October 2023. 



## World Indigenous Tourism Summit 2023 in Perth

Western Australia recently hosted the World Indigenous Tourism Summit (WITS) 2023, marking the first time the event has ever been hosted in Australia. More than 550 delegates, convened for the four-day program of inspiring topics pertinent to growing Indigenous Tourism in their respective nations. Hosted by the Western Australian Indigenous Tourism Operators' Council (WAITOC), one of the founding members of the World Indigenous Tourism Alliance (WINTA), the theme of the Summit was: "Tourism and Indigenous Earth Wisdom: Weaving the Future that Benefits All", featuring a series of symposiums for academic, government and youth representatives, and panel discussions to examine the challenges and opportunities in Indigenous Tourism. A program highlight was a showcase of traditional dances by Indigenous dance groups from around the world. This ceremony highlighted the important connection each of these Indigenous groups has to their culture, spirit and land. The concept for the World Indigenous Tourism Summit was developed by the World Indigenous Tourism Alliance 11 years ago in Perth. Western Australia is home to the world's oldest living culture, and has a diverse range of Aboriginal cultures and landscapes, making WA certainly a fitting location for Australia's first World Indigenous Tourism Summit. 

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# MCaFHNA national body judged a success

*By John Peacock AM, CEO, Associations Forum*

Two years after merging the federal entity into a unitary national association, Maternal Child and Family Health Nurses Australia (MCaFHNA) provides insights into their improved ability to represent the sector.


Prior to its 2021 merger, the majority of nurses and educators working in maternal, child and family health in Australia were represented by a federal body, MCaFHNA Inc, and various state or territory associations. This system was largely considered to be complicated with too many specialised nursing associations.

There were two representatives from each state and territory association on the federal MCaFHNA Inc committee. This committee agreed to move to restructure from a federated association to a national, direct membership, single entity body. However, the decision was not unanimous. This reluctance was a valid right of this state; however, their position made the process longer and more complicated.

Through the appropriate consultation, the restructure was achieved in 2021 and the federal body was converted to a company limited by guarantee to become Maternal Child and Family Health Nurses Australia Ltd. Chair Louise Wightman speaks positively about the

results following this significant change. “There has been a great shift in focus from maintaining our own state and territory domains to working together and benefiting the sector as a whole,” said Ms Wightman. “We hosted our first truly national conference in Canberra last year with great success, which provided much confidence that we are heading in the right direction.”

The single entity body is also becoming increasingly recognised in policy discussions and has been invited to several summits. Yet, Ms Wightman says there is still a lot of work ahead for MCaFHNA Ltd, “Currently membership fees account for a large proportion of funding, so the Board is looking to diversify its funding portfolio while keeping members at the core.” Individual state and territory funds were transferred towards professional development opportunities for the dissolved organisations’ members, which are now utilised for all national members.

The thanks of Associations Forum go towards MCaFHNA for sharing this positive news. We were honoured to play a project management role in facilitating this complicated restructure and are pleased that the outcome was clearly worthwhile. 



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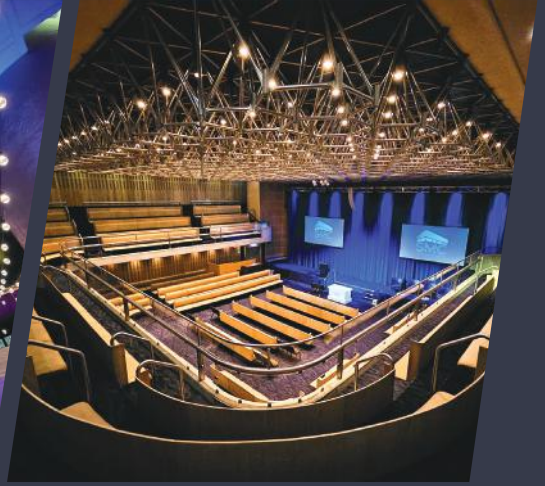
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# Coalition of Peaks: Changing the way governments work with Aboriginal and Torres Strait Islander people

*Aboriginal and Torres Strait Islander community-controlled peak organisations and their members came together to form the Coalition of Peaks to develop and negotiate policies with Australian governments.*

The Coalition of Peaks brings together the voices, expertise, and experiences of the Aboriginal and Torres Strait Islander community-controlled sectors and provides legitimate community-controlled representation.

