



HUB ACCELERATOR SERIES

12 PROVEN STEPS TO GROWTH

GROWTH THROUGH INNOVATION



Overview

12 STEPS TO GROWTH

1. Know where your churn is
2. Member onboarding
3. Online joining
4. Member portals
5. List building
6. Automated recruitment journeys
7. Promotions
8. Help people identify with us
9. Member services
10. Be relevant - action worthy issues
11. Unfinancial members
12. Modern systems and skills

1. Where is your churn?

BE DATA DRIVEN

At risk members need to be identified and actions taken to retain them. Groups with higher than average churn should be addressed.

DO THE MATHS!

If you have 10,000 members and 1500 leave, you have a churn rate of 15%.

$$\text{Churn rate: } 1500/10000 = 15\%$$

If your churn rate is 15%, your average membership tenure is 6.66 years.

$$\text{Tenure: } 1/.15 = 6.66 \text{ years}$$

If your membership fees are \$650 a year and tenure is 6.66 years, every new member is worth \$4,333.

$$\text{Lifetime value: } \$650 \times 6.66 = \$4,333$$

Maths (assuming fee \$650 p.a.)

Lifetime Value = $1 / \text{churn rate} \times \text{membership fee}$

$$1 / \underline{.15} \times 650 = \$4,333$$

Improve retention $1 / \underline{.13} \times 650 = \$5,000$

2% point improvement $\$5,000 - \$4,333 = \$677$

If we recruit 3,000 members in a year?

$$3000 \times \$677 = \$2 \text{ million}$$

2. Member onboarding

AUTOMATED WELCOME PROCESSES

If we can keep members for the first couple of years, for most unions the member is likely to remain for several years.

This is a process. It is about making sure that each members gets a personalised welcome, introducing them to all the ways that union membership is essential.

The aim is to ensure the new member engages with or utilises 2-3 services or activities. You will need a different onboarding journey for each key segment.

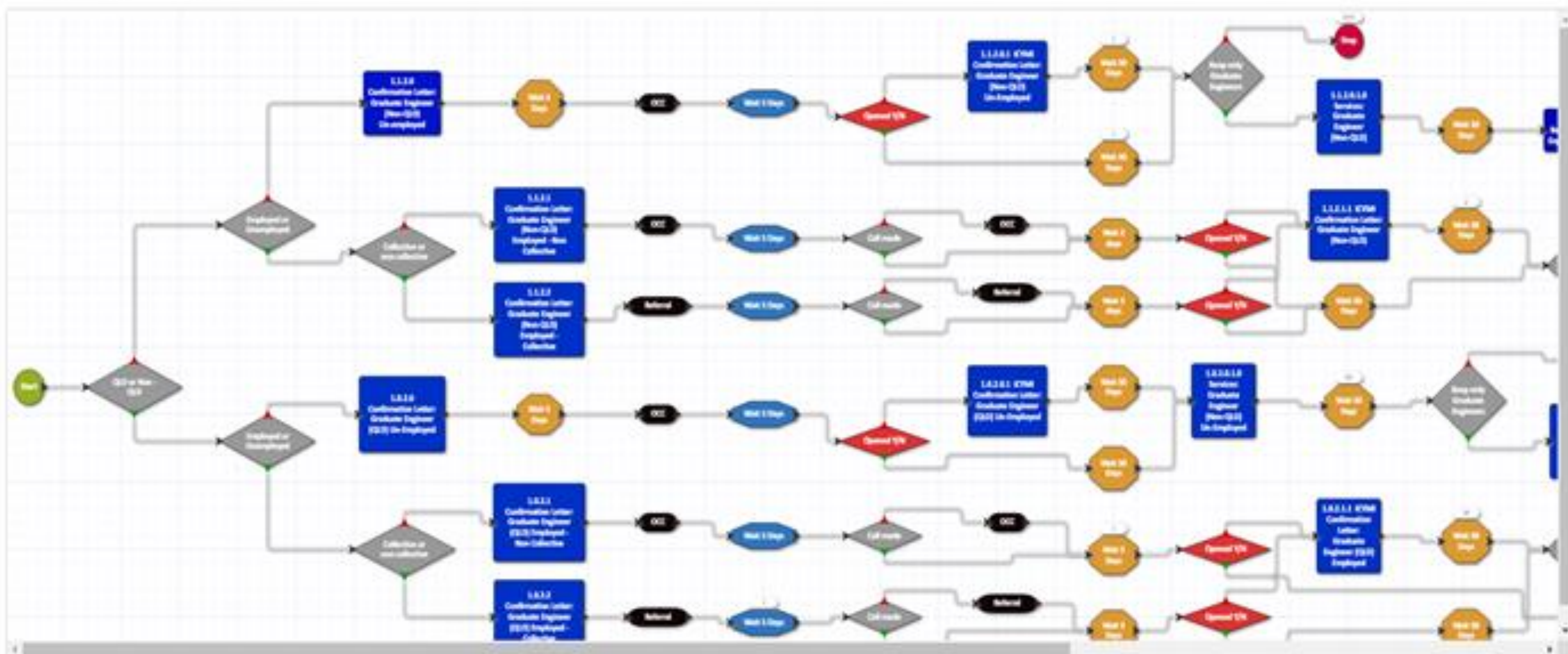
Marketing Automation Onboarding



1.2 Welcome Process: Graduate Engineer

Overview Flow Subscribers Mailings

Zoom 0.5



3. Online joining

MAKE IT EASY TO BECOME A MEMBER

If a member can't join online with a short, simple form we are throwing away potential members.

Some of the information you need can be collected after the member joins. Keep it simple and get the payment details.

Measure the abandon rate - the number of potential members who start joining and failed to complete the form.

