



Effective Associations Ltd

Building the road you need to get ahead

Membership Engagement

22 April 2021

Association-X

Member Engagement:

business as usual, or the “new normal”

Overview:

- Background: Context from personal experience
- Membership – what is it?
- Value proposition
- COVID impact
- Change management
- Good Governance

EV: Association Management

- ACE NZ – member of FIDIC since 1973
- FIDIC est 1913 – 3 member associations
- Now 102 member countries (4 regions)
- Board of Directors – 9 members
- Executive Committees (finance etc)
- Secretariat in Geneva, Switzerland (CEO + 12 staff)
- Standing Committees & Task Groups – 130 volunteers



1st FIDIC congress 1914



Participants in the 1914 Congress in Berne. Eighteen of the gentlemen mentioned in this History of FIDIC are identified on the photograph as follows: 1 Nagtglas-Versteg, 2 Blochmann, 3 Forssell, 4 Neeser, 5 Flesch, 6 de Grobert, 7 Fono, 8 Lebeau, 9 Roux, 10 Robert, 11 Gnoinski, 12 Leneveau, 13 Prangey, 14 Mathot, 15 Leroux, 16 Couturaud, 17 Masson, and 18 Frandsen.

FIDIC: the Organisation

FIDIC - A typical organization and its functions:

- Statutes – strategic plan, objectives & vision
- Governance structure – values, leadership, ethics, culture
- Best practices – transparency, accountability
- Products & services – for members & clients
- Direct member engagement (volunteers) – be involved
- Diversity/inclusion – future leaders; gender balance

Membership

- Who are the members?
- How well do you know them?
- Membership mapping/mining
- What issues do they deal with?
- What can you do for them/their business?

Value Proposition

- What have you done for me lately?
- Products & Services
- Differentiated?
- Feedback
- Priorities as result of Covid
- USPs?

COVID-19

- Impact on members
- Impact on association
- Impact on revenue, communications etc
- Key sources of common info
- Tailor made products/services
- Review strategies and objectives

Change Management

- Online versus face to face – meetings, AGM, annual conference, training, courses
- Communications
- Resources – people and finance
- Volunteer programmes, committees etc
- Advocacy

Good Governance

- Leadership under pressure
- How identify successors when members struggling with own issues?
- Guidance/inductions when elected
- Risk management
- New skill sets?

Good Governance – Risk Management

- Is there a strategy? How up to date?
- What are the association's key issues?
 - Membership engagement/retention
 - Income generation (cost cutting)
 - Brand reputation
 - Training/education
 - Volunteers and staff
 - Events
 - Business recovery plan

Conclusion

- Associations – people organisations
- Interface between public and private
- Not for Profit, but Not for Loss
- Stakeholders vs Community
- Evolution, or revolution?
- The New Normal, or Same Old?



Thank you!

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EV Background – Association Management

- ACENZ: Association of Consulting Engineers NZ (1990-2004)
 - www.acenz.org.nz
- FIDIC: International Federation of Consulting Engineers (2004-2019)
 - www.fidic.org
- NZSAE, ASAE, ESAE, AuSAE