Around 80 Aboriginal and Torres Strait Islander community-controlled peak organisations - which represent some 800 organisations - work in collaboration through the Coalition of Peaks to share decision-making with Australian governments on Closing the Gap, and improve life outcomes for Aboriginal and Torres Strait Islander people.

**Casey Millward is the Head of Secretariat, Coalition of Peaks.**

She is a proud Kalkadoon woman with more than 20 years' experience and leadership in Aboriginal and Torres Strait Islander affairs, and she explains the background and workings of Coalition of Peaks.

"The formation of the Coalition of Peaks in 2018 was an act of self-determination. It came together to provide legitimate community-controlled representation to change the way Australian governments work with Aboriginal and Torres Strait Islander people, and to ensure Australian governments didn't agree a new approach to Closing the Gap without the formal say and full involvement of Aboriginal and Torres Strait Islander people" says Ms Millward.

"The Coalition of Peaks is not incorporated, but rather we operate under a formal Terms of Reference. We make decisions by consensus, agree positions jointly and determine our own representatives to talk to governments. We have a Lead Convenor elected by us and come together regularly to review work, debate issues, and agree our positions to take to governments. We hold face-to-face meetings when we can to workshop larger policy issues and re-connect. We have a small Policy and Secretariat Team to support Peaks Members, hosted by the National Aboriginal Community Controlled Health Organisation in Canberra."

## The Coalition of Peaks:

- ◇ consists of national, state, and territory non-government Aboriginal and Torres Strait Islander peak bodies and certain independent statutory authorities that have responsibility for policies, programs and services related to Closing the Gap.
- ◇ members have governing boards elected by Aboriginal and Torres Strait Islander communities and/or organisations that are accountable to that membership.
- ◇ supports the vision for a genuine partnership between Aboriginal and Torres Strait Islander people and the National Cabinet in developing and implementing efforts to close the gap.

As a community-controlled structure, the Coalition of Peaks is accountable only to its membership and communities, not governments. It gains authority from its extensive membership base of Aboriginal and Torres Strait Islander community-controlled organisations, with their generations of action to advance the interests of, and deliver services to, Aboriginal and Torres Strait Islander people.



Head of Secretariat, Casey Millward (middle) and her team at Coalition of Peaks

## National Members:

To showcase the range of organisations which are members of the Coalition of Peaks, the National Members are listed below:

- ◇ Australian Indigenous Doctors' Association
- ◇ Congress of Aboriginal and Torres Strait Islander Nurses and Midwives
- ◇ First Languages Australia
- ◇ First Nations Media Australia
- ◇ First Peoples Disability Network
- ◇ Gayaa Dhuwi (Proud Spirit) Australia Limited
- ◇ Indigenous Allied Health Australia
- ◇ Lowitja Institute
- ◇ National Aboriginal and Torres Strait Islander Housing Association
- ◇ National Aboriginal and Torres Strait Islander Legal Services
- ◇ National Aboriginal Community Controlled Health Organisation
- ◇ National Aboriginal and Torres Strait Islander Health Workers and Practitioners
- ◇ National Family Violence Prevention and Legal Services Forum
- ◇ National Native Title Council
- ◇ SNAICC – National Voice for Our Children





“The formation of the Coalition of Peaks in 2018 was an act of self-determination”