Re-market via email, Google, Facebook (insert a Pixel)

Keep Pharmacies Safe

COVID-19 Testing in Community Pharmacies

[SIGN THE PETITION](#)

Who we are

PPA is not just a union – we are also a professional association with a membership of over 7,000 pharmacists.

[FIND OUT MORE](#)

What we do

PPA also offers members opportunities for professional development, as well as a wide range of services and benefits.

[FIND OUT MORE](#)

Join now

Our team is dedicated to providing the services and advice you need to get ahead in your profession and build an amazing career.

[FIND OUT MORE](#)

Join PPA

Become a Professional Pharmacist member

Our network of 25,000 Australian professionals are working together for a better future for all our members.

STEP 1 STEP 2 STEP 3 STEP 4 STEP 5 STEP 6 THANK YOU

Enter personal details

If you were previously an PPA member or have already created an account please click [here](#) to login or reset your account.

| | |
|-------------------|--|
| Prefix | <input type="text" value="(None)"/> |
| *First name | <input type="text"/> |
| Middle name | <input type="text"/> |
| *Last name | <input type="text"/> |
| *Organization | <input type="text" value="Enter an organization"/> |
| *Email | <input type="text"/> |
| Username | <input type="text"/> |
| *Password | <input type="password"/> |
| *Confirm password | <input type="password"/> |

The password must be at least 7 characters long and contain letters and numbers as well as 2 special characters excluding < and >.

[NEXT](#)

4. Member portals

MEMBERS' UNIQUE HOME PAGE

When a member opens the web site it should welcome them by name and provide them with content they are likely to be interested in.

This requires unions to have clear **segments**. Content and services relevant to each segment is also required.

The member portal should also let them change their details, find out how much they paid last financial year, let the union know of a work problem they need advice on, find their delegate and next pay rise.

Member activity on the site should be tracked so the union better understands each member's interest.

Federal Budget Analysis - 2020/21

Posted on: 12/31/2020



Financial literacy bootcamp for women

Posted on: 11/11/2020



Keep Pharmacies Safe

Posted on: 14/09/2020

MORE NEWS

Federal Budget Analysis 2020/21

CLICK HERE

Get Help



BOOK A SERVICE

We are here to help with workplace disputes, contract reviews, career coaching and advice, and more. Make an appointment today!

Select a service

(None) ▼

GO



MY WORKPLACE

We have a team of lawyers and industrial officers available to help with workplace disputes, contract reviews and information about your rights and conditions.

GO TO MY WORKPLACE



MY CAREER

PPA can help you get ahead in your career with our range of professional development courses, accreditation programs and career services.

GO TO MY CAREER

Name: Mr Nathan Daniel Price

Member no: 910270

Title: Principal Consultant

Company:

Email: nath@illuminated.consulting

Mobile: 0413 888 499

UPDATE MY PROFILE

Professional Pharm... 6,997 likes

WHAT'S IN THE BUDGET | In our Pre-Budget submission, we noted that a vibrant and sustainable STEM workforce is essential to virtually every goal we have as a nation - including rebuilding the Australian economy as we move through the stages of the pandemic and that we need to increase R&D investment. Click here for more: <http://ow.ly/LXbv5GBQ0Kc> #budgetfacts #union #federalbudget

Budget 2020/21 STEM and Research

Members have access to a wide range of tools designed to support you in developing your career, no matter whether you are graduating from university, in the middle of your career or heading towards retirement.



THE COLLECTIVE

The Collective, one of the most powerful member benefits in Professionals Australia history. It is your connection to an incredible resource: 23,800+ of your colleagues who share your challenges, uncertainties and successes.

WELCOME TO THE COLLECTIVE



SURVIVAL GUIDE COVID-19 PANDEMIC

Covid 19 is generating all kinds of challenges for those in work and for those who find themselves out of work. These are all challenges that Professionals Australia is experienced in assisting and advising our members. We have collected here our knowledge and experience to help you navigate these difficult times. This will be updated with relevant information when legislation or other factors change.

READ GUIDE



PROFESSIONAL DEVELOPMENT

Membership with the Association of Professionals Australia gives you access a range of free and discounted professional development activities. We can also help you keep a log of all your professional development activities right here, making renewal easy!

CPD PORTAL



AUSMED CPD

Ausmed's online CPD and portfolio is now available to PPA Assist and Complete members.

Available as both a mobile app and desktop website, the Ausmed portfolio will help you maintain a record of learning from all education providers in a central place. If you are audited by the PBA, you can instantly print off a full PDF report of your documentation complete with reflections, evidence and links to the Standards.

PPA members also have access to Ausmed's 900+ interprofessional educational resources, normally only available via a subscription of \$360 per year. Additionally, Ausmed's content partnerships enable you to discover and access resources from many other trusted providers including the National Prescribing Service (NPS).

In 2020, PPA and Ausmed are working together to develop specific education that meets the needs of our members. We welcome your feedback.

- Federal Budget Analysis - 2020/21
- Financial literacy bootcamp for women
- Keep Pharmacies Safe
- R U OK? Day 2020
- Meet our CEO
- Workplace stress
- Power over the public interest
- COVID19 - New Restrictions for Victoria
- WGEA Report
- Video Conference exhaustion
- Paid Pandemic Leave Rejected by the Fair Work Commission
- New Minimum Pharmacy Award Rates of pay

MORE NEWS

5. List building

BUILD A LIST AND TURN THEM INTO MEMBERS


It is now relatively easy to build a large list of potential members. The bigger the funnel of potential members the more chances of new members.

- Mapping the workplace
- Running petitions
- Campaign activity
- Advertising
- Reverse/content marketing
- Social media
- Targeted LinkedIn networking
- Past members- the lowest hanging fruit

Need a digital advertising budget.

