

philanthropy
australia

Philanthropy Australia Membership Model Engagement

April 2017

INTRODUCTION

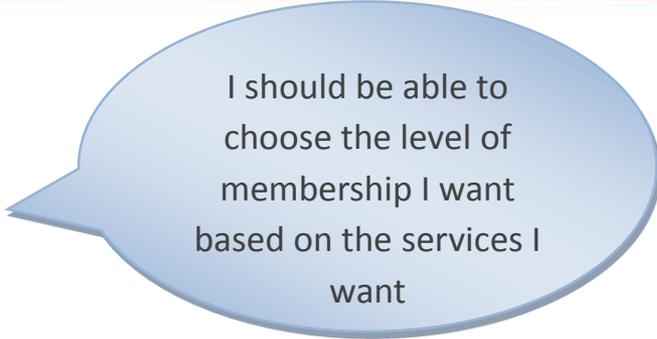
- Through our 2015 and 2016 consultations we gained a really good understanding of what our membership would like to see from us into the future. This is reflected in our 2017-2020 Strategic Map and our purpose ‘to serve the philanthropic community to achieve more and better philanthropy’
- Next we needed to examine how best to deliver the strategic plan and secure the financial sustainability of Philanthropy Australia through reviewing the business model. There are 2 key drivers for change:
 - The strategy makes it clear that there are two types of activity that PA needs to undertake (i) serving members and (ii) advancing philanthropy
 - Feedback from members about the way they currently pay for the above.
- Today, we are going to walk you through our proposed business model, which includes a new structure for our membership offering, based on your feedback during consultation. Please note, all membership packages and fee levels are indicative only and not confirmed – for feedback and testing.

OVERALL APPROACH



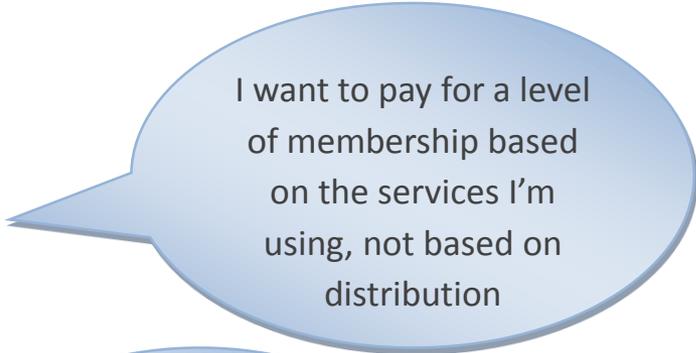
What we heard about our current membership model

Move away from a one-size-fits all approach



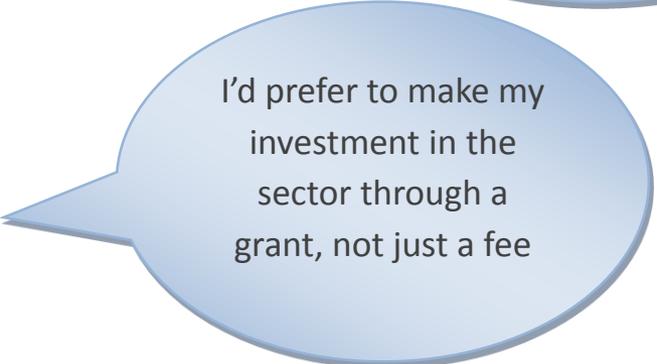
I should be able to choose the level of membership I want based on the services I want

Pricing should be more equitable



I want to pay for a level of membership based on the services I'm using, not based on distribution