*FRONT ROW, from left:* Donnella Mills – Chair, National Aboriginal Community Controlled Health Organisation, Patricia Turner AM – Lead Convenor of the Coalition of Peaks and CEO of the National Aboriginal Community Controlled Health Organisation, The Hon Linda Burney MP – Minister for Indigenous Australians, Adjunct Professor Muriel Bamblett AO – CEO, Victorian Aboriginal Child Care Agency, and Paula McGrady – Deputy Chairperson, ACT Aboriginal and Torres Strait Islander Elected Body


*BACK ROW, from left:* Graeme Gardner – Chairperson, Tasmanian Aboriginal Centre, Scott Wilson – Lead Convenor of the South Australian Aboriginal Community Controlled Organisation Network, Dr John Paterson – Interim CEO, North Australian Aboriginal Justice Agency, Jamie Lowe – CEO, National Native Title Council, Wynetta Dewis – CEO, Queensland Indigenous Family Violence Legal Service, Paul Paton – CEO, Federation of Victorian Traditional Owner Corporations, and Nerita Waight – CEO, Victorian Aboriginal Legal Service

The Coalition of Peaks believes that Aboriginal and Torres Strait Islander people should share decision-making with governments on policies and programs that impact their lives, through formal partnerships with all levels of Australian governments, because Indigenous people know how to best advance their lives.

Casey Millward describes some of the organisation's achievements.

“In March 2019, the Coalition of Peaks successfully negotiated a formal Partnership Agreement on Closing the Gap 2019-2029 with all Australian governments, including the Australian Local Government Association. The following year, we entered into the historic National

Agreement on Closing the Gap, again with all Australian Governments and the ALGA.”

“When the Partnership Agreement was signed, all Parties acknowledged that the Coalition of Peaks provides an unparalleled network through which communities can engage with governments, and this network is much more significant than any engagement that governments can achieve alone. The National Agreement was negotiated using the Partnership Agreement's shared decision-making principles. It sets out a strategy to close the gap that is strongly underpinned by Aboriginal and Torres Strait Islander peoples' priorities,” said Ms Millward. 



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# Cattle Australia formed to directly serve members

*In a significant move for the primary production sector, Cattle Australia has been established as a new entity to directly represent Australian beef cattle producers.*

There are currently 237 agricultural bodies and groups across the country that represent Australia's farmers and their industries. Although the beef cattle industry is Australia's largest agricultural sector, the current representation system sees cattle producers first become paid members of their own state farming organisations. Inaugural Chair of Cattle Australia, David Foote, says the previous structure was seen as being complicated and bureaucratic. "We need a directly elected body to represent us, hence we are forming Cattle Australia," said Mr Foote. "There are 42,000 beef farmers in Australia; half of them run only beef cattle, and 28 million cattle are run on 154 million hectares of Australian grassland. When it comes to national issues such as market access, animal welfare, sustainability, exotic diseases, live export or negotiation of future free trade agreements, Cattle Australia will become the true voice of cattle producers and the beef cattle industry to the federal government," said Mr Foote.

The new organisation will be a counter to the political voice of the 43-year-old National Farmers Federation and the established state and territory farmers associations. Many farmers claim this structure leads to underrepresentation both nationally and globally. The new single commodity representative body has also recently announced Luke Bowen as inaugural CEO. Mr Bowen brings a wealth of knowledge in cattle industry, advocacy processes, grant funding, program management and membership-based organisations to ensure the longstanding success of this new unified body. 



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# Five Reasons why Gold Coast is the Premier Business Event Destination

*Outside of the capital cities, Gold Coast is the largest destination for events and business culture in Australia. Every year, more than 220,000 delegates from across the nation come to the city to attend events that run across the full gamut of sector.*

Despite often being thought of as a tourism destination – and it certainly remains popular for that as well – Gold Coast has several qualities that can help an event stand out. With event calendars now filled and highly competitive, organisers need to ensure that their event is superior in order to attract the maximum number of delegates. By simply hosting the event at Gold Coast an organisation can take a step towards achieving that.