LinkedIn navigation bar: Home, My Network (7), Jobs, Messaging (3), Notifications (53), Me, Work, Learning.


DevOps Webinar - Operations: Past, Present, and Glorious Future Ad ...



City of Melbourne
Government Administration · Melbourne, VIC · 91,995 followers

Business, admin, cultural & recreational hub of Victoria, Australia.

[+ Follow](#) [Visit website](#)

 Giulia works here [See all 1,421 employees on LinkedIn](#)

 Giulia Baggio, Michelle Blicavs, and 1 other shared connection



D'Arcy Butler · 2nd
Adviser to the CEO at City of Melbourne
Melbourne, Australia


[Connect](#)

 Giulia Baggio and Richard Duffy are shared connections



Nic Frances Gilley MBE · 2nd
Co-Founder & CEO at DC Power Co
Melbourne, Australia

[Connect](#)

 Lucas Cook, Giulia Baggio, and 2 other shared connections



Georgie Meyer · 2nd
Team Leader Community Engagement at City of Melbourne
Melbourne, Australia


[Connect](#)

 Giulia Baggio and Hakan Akyol are shared connections



Joanne Wandel · 2nd
Acting General Manager Capital Projects and Infrastructure at City of Melbourne
Melbourne, Australia

[Connect](#)

 Giulia Baggio is a shared connection



Letitia Hatton · 2nd
Deputy Director, Public Affairs and Media at City of Melbourne
Melbourne, Australia


[Connect](#)

 Ian Porter is a shared connection



Krista Milne · 2nd
Strategy | Climate | Leadership | Partnerships
Melbourne, Australia

[Connect](#)

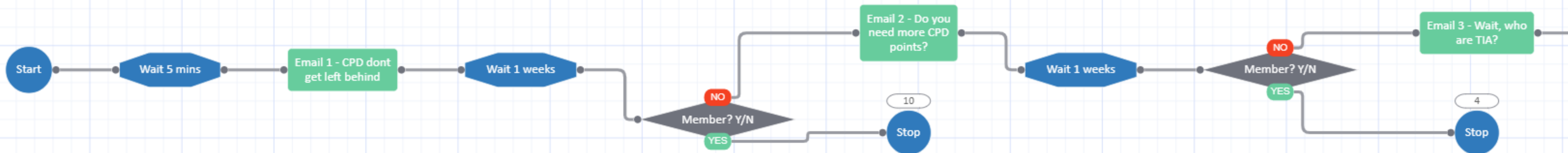
 Giulia Baggio, Ian Porter, and 2 other shared connections

6. Recruitment journeys

ASK THEM TO JOIN

We need to convert our lists to members. Email workflow journeys are a series of automated emails that are tailored to each individual.

Recruitment journeys allow potential members to find out more about us and see many reasons why they should join - tailored to them.





You might have heard of TIA though you may not be sure who we are. We're emailing you today to **tell you a bit about us.**

For starters, TIA stands for Translators and Interpreters Australia. **We are the union for translators and interpreters.**

We don't represent employers; we don't represent language service providers or agencies. We don't represent the government, and we don't represent NAATI. **We represent you**, the translators and interpreters on the ground each day, providing these vital services.

We know **you need a voice**, and we believe your voice is worth listening to. A large number of your colleagues agree and are already members, with many more joining every day.

We advocate and **fight for the issues** that are important to you.

We **fight for better pay**, in the form of higher minimum rates; we lobby governments, **we take on underpaying employers** and help you take care of your professional development needs.

Together, we can win the fight.

Join today!

Translators and Interpreters Australia is a division of Professionals Australia
Professionals Australia is registered as the Association of Professional Engineers, Scientists and Managers, Australia.
GPO Box 1272, Melbourne VIC 3001 | 1300 273 762 | ABN 99 589 872 974
www.professionalsaustralia.org.au/translators-interpreters - tia@professionalsaustralia.org.au

If you do not want to receive these mailings in the future, [click here to opt-out](#).
[Click here to unsubscribe](#) from all Professionals Australia mailings.



As a requirement for Translator and Interpreter recertification, **you must complete a certain amount of professional development.**

Being a member of Translators and Interpreters Australia gives you **FREE access to CPD** webinars, events and workshops across Australia.

Only **members will be able to attend CPD** sessions for free. Non-members will be charged a fee to attend.

Not a member? Join us and **save on costs** instead of paying the full price to attend CPD workshops.

You can join today for only **\$18 a month!**

Join today!

Translators and Interpreters Australia is a division of Professionals Australia
Professionals Australia is registered as the Association of Professional Engineers, Scientists and Managers, Australia.
GPO Box 1272, Melbourne VIC 3001 | 1300 273 762 | ABN 99 589 872 974
www.professionalsaustralia.org.au/translators-interpreters - tia@professionalsaustralia.org.au

If you do not want to receive these mailings in the future, [click here to opt-out](#).
[Click here to unsubscribe](#) from all Professionals Australia mailings.



Australians are facing a crisis like never before. Our safety, our families, our jobs and our financial security are all on the line as we seek to tackle this issue together.

At Translators and Interpreters Australia, we want you to know that **we have your back.**

Our team are here to help, whether it's an issue affecting your whole workplace, or just you. In times of crisis, some employers don't do the right thing, and that's why we're here.

We have your back.

If you are not a member, there's never been a more important time to join your union.

We work for you.

Join now!

Translators and Interpreters Australia is a division of Professionals Australia
Professionals Australia is registered as the Association of Professional Engineers, Scientists and Managers, Australia.
GPO Box 1272, Melbourne VIC 3001 | 1300 273 762 | ABN 99 589 872 974
www.professionalsaustralia.org.au/translators-interpreters - tia@professionalsaustralia.org.au

If you do not want to receive these mailings in the future, [click here to opt-out](#).
[Click here to unsubscribe](#) from all Professionals Australia mailings.



