



AUSTRALASIAN INSTITUTE  
OF MARINE SURVEYORS

# Shipshape

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**Bulk carrier safety, efficiency  
reshaped by new rules, tools**

**YEAR'S END A TIME TO REFLECT**

# Building membership value

I AM grateful to Andrew Gosbell from the Associations Forum for an invitation to speak at a recent Queensland Association Lunch held at the Brisbane Convention & Exhibition Centre, focusing on my views on building value for the members I represent.

## Building your value proposition



involves a mix of understanding your members, making sure you communicate with them regularly, and understanding the business and industry level issues they face.

The relationship-building element is crucial within and external to not-for-profits.

The relationships you foster (in the case of AIMS, our important partnerships with Austbrokers Countrywide, Boating Industry Association, Boating Industry Association of Victoria, Boating Industry Association of Western Australia and WISTA Australia) help to build capability within each organisation and an understanding that your members impact individuals, businesses and industry outside their own spheres of influence.

Andrew asked me what my key learnings have been. For me, they included:

- 1 building relationships;
- 2 improving member and public communications;
- 3 building trust with your senior leaders within and outside the organisation; and
- 4 ever forgetting that organisations like AIMS are only successful with the generous contributions of members volunteering their time and expertise on Boards, committees or feedback on government reviews.

I am aware that the process of building membership value is ongoing and will pose challenges but you should expect this and keeping a lifelong learning and continuous improvement mindset has guided my practice.

Links:

- [Associations Forum](#)
- [Brisbane Convention & Exhibition Centre](#)
- [Austbrokers Countrywide](#)
- [Boating Industry Association](#)
- [Boating Industry Association of Victoria](#)
- [Boating Industry Association of Western Australia](#)
- [WISTA Australia](#)

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