



WORLD ADMINISTRATORS

SUMMIT

COUNTRY REPORT FOR 12TH WA-SUMMIT

COUNTRY: NEW ZEALAND
SUBMITTED BY: JOANNE GALLOP,
CHAIR ADMINZ

GOALS FOR PROFESSIONAL ASSOCIATIONS AND NETWORKS

GOAL 4: MARKET ASSOCIATION MEMBERSHIP TO ENCOURAGE ACTIVE PARTICIPATION OF YOUNGER PEOPLE

OBJECTIVE 4.1: CREATE AWARENESS OF PROFESSIONAL AND PERSONAL BENEFITS OF BELONGING TO AN INTERNATIONALLY RECOGNISED ASSOCIATION

Strategies

- Make the [Global Skills Matrix](#) a critical tool in all marketing to younger people as it shows a clear career pathway within an international profession.
[AdmiNZ has been actively promoting the GSM, through sessions at our 2021 National Conference and a webinar in March 2022. We have begun conversations with Business NZ and HRNZ to promote the GSM through their networks and memberships.](#)
- Nationally review benefits of membership to ensure that they remain relevant and current for today's needs.
[AdmiNZ is currently reviewing our offerings. At our 2022 AGM we adopted a new constitution which allows for greater flexibility in our membership structure and how members can access benefits.](#)
- Individual Associations/Networks to inform and impress on local members the benefits of participation in their Association/Network's activities.
[The AdmiNZ Board works closely with our groups to ensure that members are kept up to date with the offerings both nationally and locally.](#)
- Nationally review benefits of other international administrative/office professional Association/Networks' memberships to see what works and what does not.
[AdmiNZ works closely with AIOP and the Board Chair meets with the President of AIOP. The National Executive Officer utilises connections internationally to review other associations/networks offerings.](#)

- Co-ordinate local and national marketing initiatives.
This is an area that AdmiNZ is currently focusing on. We see the benefit of a coordinated communications plan that clearly identifies and promotes upcoming events and key dates.
- Within national organisations, regularly survey existing members and conduct exit surveys of departing members.
This is something we have done in the past. We seek informal feedback from members throughout the membership year and follow up with non-renewing members to gain insight as to why they are not renewing.
- Nationally provide opportunities to promote contribution from new members.
With the new governance structure AdmiNZ is excited to be able to offer more leadership opportunities for our members. This includes involvement in national projects and other key events for the Association.
- Nationally provide encouragement to existing members to understand (e.g. through a survey) what young people want from a career:
 - Get involved with local Career Days at secondary schools.
 - Partner with administrative programmes in tertiary schools.
 - Educate the younger generation in networking.

AdmiNZ has engaged with secondary schools at local level. The tertiary sector within Aotearoa New Zealand is still going through massive change and we are not yet clear as to how the profession will be supported in the future. To this end, AdmiNZ has engaged with the new Workforce Development Council to ensure we have a voice as the future is shaped for the profession's qualification. We have also commenced a project to have our own micro-credentials approved by our national qualifications' authority.

- Nationally investigate establishment of different systems: student membership, 'Buddy System', 'Mentoring System' for new and existing members to provide support for different needs.
 - Promote the initiative amongst members for them to offer internship to administrative professional students within their companies.

This is another of our key projects for the coming year.

OBJECTIVE 4.2: MAKE USE OF MODERN TECHNOLOGY TO PROMOTE ASSOCIATION MEMBERSHIP

Strategies

- Internationally and nationally encourage all Associations/Networks to have a website and recommend they be optimised for easy search results.
AdmiNZ's website is currently being refreshed.
- Internationally and nationally encourage all Associations/Networks to use social media technologies to access potential younger members and to maintain contact with younger members.
AdmiNZ has LinkedIn, Facebook, Instagram and Twitter profiles.
- Along with electronic media encourage all Associations/Networks internationally and nationally to have hard copies of newsletters and/or magazines available as a marketing tool to new members.
AdmiNZ only has electronic versions of our newsletter, but these are accessible and shared with new members.
- Through your strategic partnerships seek HR support for mentoring/job shadowing/position descriptions to foster development and growth in younger and "new to the role" employees.
This is not something AdmiNZ has explored yet.

