

## **12<sup>th</sup> World Administrators Summit COUNTRY REPORT**

**COUNTRY:** AUSTRALIA

**REPORT SUBMITTED BY:**

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**ASSOCIATION / NETWORK / ORGANISATION:**

Submitted by Australian Institute of Office Professionals

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As stated in [Administra](#), monitoring and evaluating the World Action Plan is as important as identifying the objectives and strategies of your Association/Network. A major advantage of monitoring and evaluation is that Associations/Networks can learn a great deal about themselves, and how to lead, manage and improve their own activities and status by implementing this Action Plan.

Another advantage is to ensure that the World Action Plan is helpful to Associations/Networks throughout the world in developing their own strategic or business plans.

Each country sending delegates to a World Administrators Summit is asked to report against a selected Goal in Administra.

The Country Reports will be shared on the WA-Summit website as pre-read for the 12<sup>th</sup> WA-Summit.

## **GOAL 4**

### MARKET ASSOCIATION MEMBERSHIP TO ENCOURAGE ACTIVE PARTICIPATION OF YOUNG PEOPLE.

#### Objective 4.1: Create awareness of Professional and Personal benefits of belong to an Internationally recognised Association:

Associations are made up of people who share similar challenges and opportunities. Association members regularly share information, discuss issues, develop standards, and establish rules for best practice within their industry. Associations provide opportunities to meet and engage with peers and colleagues. To AIOP, this is the most important benefit associations can provide.

AIOP is encouraging new younger members through marketing, webinars, meetings, and social media, we encourage the younger members and their associates to join AIOP as we can offer development and connections with others in their field and enhance their business profile.

Having an Industry Association on your resume says you are very committed to your profession and actively participating in its advancement.

The benefits of belonging to a professional association are:

- Ongoing learning, including access to professional development and training.
- Opportunities to shape the future direction of the industry
- Network and collaboration
- Mentoring or similar programs
- Exposure
- Collegiality and inclusiveness
- Job Opportunities
- Professional acknowledgement
- Employer support

#### Objective 4.2: Make use of Modern Technology to promote Association membership:

In a rapidly globalising and modernised world, Associations must promote their membership through various mediums of modern technology. Technology can help disseminate information about the benefits of joining the Association to individuals who may not have heard about the organisation previously.

Associations can use technology to their advantage and promote membership growth via various forms.

#### **Website**

An Association's website should be user-friendly, informative, and visually appealing. In April this year, AIOP upgraded its website to meet industry standards of user experience.

For any Association (or business), its website is the first point of contact for many prospective members. As such, prospects should be able to easily navigate and identify all the information they seek within seconds. Furthermore, including calls-to-action (CTAs) in strategic places is an essential strategy. Pop-ups that prompt individuals to join mailing lists are practical tools to engage new visitors.

#### **Social Media**

AIOP is also refining its social media strategy to better leverage Social media platforms (SMPs). While the social media ecosystem is "noisy" and crowded at best, SMPs are still excellent tools to promote membership uptake and other offers. When implementing an organic growth strategy, these platforms provide a cost-effective way to reach out to individuals who might be interested in joining.

#### **Content**

Content is another critical element in engaging potential members. Growing social media audiences organically is an ongoing challenge. In this regard, a content strategy is a must. It has to include industry-relevant, engaging content that resonates with users. Of vital importance is making sure to post regularly and include links back to the Association's website.

Social media advertising is another option for Associations that have the proper budgets. Social media is a competitive space and, therefore, expensive to get in front of audiences.

Alliance members may consider sharing content through backlinks or collaborative authorship of content.

### **Email Marketing Campaigns**

Email marketing campaigns are a reliable way to use technology to promote membership uptake. Ensuring you have processes to build email lists is critical to growing subscribers who can become potential members. There are, however, strict rules in terms of email collection and Associations must be GDPR compliant and establish transparent privacy of data terms and conditions.

You can use email lists acquired from previous events or other sources to send promotional material about your Association. Make sure to personalise each email as much as possible so it does not look like a generic mass email. Segmentation of email lists allows customisation of emails according to different interests.

In conclusion, modern technology makes it easier to promote membership benefits and reach out to individuals who may be interested in joining Associations. Technology provides a cost-effective way to advertise and allows you to target specific audiences with laser precision.

### [Objective 4.3: Proactively seek support from Corporations and business. Create Awareness of and encourage National Members and their Employers to recognise and support credentialing/accreditation of all Office Professionals:](#)

Credentialing is the process of establishing the qualifications for office professionals and assessing their background and legitimacy. Credentialing grants a designation, by assessing an individual's knowledge, skill, or performance level.

AIOP actively seeks partnerships with Businesses and Corporations under its Corporate memberships area. This encourages employers to recognise the importance of recognizing the value in its office professionals. Credentialing acknowledges the personal challenge and self-improvement of employees.

Credentialing can be used by members to improve salary and advancement opportunities. It also acknowledges the employee's commitment to lifelong learning and career growth.

[Objective 4.4: Attract high quality speakers with relevant topics to Association/Network events:](#)

AIOP has several strategies to attract high quality speakers to our Webinars, Face to face events and meetings.

- Use of social media to find new and interesting speakers.
- The use of speaker websites
- Networking and referrals from other organizations.
- Survey members what they who they would like to see or a topic of interest.
- Gauge the reaction to a speaker – we have repeated speakers that members where interesting in.
- The use of association members who are already influential in their field.

[Objective 4.5: Obtain corporate sponsorships for Administrative/Office Professional Associations:](#)

Essentially, associations use corporate sponsorship to gain visibility for their product or service and to separate themselves from their competitors.

Sponsorships/Partnerships help your association increase its credibility, improve its public image, and build prestige. Like any form of marketing, it should be used strategically to reach your target customers. As you build your marketing plan, research the events, and issues that your ideal members care about.

At AIOP we have different types of sponsorships/partnerships, some in kind and other paid. We have built relationships with companies from different backgrounds that support our mission of recognition and improvement of conditions for and acknowledgement of Office Professionals.



The vocation of the office professional covers a huge range of job titles from entry to executive level and spans many industries. To help advance and promote the profession in Australia, AIOP has formed several strategic or co-operative partnerships in Australia. They are listed below.

**Award Partner**

Drake International (Recruitment Agency)

**National Gold Event Partner**

ICIM

Quest East Perth (Event space)

Karstens (Event space Australia Wide)

**National Supporting Education**

**Partners**

Open Colleges

Upskilled

TAFE – South Metropolitan

**National Supporting Partners**

The Global Assistant

GO Networking

Country Comfort

MY EA Career

NLV – Venue sourcing

Clickstarter

Office Dynamics

AAPNZ

WAS