Half way

12 STEPS TO GROWTH

1. Know where your churn is
2. Member onboarding
3. Online joining
4. Member portals
5. List building
6. Automated recruitment journeys
7. Promotions
8. Help people identify with us
9. Member services
10. Be relevant - action worthy issues
11. Unfinancial members
12. Modern systems and skills

7. Promotions

SHOCK - POTENTIAL MEMBERS ACT LIKE CONSUMERS!

Membership has to meet a need and the worker needs to see membership as a benefit. But that does not always lead to membership.

A reason to make the decision now helps.

If you join now fees are 50% off for the first 3 months helps people make a decision. It also helps staff and delegates trying to recruit the worker.

In new areas alternate membership packages also work - enabling them to try membership with a lower cost and risk.

Despite the concerns there is no evidence that these initiatives impact revenue from existing members.



Hi ,

It's been a while since you left, and we miss you.

We get it, you had a lot going on, and we drifted apart. But we want you back!

A lot has changed since you left, and it's never been better value to be a member of the [Association of Professional Engineers Australia](#).

Since you left, **we cut our prices by over 30%**. You can now **become a full member for just \$42 a month**.

At the same time we were slashing our fees, we were ramping up our services. Our careers services can help you get that next job or promotion. Our pay information, personalised reports and calculators can help you get a pay rise. Our professional development courses can help you hone your skills, and our accreditation program can help you stand out.

And of course, if you find yourself in a bind at work, our team of lawyers have your back.

[We want you back. Join today](#)

P.S. Our revamped member rewards program saves members \$100s each year on Australia's biggest brands, making membership cost practically nothing!



The Association of Professional Engineers Australia is a division of Professionals Australia. Professionals Australia is registered as the Association of Professional Engineers, Scientists and Managers Australia. GPO Box 1272, Melbourne VIC 3001 | ABN 99 589 872 974 1300 273 762 | engineers@professionalsaustralia.org.au

To manage which emails you receive from APEA, [click here](#). [Click here to unsubscribe](#) from all Professionals Australia mailings.



Let's play a game. A numbers game.

30% - That's the amount we have cut from our membership fees.

\$42 – That's all it will cost per month to get back on board.

1,694 – That's the number of legal matters our lawyers handled for members just last year.

1,000s – That's how much you could save on groceries , fuel, travel and retail with our revamped member rewards program.

\$0 – The cost of a basic financial plan for members, or the cost of our new personalised salary reports.

23.8% - that's how much more engineers get paid when they hold our RPEng accreditation.

1 – That's how many steps you are away from that promotion with our careers services team behind you.

∞ - **The value!**

So, what are you waiting for?

[Join today for just \\$42 a month](#)



The Association of Professional Engineers Australia is a division of Professionals Australia. Professionals Australia is registered as the Association of Professional Engineers, Scientists and Managers Australia. GPO Box 1272, Melbourne VIC 3001 | ABN 99 589 872 974 1300 273 762 | engineers@professionalsaustralia.org.au

To manage which emails you receive from APEA, [click here](#). [Click here to unsubscribe](#) from all Professionals Australia mailings.



Hi ,

Long time no see.

A lot has changed since we last saw each other.

It's fair to say we've trimmed down a little. At least, **we've trimmed our prices - by 30% - to only \$42 a month. It's tax deductible too.**

And at the same time, I guess you could say we've grown. We have added personalised remuneration reports, salary calculators, professional development courses and free financial plans. We have revamped our member rewards program, and we have boosted our career services game.

And we have double down in our advocacy for a stronger engineering profession. But at the same time, deep down, a lot is the same. We are still committed to engineers. We are still committed to better pay, and better conditions.

Our lawyers are still on hand for members in need.

And we are still here for you, at every stage of your career.

[So come back old friend. There's never been a better time to be a member. Join today.](#)



Hi Valued Member

There are many reasons why engineers join APEA.

Once upon a time, you had your reasons too.

We're emailing you today to ask that you consider getting back on board, and join together with other engineers trying to make a difference.

Engineers need a voice.

Engineers are one of the most vital groups of professionals to Australia's future. They design our roads, our buildings, they manage our utilities, they make our transport networks function and they imagine our future. But one thing they don't often manage is the budget. Too often our future is hamstrung by a lack of engineering voice at the decision-making table.

One engineer is easily ignored. **Thousands of engineers together, present a very different proposition.**

Some organisations out there claim to represent engineers, and instead represent their employers.

At APEA, it's the engineers we care about.

To make things easier, we have **cut our prices by over 30%**. You can now become a **full member for just \$42 a month**.

[So join today](#)

8. Help members identify with US

TELL WORKERS WE ONLY EXIST FOR THEM AND HELP THEM IDENTIFY WITH US

Don't assume workers know we are not-for-profit, member owned and run.

You need to tell them. It makes a significant difference!
So does telling them they can resign at any time.

Most websites you buy from also offer a money back guarantee! Why? Because virtually no one uses it, but it reduces the risk of acting.

We were called 'trade' unions for a reason. The closer our name and brand is to the identity of the potential member the better the chances of them connecting. Use sub brands that are clearly part of the overall union.

9. Member services

BROADEN THE VALUE PROPOSITION

Workers join for a range of reasons:

- work insurance - in case they have a work issue or risk
- collective - to contribute to the bargaining or campaign effort
- voice - to help shape their industry, vocation or workplace for the better;
- identity - to fit in socially and feel valued.

Unions can add to the reasons to join with additional services which provide individual utility and benefit.

There is nothing wrong with an individual benefiting because the collective exists. The package also helps retain members in between campaigns and bargaining.