## Gold Coast attracts higher delegate numbers

There is still some hesitation within some parts of community in attending events. This is especially true when travel is involved. However, with a destination like Gold Coast, the desirability of the location helps to ensure that enough people do attend that the event will still have full meeting rooms. It's also a location that people are familiar with, and therefore less hesitant to consider. Almost half of all Queensland events are held in Gold Coast, making it a location that delegates feel more comfortable towards.

## Gold Coast is sought after because it allows delegates to unwind after the event

In addition to being a prestige destination for conferences and events, Gold Coast is also one of Australia's leading tourism destinations. Because of this, when attending an event at Gold Coast, delegates will often want to bring their family and stay beyond the conclusion of the event, as a short holiday. It is something that many take advantage of, with studies showing that the average delegate stay in Gold Coast is 3.1 days.

People do tend to be most appreciative of the events they attach a holiday to, and this is why many prestige event locations around the world coincide with tourism hotspots. Gold Coast is the fourth largest destination within Australia by tourism numbers, and the largest non-capital destination. With world-class restaurants, an appealing beach culture, plenty of attractions to visit, and a deep entertainment industry, research shows that many delegates have such a memorable experience at the event that they return for a further holiday in the future.

## There is a depth and breadth of accommodation options

Because Gold Coast is such a popular tourism location, the infrastructure to support travellers is excellent. From serviced apartments, to budget hotels, five-star experiences and Airbnb options, organisations can tailor the accommodation settings to meet any budget for any delegate demographic.

The business and local community is also used to engaging with business travellers and there are also many possible "add on" services that organisers can arrange with ease. This includes discounted passes



on the Translink network, making it easier to set delegates up at a broader range of hotels that are within a short trip to the event venue.

## Gold Coast has the true "Goldilocks zone" for weather

Delegates might be indoors for the presentations, but increasingly, organisers want to take things outside for the after-hours experiences, and delegates staying on will look forward to nice weather for their post-event stay.


The subtropical climate of Gold Coast means comfortable year-round weather. In the depths of winter, the temperature sits comfortably between 15°C and 20°C. Meanwhile, in summer, while other parts of Australia experience wildly varying temperatures, Gold Coast maintains ideal beach weather, with temperatures typically sitting between 30°C and 35°C.

For event organisers, Gold Coast's weather is some of the most consistent and predictable in Australia. This allows organisers to plan an event well ahead of time, and be reasonably confident that the weather isn't going to disrupt the event.

## Every city convenience minus the cost

Gold Coast has all the conveniences of a modern global city. It features excellent transport networks and travel options, services ranging from the highest standard in catering through to the peace of mind of excellent healthcare, the capacity to hold large events at facilities such as the Gold Coast Convention and Exhibition Centre, and world-class entertainment options. At the same time, Gold Coast is not a capital city. It has a regional city's perspective on costs and culture.

Gold Coast bills itself as the "imagination capital of Australia," and that sets an appropriate message for the events that are held here.

With organisers having an unprecedented ability to meld work and play, and provide both comfort and convenience, Gold Coast offers a destination preferred by busy delegates. 

## Natalia Centellas new AMA Secretary General



As an accomplished medical advocate, **NATALIA CENTELLAS** (née Vukolova) has been appointed as Secretary General of the federal Australian Medical Association after her CEO role at the Royal Australian and New Zealand College of Radiologists (RANZCR).

Ms Centellas brings a wealth of understanding of the medical field. “I look forward to collaborating across the AMA movement. Together we can promote the incredible work doctors do every day and advocate fiercely for better policy and funding to create an innovative and sustainable healthcare system that Australians deserve,” she said.

## Mike Zorbas new Property Council CEO



The Property Council of Australia announced the appointment of **MIKE ZORBAS** as the new Chief Executive Officer. Mr Zorbas, was Property Council’s Group Executive Policy & Advocacy and is now the fifth CEO in the 54-year history of the organisation, which proudly represents all parts of the industry nationally, including every state and territory. “I am honoured to accept this role and will ensure we continue to be the strongest voice for our members in challenging times,” Mr Zorbas said.