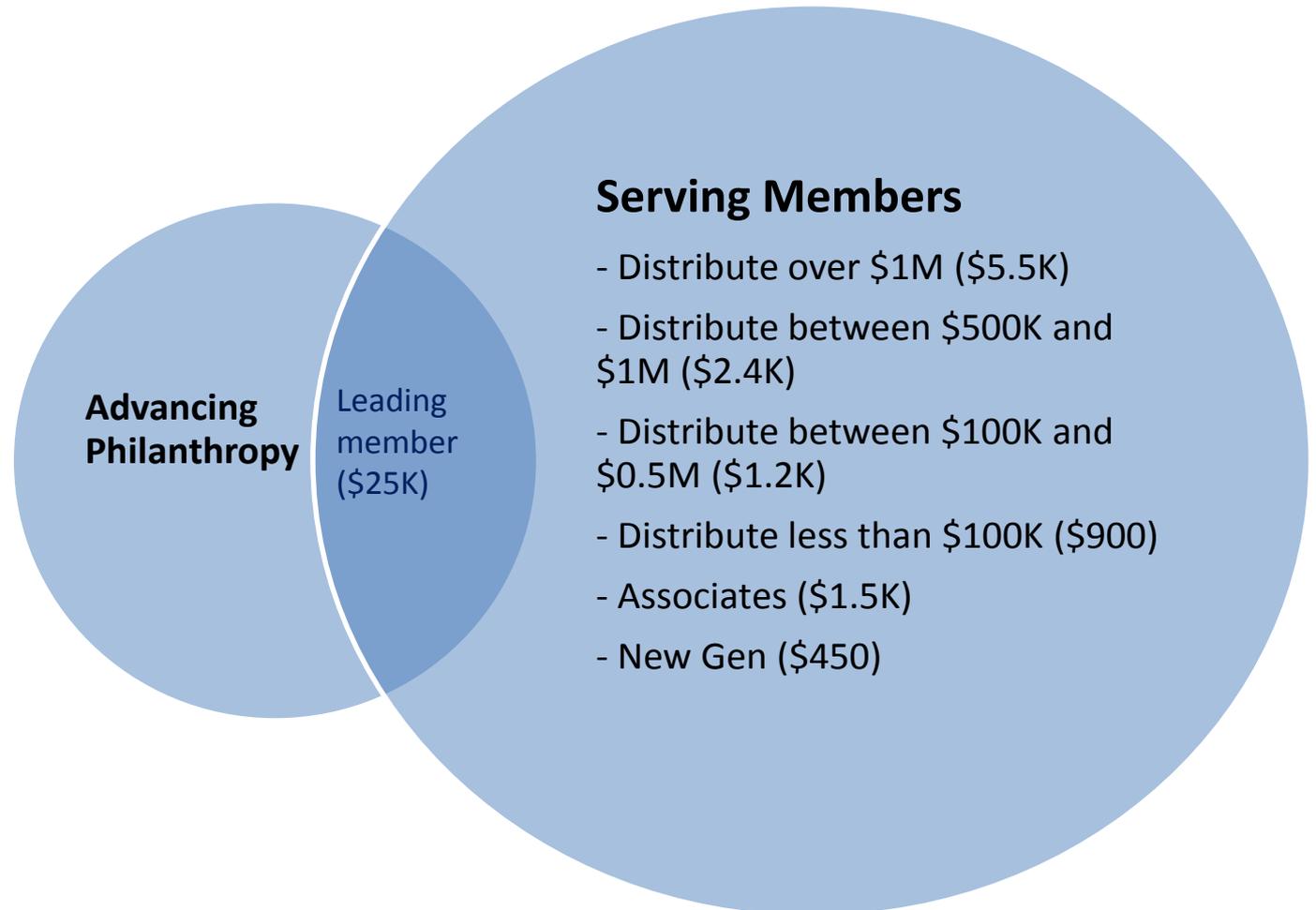
You wanted a strong peak body, with a national footprint, supporting a growing and impactful sector



I'd prefer to make my investment in the sector through a grant, not just a fee

WHERE ARE WE NOW? Current Model

One size fits all defined by member category with strategic focus on policy and advocacy



WHAT'S THE ALTERNATIVE?