Additional services need to fit workers' needs .

Federal Budget Analysis - 2020/21

Posted on: 12/31/2020



Financial literacy bootcamp for women

Posted on: 11/11/2020



Keep Pharmacies Safe

Posted on: 14/09/2020

MORE NEWS

Federal Budget Analysis 2020/21

CLICK HERE

Get Help



BOOK A SERVICE

We are here to help with workplace disputes, contract reviews, career coaching and advice, and more. Make an appointment today!

Select a service

(None) ▼

GO



MY WORKPLACE

We have a team of lawyers and industrial officers available to help with workplace disputes, contract reviews and information about your rights and conditions.

GO TO MY WORKPLACE



MY CAREER

PPA can help you get ahead in your career with our range of professional development courses, accreditation programs and career services.

GO TO MY CAREER

Name
Mr Nathan Daniel Price

Member no
910270

Title
Principal Consultant

Company

Email
nath@illuminated.consulting

Mobile
0413 888 499

UPDATE MY PROFILE

Professional Pharm...
6,997 likes

Professional Pharmacists Australia
10 hours ago

WHAT'S IN THE BUDGET | In our Pre-Budget submission, we noted that a vibrant and sustainable STEM workforce is essential to virtually every goal we have as a nation - including rebuilding the Australian economy as we move through the stages of the pandemic and that we need to increase R&D investment. Click here for more
http://ow.ly/LXbv5G0Q0ic
#budgetfacts #union #federalbudget

Budget 2020/21
STEM and Research

Members have access to a wide range of tools designed to support you in developing your career, no matter whether you are graduating from university, in the middle of your career or heading towards retirement.



THE COLLECTIVE

The Collective, one of the most powerful member benefits in Professionals Australia history. It is your connection to an incredible resource: 23,800+ of your colleagues who share your challenges, uncertainties and successes.

WELCOME TO THE COLLECTIVE



SURVIVAL GUIDE COVID-19 PANDEMIC

Covid 19 is generating all kinds of challenges for those in work and for those who find themselves out of work. These are all challenges that Professionals Australia is experienced in assisting and advising our members. We have collected here our knowledge and experience to help you navigate these difficult times. This will be updated with relevant information when legislation or other factors change.

READ GUIDE



PROFESSIONAL DEVELOPMENT

Membership with the Association of Professionals Australia gives you access a range of free and discounted professional development activities. We can also help you keep a log of all your professional development activities right here, making renewal easy!

CPD PORTAL



AUSMED CPD

Ausmed's online CPD and portfolio is now available to PPA Assist and Complete members.

Available as both a mobile app and desktop website, the Ausmed portfolio will help you maintain a record of learning from all education providers in a central place. If you are audited by the PBA, you can instantly print off a full PDF report of your documentation complete with reflections, evidence and links to the Standards.

PPA members also have access to Ausmed's 900+ interprofessional educational resources, normally only available via a subscription of \$360 per year. Additionally, Ausmed's content partnerships enable you to discover and access resources from many other trusted providers including the National Prescribing Service (NPS).

In 2020, PPA and Ausmed are working together to develop specific education that meets the needs of our members. We welcome your feedback.

- Federal Budget Analysis - 2020/21
Posted on: 12/31/2020
- Financial literacy bootcamp for women
Posted on: 11/11/2020
- Keep Pharmacies Safe
Posted on: 14/09/2020
- R U OK? Day 2020
Posted on: 1/10/2020
- Meet our CEO
Posted on: 25/06/2020
- Workplace stress
Posted on: 11/06/2020
- Power over the public interest
Posted on: 12/06/2020
- COVID19 - New Restrictions for Victoria
Posted on: 7/08/2020
- WGEA Report
Posted on: 7/08/2020
- Video Conference exhaustion
Posted on: 6/08/2020
- Paid Pandemic Leave Rejected by the Fair Work Commission
Posted on: 28/07/2020
- New Minimum Pharmacy Award Rates of pay
Posted on: 2/07/2020

MORE NEWS



Climate Change

Our expert panel from the Australian Institute of Business discusses some of the thornier questions around climate change, like why businesses find it so hard to move away from established practice in addressing climate change and how you as an individual can leverage yourself to create a difference many times greater than your individual actions alone

[Click here to begin](#)



Present Online like a pro

For those who are new to presenting online using online tools like Zoom or Microsoft teams to present or join online meetings while working from home.

[Click here to begin](#)



Job Hunting in the 21st Century

Let your LinkedIn do the talking and utilise online tools to help you stand out while job hunting to not only advance your career but to support your personal brand.

[Click here to begin](#)



Managing team conflict and its causes

Reflect on team dynamics, team interactions and how we can move into an area of deep collaboration and co-creation together.

[Click here to begin](#)



Thinking on your feet

Learn to harness your on the job and life experience with strategies to help you to develop and become better at thinking on your feet.

[Click here to begin](#)

10. Be relevant - action worth issues

NO LEVEL OF SERVICES REPLACES THE BASICS THAT TOGETHER WORKERS CAN WIN

We exist to help workers get ahead and to create productive, just and fair workplaces, industries and society.

The more members and the more active members, the better the wins.

We have a greater chance of organising workers if we run on contemporary, action worthy issues supported by workplace leaders.

