



AFA Membership Officer Report Annual General Meeting 2015

Current Membership Statistics

Membership numbers

Membership numbers have been steady throughout the period April 2014-March 2015, with an average of 22 new membership applications per month.

The biggest month for new membership applications was October 2014, with 72 new membership applications. This large application rate can be mainly attributed to the announcement of the Richard Dawkins tour sponsored by the AFA. The lowest application rate was in April 2014, with only nine (9) new membership applications.

Whilst we gained 262 new members in the period April 2014-March 2015, we lost 334 members. To encourage members to re-join and stay active, from September 2014 members were sent a printed third reminder that their membership renewal was due, which explained the benefits of membership and encouraged them to update their contact details with the AFA. This has had moderate success, with approximately 50% of people receiving their third reminder letter renewing their membership.

Membership distribution

Members are predominantly from Australia. The breakdown is in the table below:

State	Percentage
Australian Capital Territory	4.0
New South Wales	36.3
Northern Territory	0.5
Queensland	14.0
South Australia	7.7
Tasmania	3.0
Victoria	25.7
Western Australia	7.8
International	1.0
TOTAL	100

The AFA's largest membership base is in New South Wales (36.3%), followed by Victoria (25.7%) and Queensland (14%). One per cent (1%) of our members currently reside overseas.

Membership type

On 1 January 2015, the membership types available to members changed. This was the first significant revision of membership type since 2004.

Previously, the AFA offered five types of membership:

- Individual
- Individual (5 years)
- Couple
- Couple (5 years)
- Pensioner/Student

All of these membership types had the option of receiving the AFA's magazine, *The Australian Atheist*, as either a printed copy or as a PDF downloaded via the website.

One of the outcomes from the AFA planning day from 2014 was to revamp the membership types available to members, allowing more choices for members and providing value for money.

The AFA now offers nine (9) types of membership options:

- Single with PDF magazine
- Single with printed magazine
- Couple with PDF magazine
- Couple with printed magazine
- Pensioner Concession Card Holder with PDF magazine
- Pensioner Concession Card Holder with printed magazine
- Student (PDF magazine only)
- Sustaining
- Sponsorship

Members who opt for a printed magazine pay an additional \$10.00 to cover printing and postage. Since the implementation of the new membership option, there has been a positive trend towards members opting for the PDF version of the magazine.

Membership drivers

An optional question on the AFA membership application form is "How did you find out about the AFA?"

The members that answered this question provided the following figures:

Found AFA through	Percentage
AFA Forum	1.04
Billboard 2015	2.60
Documentary	1.04
Email	0.52
Facebook	7.81
Family/Friend	5.72
Global Atheist Convention (2010 & 2012)	11.45
Google	9.89



Internet (general)	39.12
Magazine	0.52
Newspaper	1.56
Radio	1.04
Richard Dawkins Foundation	1.56
Richard Dawkins Tour 2014	6.25
Sydney Atheists	2.08
Twitter	3.12
Unholy Trinity Tour 2015	3.12
Women Without Religion	0.52
You Tube	1.04
TOTAL	100.00

From the table above, it is clear that electronic media (Facebook, Google, Internet [general], Twitter) comprises of a significant proportion of where new members learn of and decide to join the AFA.

Another significant driver is AFA run events, such as the Global Atheist Convention (GAC) and the Richard Dawkins Tour 2014. An interesting point to note is that the GAC is still having an impact more than two years after the last GAC in 2012. This would imply that when the AFA runs and promotes a professional event, it has a positive and lasting impact which translates in the long run to attendees becoming active members of the AFA. The most surprising was the billboard, which was sponsored in conjunction with Sydney Atheists. The billboard created a small, but significant, spike in membership in February 2015, and was mentioned by several members as a reason for joining. As billboards are 'traditional' media, the positive feedback and membership generated was a welcome outcome.

Membership Projects

The AFA Membership Officer and the Membership team have been working on several projects throughout 2014-2015. Lists of completed, current and future projects of the membership team are outlined below.

Completed projects for 2014-2015

- New membership welcome letters for new AFA members.
- Membership database updated with new membership types.
- New AFA membership application forms for magazine and website.
- New renewal reminder letters

Projects for 2015-2016

- New "Welcome from the President" letter
- New AFA History/Information fact sheet.
- Membership numbers and membership cards
- Creation of a comprehensive membership pack for new members, which will include the President's letter, AFA history fact sheet and membership card.

Long term projects

- Partnerships with different organisations (such as Museums Victoria) that have a scientific/secular philosophy, with the aim of having a membership benefit scheme.