## Westacott to step down



Australia’s most powerful business lobby group head, **JENNIFER WESTACOTT**, steps down from her role as Business Council of Australia (BCA) chief executive. Westacott has been the face of BCA, representing the interests of corporate Australia since 2011.

“The Business Council’s role fighting for the policies that keep Australia strong with a vibrant and successful business sector has never been more important,” she said. In her time as chief executive, Westacott pushed for a stronger economy through wage growth, boosted productivity and more highly skilled migrant workers.

## New CEO at RAAFA



**MICHELLE FYFE** has been announced as the new Chief Executive Officer of the Royal Australian Air Force Association Inc (RAAFA). After a decade, current CEO John Murray will step down in June 2023.

Ms Fyfe has dedicated over 30 years to serving the Western Australian community, through roles as WA Police Assistant Commissioner and CEO of St John Ambulance in WA. Michelle said, “I am passionate about contributing to the care of people in their later years – now it’s their time to receive that care.”

## Graham Catt is new ISA chief



Independent Schools Australia (ISA) welcomes **GRAHAM CATT** as Chief Executive Officer. ISA Board Chair, Michael Jones, has said “Mr Catt has a wealth of experience and expertise in Australian Government relations and is highly respected in the

national advocacy community.” Mr Catt has most recently been the CEO of the Canberra Business Chamber, where he led the ACT business community through many unprecedented challenges. His advocacy led to rapid policy shifts and financial support for local businesses.

## Longstanding NESA CEO Sally Sinclair retires



After 22 years of amazing commitment to the sector as CEO of the National Employment Services Association (NESA), **SALLY SINCLAIR** has decided to step down. As NESA’s Inaugural Chair in 1997, and having been appointed CEO in 2001, Ms Sinclair has represented

members and the sector since the contracting out of Public Employment Services. Having overseen countless procurement cycles, Ms Sinclair was fearless in her representation to lead a high-quality sector that delivers tangible outcomes for unemployed and disadvantaged participants in Australia.

## Shona Gawel becomes GrainGrowers CEO



GrainGrowers announced the appointment of **SHONA GAWEL** as the new Chief Executive Officer. Ms Gawel served previously as Chief Operating Officer and brings extensive experience and company knowledge to the role. Chair Rhys Turton said the appointment

would strongly drive outcomes that underpin profitable and sustainable solutions for growers. “It is an incredible honour to be the new CEO, and I am proud of the team, the passion and professionalism with which they undertake their work on behalf of growers,” Ms Gawel said.

## Inaugural CEO at Accommodation Australia



Respected accommodation sector stalwart **MICHAEL JOHNSON** will be the first CEO of the new peak accommodation and hotels body Accommodation Australia. Mr Johnson, who has more than 30 years’ experience in the accommodation sector, said he was

excited to head up the united accommodation body. “It has long been a personal ambition of mine to see one united voice speaking for our great accommodation sector – finally this is about to become reality,” Mr Johnson said.



## Finola Carey steps down as ODMA CEO



The Optical Distributors & Manufacturers Association (ODMA) has announced that Chief Executive **FINOLA CAREY** is leaving the organisation at the end of April to take up semi-retirement. Ms Carey has served as Chief Executive since 2010 and has spent a collective 27 years in the organisation, having previously served as Executive Director and Federal Secretary. “Finola has been an inspirational leader of ODMA over a long period, and we wish her well for the future,” Chairman Robert Sparkes said.