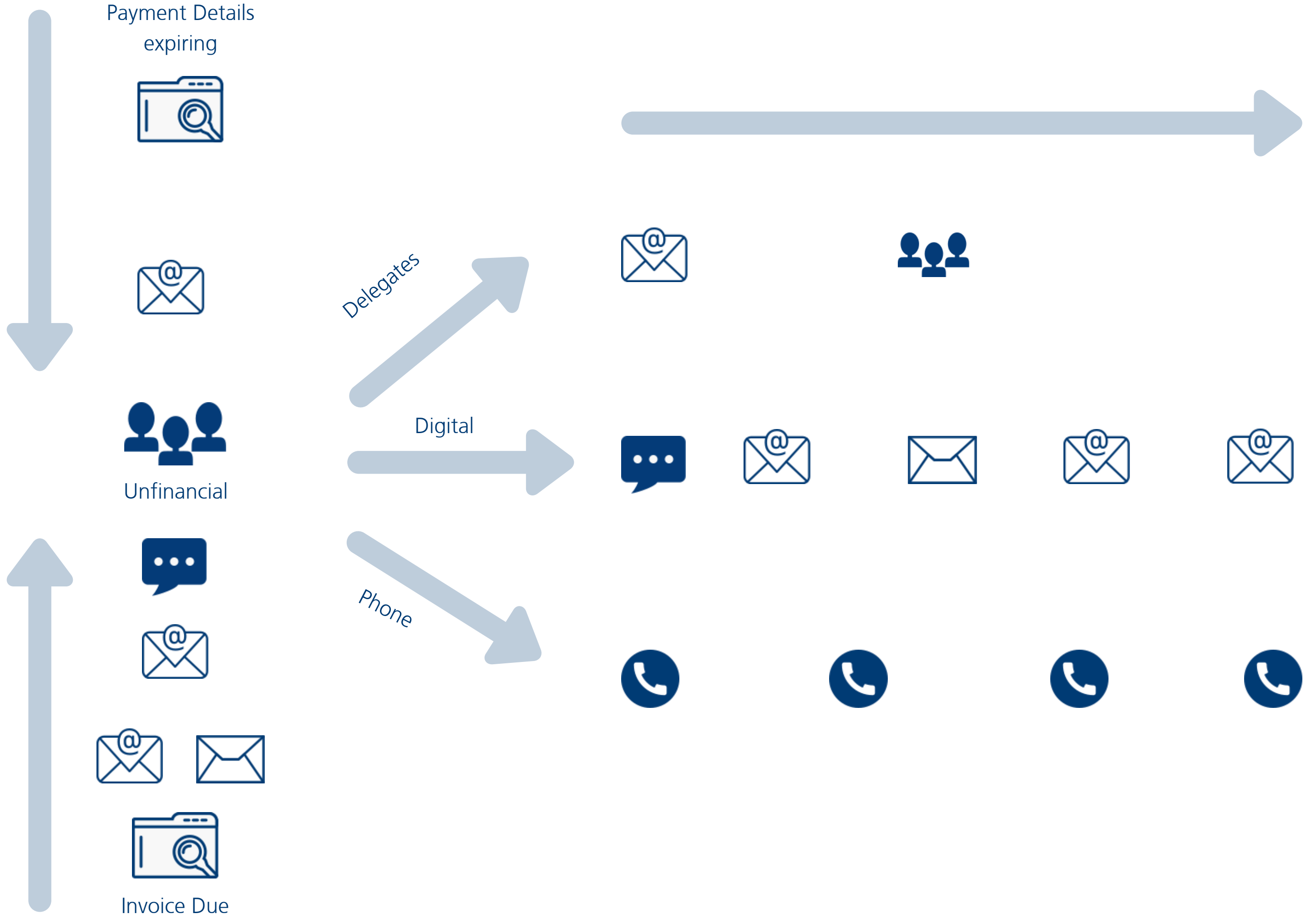
The issue is not enough, workers need to see a credible and comprehensive multifaceted game plan.

The campaigns we run and how we conduct ourselves also help define our brand.

11. Unfinancial members

BEST PRACTICE FOLLOW-UP OF UNFINANCIAL MEMBERS

When a member drops off payments or resigns we must act quickly. A best practice approach will see over 70% of drop offs saved and over 20% of resigning members stay.



12. Modern systems and skills

INVEST IN MODERN SYSTEMS, DIGITAL SKILLS AND CREATE A CULTURE OF HAVING A GO

Modern systems: Modern CRM system such as iMIS, an integrated CMS allowing dynamic websites. Integrated marketing automation software such as Higher Logic Communications (emails and automated member journeys) is also essential.

Skills: Unions desperately need digital marketers and online organisers and campaigners, in addition to a database analyst. They should also offer the tool and training to staff.

Culture: Arguably getting the culture right is the most important element to growth. A focus on understanding what workers need and want, not treating them all the same and not asking them to fit us. And we need to have a go- try new things.

Invest: More of the same will not achieve a better result. Unions need to invest in infrastructure and skills.

Measure: Data driven decision are critical. Dashboards that can slice and dice the data by industry, occupation, organiser and career stage are critical.



