# ACCI COMMUNICATIONS SUMMIT

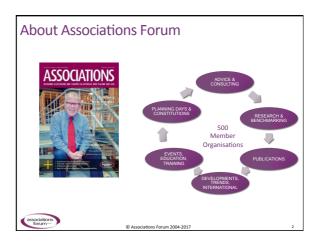
"Serving & Communicating to your Association's Members"

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John Peacock, General Manager, Associations Forum Pty Ltd

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# Facilitator's Career as Association CEO and Volunteer Director

- 20's BCom (UNSW), large corporates; Boards of professional association
- 30's Association manager and CEO of small association; Board of professional association and Chair of local community association
- 3. 40's Established Associations Forum: providing education and advice to associations
- 4. 50's Consolidation of Associations Forum and development of associations in Australasia and Asia
- 5. A lifelong "joiner"



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# Get your fundamentals in order

- 1. "Associations are strong and getting stronger"
- 2. Have good structure, ideally not a federation
- 3. Modern constitution; Board (ideal size is 8)
- 4. Board to be wise, smart, not interfering and meet quarterly
- 5. Board's #1 job is to employ a good CEO
- 6. Strategic plan
- 7. Profits mainly from events, membership, suppliers
- 8. Ample financial reserves
- 9. Lots of capable staff, often younger and more affordable
- 10. Culture that active participation is valuable & advantageous



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#### Serving members with great offerings

- 1. Technical excellence
- Standard setting and accreditation/certification
- 3. Communications and information
- 4. Conferences, exhibitions, networking and awards
- 5. Education and training (linked to certification)
- 6. Economic analysis for sector growth
- 7. Policy positions on issues
- 8. Advocate appropriately to politicians and the community



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#### The database at the heart of the assoc'n

- 1. An association's largest non-fixed-asset investment
- 2. Used by all staff, including the CEO
- 3. The hub of all information and part of the culture
- 4. Modern and searchable
- 5. ..... and more on databases later



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#### Types of communications produced

(AF with Mahlab Media)

- 1. E-newsletter (95%)
- Website: news update
- 3. Social media
- 4. Printed magazine (...also Letters)
- 5. Videos (60%)
- 6. Website: private social network / forums
- 7. Website: blogs / opinion pieces (40%)
- 8. Digital magazine: page-turning replica
- 9. Peer-reviewed journal
- 10. Whitepapers / e-books
- 11. Mobile app
- 12. iPad/ tablet magazine (10%)



#### Survey: member communication challenges

(AF with Mahlab Media)

1. Lack of staff (50%)

- Database capabilities
- Creating compelling and engaging content
- Disengaged members
- Measuring ROI on member communications
- Adapting to new technologies
- Lacking a clear content plan / strategy (25%)
- High production costs
- Ageing membership
- 10. Declining advertising
- 11. Competition with other publications12. Declining membership
- 13. Competition with other associations
- 14. Limits on acceptable advertisers (5%)



### Communications plan

"Chronic underinvestment in comm'ns" - Andrew Bragg Know:

- 1. What content you are sending
- 2. What method (email, social media, print, website?)
- 3. Why send it?
- 4. To whom exactly from database interrogation?
- 5. When are you sending it
- 6. Who is actually sending it?
- 7. Who will it be from?



### The database (again) at the heart

- 1. Members, prospects, suppliers, everyone
- 2. Categorise everyone in various ways
- 3. Involvement in activities and events
- 4. Segmentation of communications based on database fields
- 5. Consider database in light of open rates
- 6. Intelligently tackle unsubscribes use these to your advantage



#### Member engagement

- 1. First, recruit members
- 2. Second, send renewal notices
- 3. Most important, connect ongoing with members
  - Meaningful scheduled phone calls
  - Face-to-face visit
  - · Email in a personal way
- 4. Database must track contact
- 5. Membership engagement is rich and rewarding and we are just starting to learn about it ©



#### Campaigns beyond the membership

- 1. Members want associations to promote their causes
- 2. Most influential industry or professional body: Pharmacy Guild? Minerals Council? Australian Medical Association?
- If a federation, have the same name around the country eg Australian Dental Association; Australian Hotels Association
- 4. Thousands of associations don't consider adopting a probusiness stance: an entity needs to lead them
- Business groups do struggle against anti-business forces but can do better through leadership and co-ordination
- 6. Get members to stick to message too!
- 7. Associations need have a voice to motivate politicians



## Summary

- Have a strong and wealthy-enough association that provides good services
- 2. Develop robust position statements
- Cleverly advocate for positions with the best possible spokespeople – hopefully CEOs who will be there for a number of years
- 4. Being the opposite of 'fake news' will bring success
- 5. The result of communications and advocacy is good outcomes for the association and Australia



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# Thank you!

John Peacock, General Manager, Associations Forum Pty Ltd <u>jpeacock@nfp.net.au</u> 02 9904 8200

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