## Cattle Australia appoints Bowen as inaugural CEO



The Board of Directors of Cattle Australia have announced the appointment of **LUKE BOWEN** as its inaugural Chief Executive Officer. Mr Bowen departs as head of Agriculture, Fisheries and Biosecurity with the Northern Territory Department of Industry Tourism and Trade. He has previously worked for the Commonwealth and was CEO of the Northern Territory Cattlemen's Association (NTCA) from 2008 to 2014 demonstrating his leadership and advocacy skills through challenging times for Australia's cattle industry.

## MTAA appoints interim CEO



The Motor Trades Association of Australia (MTAA) board has appointed **GEOFF GWILYM** as interim CEO. He replaces Richard Dudley, who retired in December 2022. Mr Gwilym is the CEO of the Victorian Automotive Chamber of Commerce (VACC) and will act in both roles until the MTAA selects a replacement for Mr Dudley. “On behalf of MTAA directors, and the MTA CEOs across Australia with whom he will work closely, I welcome Mr Gwilym to the role and wish him every success,” said MTAA Chair Frank Agostino.

## WISA names Hills as new Executive Officer



The Wine Industry Suppliers Association (WISA) has appointed **CAMERON HILLS** as its new Executive Officer. Following the departure of Shirley Fraser from the role in January, WISA Chair, Tim Stead, is enthusiastic about what Mr Hills will bring to the position; “Mr Hills is an experienced EO in the wine industry and beyond. His background is well suited to the role, but equally, his experience outside of the wine industry will bring new ideas and help shape the next era of WISA.”

## New CEO at Energy Networks Australia



Energy Networks Australia (ENA) is delighted to announce **DOMINIQUE VAN DEN BERG** as the new ENA Chief Executive Officer. Ms van den Berg brings an international career of over 20 years in the energy sector, including leading BG Group's operations in South and East Asia, Shell's energy transition team and most recently strategy and sustainability at AGL. “Networks and strong leadership across the sector will play an important role in delivering the energy transition for our customers and members over the next years.” said ENA Chair, Frank Tudor.

## Carl Gibson retires from CMA



Complementary Medicines Australia (CMA) has announced the retirement of Chief Executive Officer, **CARL GIBSON** after 10 years of service, with John O'Doherty taking the reigns of the peak industry body in June 2023. Mr Gibson previously worked in UK politics and is retiring after a career spanning nearly 40 years, and said he will be re-introducing himself to family and friends.

## Lenni Duffield becomes inaugural CEO



With State Association bodies agreeing to proceed with a national merger, Huntington's Australia (HA) has appointed a new CEO to lead the new association. **LENNI DUFFIELD**, head of Huntington's WA, has been unanimously endorsed by the HA Board. Ms Duffield

has held senior roles and provided business consulting services in health and community service sectors. She is currently in the process of completing her Master in Business Administration with the Australian Institute of Management, with whom she is an Associate Fellow.

## Gail Mulcair leaves Speech Pathology Australia



After nearly 19 years at the helm of Speech Pathology Australia, CEO **GAIL MULCAIR** has announced her resignation. Ms Mulcair advised the Board of Directors that she will finish as CEO in May 2023. In her time at the helm, Ms Mulcair has provided leadership, not only in the association, but as a mentor for the wider speech pathology profession in Australia. She helped deliver significant service change, influenced government and policy development, and raised the profile of Australians with communication and swallowing needs. Jodie Long will step into the role of CEO.

# Wellington's convention centre all set for grand opening

*A group of psychologists feel privileged to be the very first guests to use Wellington's new, purpose-built conference and exhibition centre.*



Tākina will add to the capital's repertoire of world-class events venues when it officially opens next month.

In the lead-up though the Tākina Events team is delivering a "test" event with the Australian Psychological Society (APS) which will see almost 600 members attend from Australia, New Zealand, America, Singapore and Japan.

APS' Paula Rowntree says attendees are excited to be part of a positive experience to be run over almost three days in such a wonderful new space.

"We are very excited not only from an event management perspective, but also so happy that the first guests into the centre, supporting the entire Tākina team through its first event, is a group of psychologists. "Psychologists, more than any other profession understand stress, anxiety and the impacts they can have."