REVENUE
\$55,584



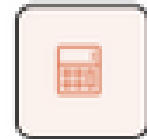
MEMBERS
72



GAINS
72



LOSSES
72



UNFINICIALS
72

SLICER PANEL

STATE

All

TYPE

All

DIVISION

All

INDUSTRY

All

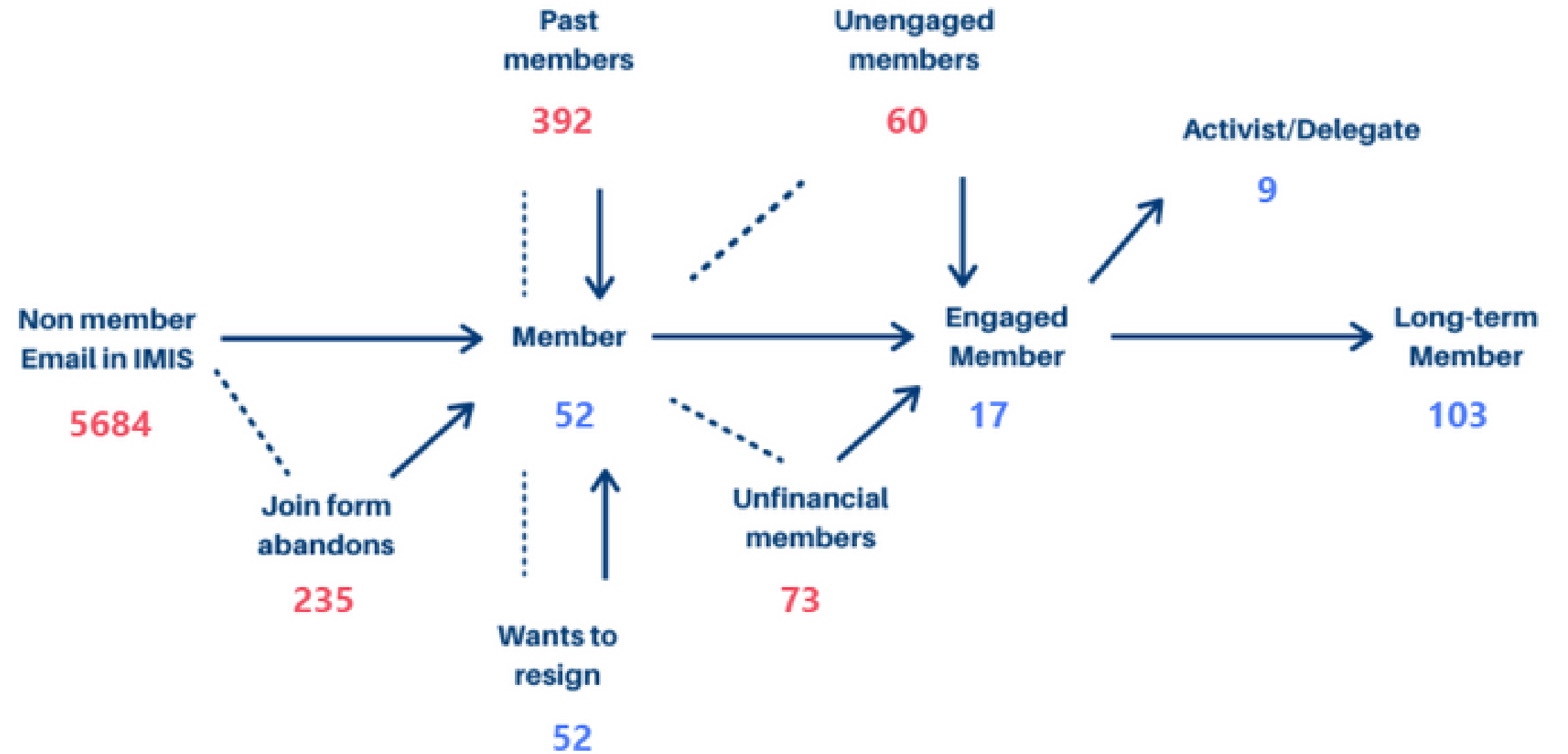
ORGANISER

All

AGE BRACKET

All

MEMBERSHIP LIFE-CYCLE MAP





MEMBERS BY LIFECYCLE STAGE



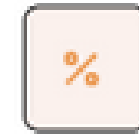
LONG-TERM MEMBERS
103



PERCENTAGE
33%



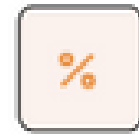
UNFINANCIAL
73



PERCENTAGE
23%



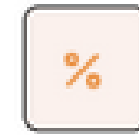
ENGAGED MEMBERS
17



PERCENTAGE
5%



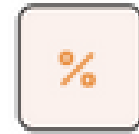
UNENGAGED MEMBERS
60



PERCENTAGE
19%



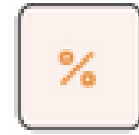
DELEGATES
9



PERCENTAGE
3%

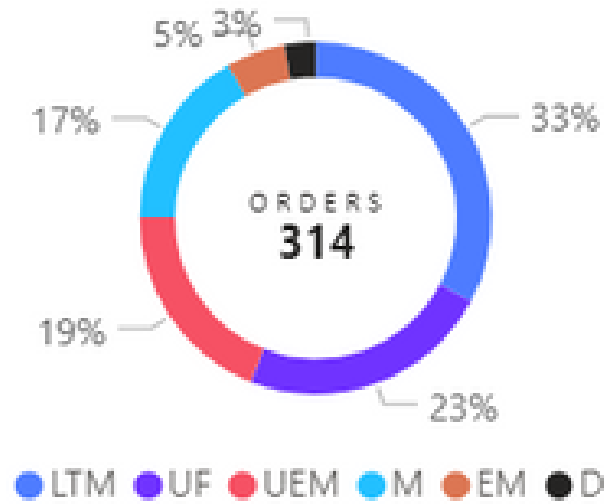


MEMBERS
52



PERCENTAGE
17%

MEMBERS BY STAGE



NON-MEMBERS



TOTAL
6311



EMAIL LIST
5684



JOIN ABANDONS
235



PAST MEMBERS
392



MEMBERS BY LIFECYCLE STAGE

STAGE

All



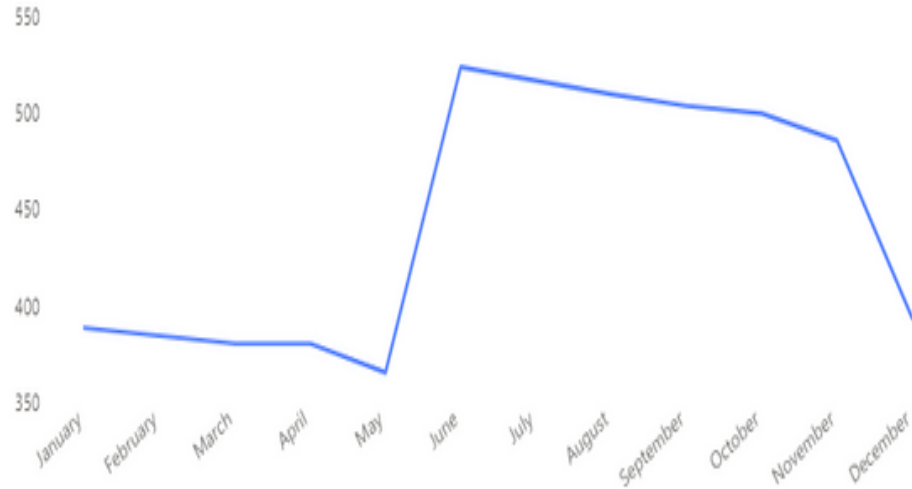
MEMBERS
314



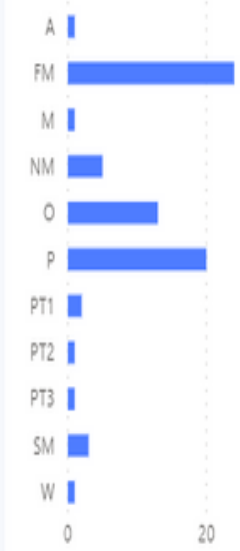
PERCENTAGE
5%

TIME SERIES

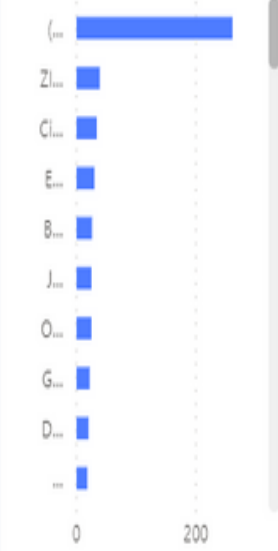
LIFECYCLE STAGE BY MONTH



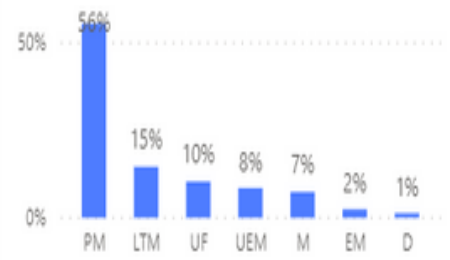
TYPE



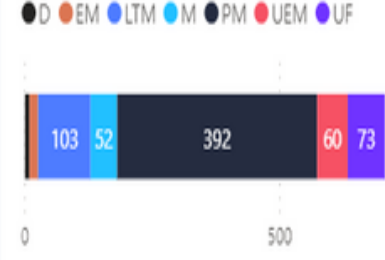
DIVISION



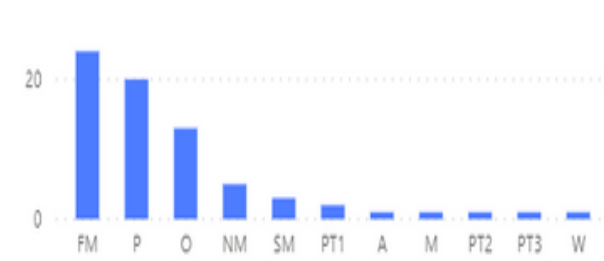
LOSS RATE



LOSSES



AGE BRACKET



REVENUE
\$55,584



MEMBERS
72



GAINS
72



LOSSES
72



UNFINICALS
72

SLICER PANEL

STATE

All

TYPE

All

YEAR

All

INDUSTRY

All

ORGANISER

All

