

## 11<sup>th</sup> World Administrators Summit COUNTRY REPORT

**COUNTRY: UK**

**REPORT SUBMITTED BY: Marion Lowrence**

**ASSOCIATION / NETWORK / ORGANISATION: The PA Hub Network**

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 11<sup>th</sup> WA-Summit.

***Please explain how your Association/Network/Organisation is using Goal 1 to develop your activities:***

### Goal 1: Managing Administrative Skills

**Objective 1.1: Enhancing the perceived value of administrative/office professionals:**

My Network, The PA Hub, is constantly talking to our members through support groups, one to ones, training and development to enhance the value of our profession. We are very visible on social media and have a dedicated website with a positive slant on all things administration. We have a very strong regional presence in the north of England and now a national/international audience with our digital offerings and I personally have a large international network that I am able to plug into which helps raise the perceived value of our profession. We constantly talk to members and also the businesses themselves to see what they require from their administration staff. We also talk with other like-minded networks and associations which again is promoting the unity within our profession.

**Objective 1.2: Increase awareness of the value of administrative skills in business:**

We encourage training to upskill and keep up to date within the profession. We encourage being part of a network/association to have your voice heard on a larger scale and to be part of a community striving to promote value and awareness of the administration profession. We also work closely with a number of recruitment agencies who will promote our services to assistants who are looking for work and further promoting the value of administration skills. We have a lot of work to do in educating businesses to the



importance of administration skills and we are having conversations as and when we can get in front of businesses using our services.

**Objective 1.3: Have globally recognised credentialing/accreditation:**

This is not something we have been involved in as a network as yet but do agree on the principles of this.

**Objective 1.4: To encourage businesses and the global community to view the administrative/office professionals' role as a career:**

We as a network are constantly shouting about this profession as a career. I as the Founder of The PA Hub and as a former EA I started the network due to the fact it was my chosen career and wanted some development and training around the role and could not find anywhere in the UK providing that at the time. We provide a safe space for admins to network, train and development in their roles. We encourage levelling up and adding value and being a pro-active assistant rather than reactive as the reactive roles are disappearing with automation. At present we have no government support on this.

**Objective 1.5: Achieve common understanding between training providers, administrative/office professionals associations and employers about the value of a required qualification and/or credentialing/accreditation:**

This is not something we have done as a network as yet but do agree with the principles of this.

**Objective 1.6: Associations contribute to recognise the professional and personal development of their administrative/office professional members:**

We are constantly providing education through our events, support groups, conferences and social media groups to our members and to those in administration roles outside of our membership. As we are a business we are not as formal as an association. We listen to our members and the businesses around us and particularly now following the pandemic have had to adjust, adapt and pivot the business to work in a lockdown situation. As a network we have been adversely affected and all income literally ceased overnight back in March 2020 so we are limited to what we can do. As we rebuild the network back up within the hospitality and travel industry where a lot of our revenue comes from we have managed to keep the membership ticking over digitally until we can restart the local events regionally again although we also will take the digital membership forward as part of our permanent offering. However, it has given us time to reassess and talk more with the members and businesses so in that respect we are feeling that we are more up to date with the needs all round and introduced some great resources and discussion groups we didn't have before.

**Objective 1.7: Investigate the logistics of forming an international body to look at developing a global framework in which qualifications, accreditation, certification and professional development could be recognized internationally.**

Discussions to have at the summit.