## New convention centre ideally located

Sitting across two levels and ideal for international and local conferences with plenaries of up to 1600 delegates, Tākina sits at the very heart of New Zealand's compact, walkable capital.

"It has the perfect spaces for our numbers and what we want to achieve in terms of creating an atmosphere at the event," says Paula.

"The spaces are not just adaptable, but the wonderful natural light and large pre-function space on level one means we can incorporate quite a few initiatives into our event to help address the changing needs for in-person attendees."

Having environmental sustainability and resilience at the heart of the design, construction and operation of Tākina also sits well with APS.

"Knowing that Tākina Events works with Kaibosh for food rescue, for example, is a big win – everyone is willing to work together to support our sustainability goals," says Paula.

## Capital connected and collaborative

Being in the heart of a capital, Tākina's – and Wellington's - central location is also advantageous for APS delegates.

"Wellington has easy access from all Australian capital cities, and being the centre of Government means we can liaise with applicable departments," explains Paula.

Just a short drive from the airport, Wellington is well-known for its connectedness, meaning easy access to New Zealand's government agencies, political representatives, education institutes, local industry leaders and sectors of strength.

"Wellington is actually home to the New Zealand Psychological Society which makes collaborating and working with them more convenient," says Paula.

The city's compactness also makes it easy to hold sessions at off-site locations, including the world's first fully-fenced urban eco-sanctuary Zealandia, the cultural waterfront venue Te Wharewaka and Museum of New Zealand Te Papa Tongarewa.

"We are running immersive learning sessions associated with climate change, cultural and intergenerational trauma, PTSD, disaster recovery and how different spaces support the treatment of neurodiverse individuals," explains Paula.

"This is a new initiative and something that can only be achieved with a city that works so closely together in supporting business events and our initiatives."

The walkability of Wellington is another plus.

"Attendees love being able to walk easily and quickly to and from the event venue, their hotel, restaurants and activities," says Paula.

"The quality of service, food and beverage in Wellington is also always well-loved - add to this the diverse range of venues all within 10-15 minutes that allow us to try new programming ideas and it's a win for everyone attending, as well as us as the organisers."

## Exhibition space adds interest.

Back at Tākina, when it officially opens delegates will be able to visit the ground floor exhibition gallery space when they're not in session.

The space will host international touring exhibitions which will attract both locals and visitors to the city.

The opening exhibition running from June until October is a New Zealand exclusive – Ryan "The Brickman" McNaught's Jurassic World. The exhibition will feature large-scale dinosaurs, props, scenes and activities made from more than six million LEGO® bricks.

For business events planners, having Tākina just across the road from the national museum Te Papa Tongarewa – and operated by Tākina Events as well – makes organising easy.

It allows them to access and book the spaces and services of two of Wellington's premium conference venues together. And it's ideal for delegates with accommodation nearby and the airport a stone's throw away.

For Paula and APS, they love coming to Wellington to experience all that it has to offer, and the ease of working alongside the Business Events Wellington team.

"We know our attendees will walk away with not just a wealth of education but also so many great memories."

The Business Events Wellington team is naturally excited about sharing this stunning new venue. To inquire, contact

[BusinessEvents@WellingtonNZ.com](mailto:BusinessEvents@WellingtonNZ.com) or +64 4 916 1219. ☞



# NEW ZEALAND'S **VIBRANT** **CAPITAL**

OPENING  
**JUNE**  
**2023**

Well-known for its beautiful landscapes and friendly locals, New Zealand has a reputation as a progressive, ambitious nation.

From 2023, New Zealand welcomes **Tākina, a new convention centre in the heart of its capital, Wellington**. Located in the nation's city of decision making, Tākina will be a place to connect, share and collaborate.

**WELLINGTON,  
NEW ZEALAND**

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

Flexible conference  
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**1,600 delegates**

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**4,000+**

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