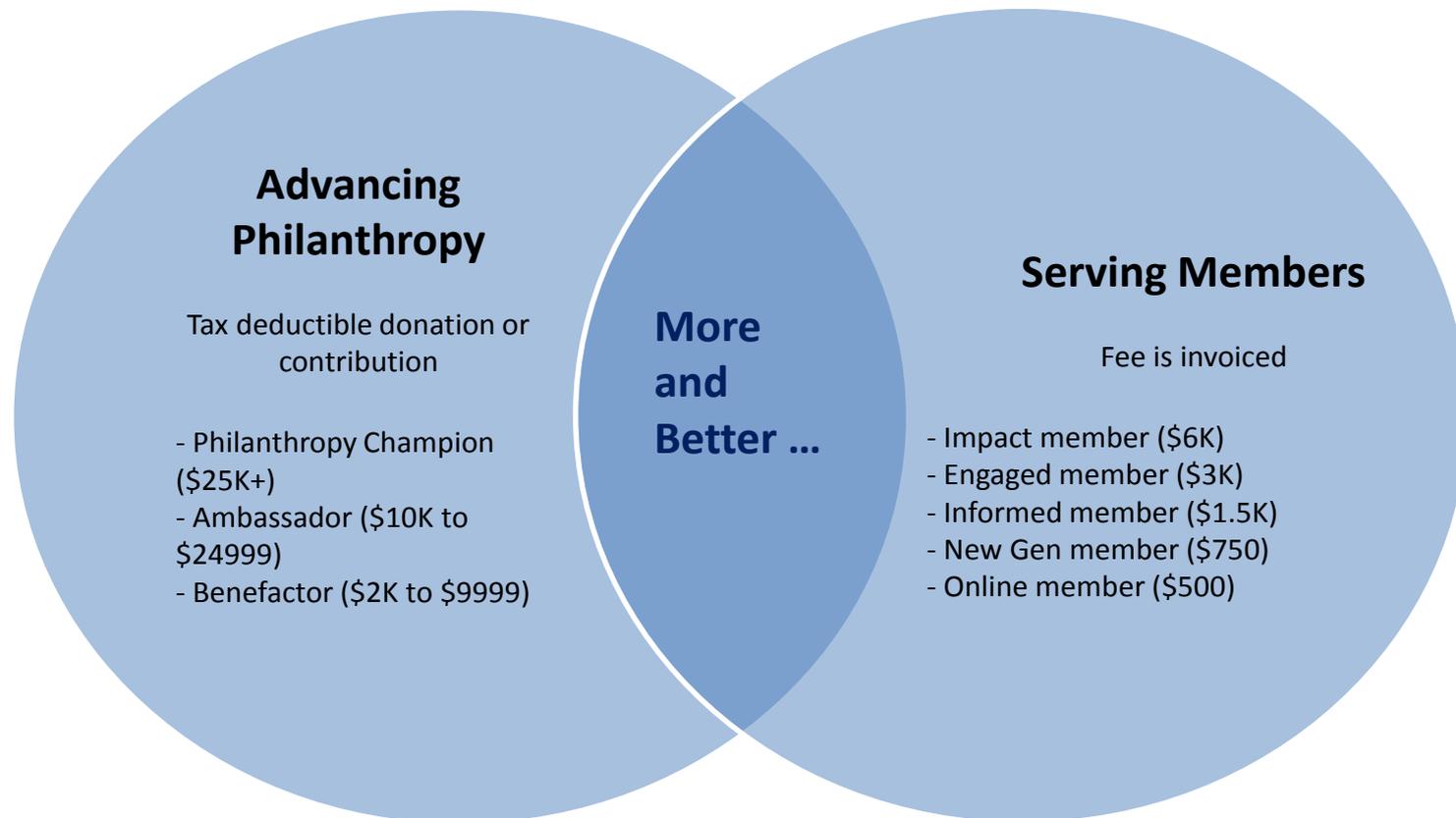
A model that lets you select the membership package that suits you

Member Benefits (example)	Member Category (indicative)			
	On-Line Member	Informed Member	Engaged Member	Impact Member
	\$500	\$1,500	\$3,000	\$6,000
<ul style="list-style-type: none"> • Unlimited participation in all networks roundtables • Direct, personalised support across full breadth of expertise • ? tickets to annual Conference / Summit • 2 New Gen Program places • 30% discount on ticketed events 				
<ul style="list-style-type: none"> • Access to National program of thought leadership round-tables (one seat at each table) • Direct support from membership / relationship manager • 20% discount to ticketed events (Conference) 				
<ul style="list-style-type: none"> • Access to all Member and Funder-group networks (one seat at each table) • Access to Hot-topic webinars • 20% discount to ticketed events (Conference) 				
<ul style="list-style-type: none"> • Access to all digital assets and networks: <ul style="list-style-type: none"> ○ News & reports ○ Resources, tools and guides ○ Webinars and podcasts ○ Networks ○ Databases for funding opportunities • 10% discount on all ticketed events (Conference) • One login 				

MORE AND BETTER PHILANTHROPY the future of PA

Choice and flexibility in how you engage:

- please join at the membership level that suits you; and
- we invite you to contribute to projects that advance philanthropy and or to become a Philanthropy Champion.



... for example, 2017 strategic projects and priorities:

Strategic Themes	Projects	Capacity Investment
Leadership & Advocacy	- Economic Case for Philanthropy	- Philanthropy Champions - Story Telling
Connecting & Convening	- NAB Impact Investing Fund	
Data & Insight	- Foundation Maps Australia	
Professional Learning	- International thought leaders	- AICD Trustee Workshop
Better Giving Hub		- IT functionality

NEXT STEPS

We'd like to hear from you

- Reactions?
- Questions?
- If we move to the new membership model, what do you anticipate your response and choice might be?

The results of our conversations over the next few weeks will be tabled at Council for a final decision on the new Model for 2018.

Please see the following supplied documents for further information:

- Comparative membership form
- 2017-2020 Strategic Map
- 2017 Action Plan