AGE BRACKET

All



MEMBERSHIP PERCENTAGE CHANGE

1/01/2006 29/12/2020



VISUALISATION
AND REPORTS

DATA
COLLECTION
AND ANALYSIS

MARKETING
AUTOMATION
HIGHER LOGIC

RETENTION
JOURNEYS

TRAINING

RISE WEBSITES

RETENTION
WORKFLOWS

WIN-BACK
JOURNEYS

MEMBERSHIP
PORTALS

MEMBERSHIP
SERVICES AND
PACKAGES

ENGAGEMENT
TRACKING AND
SCORING

ENGAGEMENT
JOURNEYS



iMIS
by **asi**

The logo features the text 'iMIS' in a bold, sans-serif font. The letter 'i' is lowercase and has a small blue square above it. The letters 'MIS' are uppercase. Below 'iMIS' is the text 'by asi' in a smaller, lowercase, sans-serif font. The 'a' in 'asi' has a blue dot above it.

Growth

12 STEPS TO GROWTH

1. Know where your churn is
2. Member onboarding
3. Online joining
4. Member portals
5. List building
6. Automated recruitment journeys
7. Promotions
8. Help people identify with us
9. Member services
10. Be relevant - action worthy issues
11. Unfinancial members
12. Modern systems and skills

How can the Hub help?

union innovation

HUB

powered by **ACTU**

CHRIS WALTON
CEO

34 YEARS AS A UNION OFFICIAL.
SET UP ORGANISING WORKS.
DIRECTOR ACTU ORGANISING CENTRE.
ACTU ASSISTANT SECRETARY.
CEO PROFESSIONALS AUSTRALIA.

E. CWALTON@UHUB.ORG.AU
M. 0417 368 552

NATHAN PRICE
CTO

3 YEARS EXPERIENCE IN UNIONS, 12+
YEARS EXPERIENCE IN THE NFP
SECTOR AS AN IMIS CONSULTANT. CIO
PROFESSIONALS AUSTRALIA.

E. NPRICE@UHUB.ORG.AU
M. 0413 888 499

union innovation
HUB
powered by ACTU