OBJECTIVE 4.3: PROACTIVELY SEEK SUPPORT FROM CORPORATIONS AND BUSINESSES. CREATE AWARENESS OF, AND ENCOURAGE NATIONAL MEMBERS AND THEIR EMPLOYERS TO, RECOGNISE AND SUPPORT CREDENTIALING/ACCREDITATION OF ALL OFFICE PROFESSIONALS

Strategies

- Review current marketing material nationally to use as a tool, to attract new members within companies.
Communications and marketing are our key projects for the coming year.
- Encourage members locally to invite employers to relevant events to showcase the administrative/office professional Association/Network to build an expectation that administrative staff will be members of a professional association.
We had a very successful national conference where we had a CEO panel that allowed us to broaden our reach into more organisations. We used the conference as an opportunity to widen our reach to organisations that were not aware of us. Are annual Administrative Professionals Day events across the country are well attended by employers and are a positive way to strengthen our reach.
- Locally contact employers of prospective and existing members to promote benefits and encourage support of their applications.
This is not something we have looked into yet.
- Encourage members nationally to become accredited/certificated/credentialed Administrative/Office Professionals.
AdmiNZ Certification is widely promoted to our members and gaining and retaining this accreditation is a key part of our membership strategy. We have found with the changes to the tertiary sector that the opportunity for members to gain certification if they do not hold a qualification has been curtailed, hence our decision to develop our own micro-credentials.
- Nationally promote dialogue between administrative/office professionals and management.
Promotion is done on an ad-hoc basis rather than a concerted promotional push.

OBJECTIVE 4.4: ATTRACT HIGH QUALITY SPEAKERS WITH RELEVANT TOPICS TO ASSOCIATION/NETWORK EVENTS

Strategies

- Locally pinpoint topics of interest from members.
Member feedback is regularly sought on topics of interest.
- Locally offer reciprocal promotional opportunities to speakers and members.
Promotion of speakers is a key part of how AdmiNZ operates and what we can do to support our speakers. AdmiNZ also encourages speakers to receive payment (where appropriate) respecting the time and effort put into presenting to our members.
- Associations/Networks locally to seek guidance from experienced members/non-members regarding speakers and encourage members to use their own networks.
AdmiNZ is developing a speaker database of speakers that can present locally and nationally for us. This will allow local groups to be able to access speakers that have already formed a relationship with AdmiNZ.
- Utilise people locally with relevant experience who may not be qualified speakers e.g. own members or members from other Associations/Networks locally, nationally or internationally.
AdmiNZ encourages members to speak at local and national events (webinars and conference).
- Hold a round-table event for executives/HR/administrative professionals focussed on attracting the younger generation.
This is not something AdmiNZ has tried yet.

- Hold panels for students with professionals/industry leaders who started as administrative professionals.
[This is not something AdmiNZ has tried yet.](#)

OBJECTIVE 4.5: OBTAIN CORPORATE SPONSORSHIPS FOR ADMINISTRATIVE/OFFICE PROFESSIONAL ASSOCIATIONS

Strategies

- Nationally identify and market benefits to sponsors.
[Work in progress.](#)
- Locally utilise members' corporate contacts.
[Work in progress.](#)
- Nationally stage activities with recognisable sponsorship benefits.
[The AdmiNZ National Conference and Administrative Professional Award are nationally recognised events that sponsors are able to engage with. This continues to be a focus for the AdmiNZ Board.](#)
- Provide members locally with strategies to gain employer sponsorship.
[Work in progress.](#)
- Partner with technology companies to determine how social media can attract the younger generation to this profession.
[This is not something AdmiNZ has tried yet.](#)

GOALS FOR INDIVIDUAL ADMINISTRATIVE PROFESSIONALS

GOAL 4: ENCOURAGE AND INVOLVE YOUNGER PEOPLE IN YOUR ROLE

OBJECTIVE 4.1: THE VALUE OF YOUR PROFESSIONAL ASSOCIATION/NETWORK

Strategies

- Discuss the [Global Skills Matrix](#) as a valuable guide to a clear career pathway showing the levels and the required skills to achieve each level.
- Discuss the value of joining a professional Association/Network with your younger work colleagues.
- Take/invite younger colleagues to a local Association/Network meeting (as your guest), to a seminar or professional development opportunity, a webinar or conference and help them build a business case to have your workplace pay for it.
- Become a mentor.

OBJECTIVE 4.2: CREDENTIALING

Strategies

- Ensure younger colleagues know about relevant qualifications, certifications and credentialing, both national and international.
- Support younger colleagues to attain qualifications, certifications and credentialing.
- Become a mentor.

OBJECTIVE 4.3: TECHNOLOGY

Strategies

- Seek younger colleagues' skills with technology especially social media if you need it.
- Direct younger colleagues to webinars of relevance to them (not only on technology but the wide array of skills and knowledge that the administrative role requires).
- Become a mentor, be known as willing to share your skills and knowledge.