

AFA Membership Officer Report Annual General Meeting 2017

Current Membership Statistics

Membership numbers

Membership numbers have been steady throughout the period March 2016 – February 2017; however, the average membership application number of 10 new members per month is lower than last year’s figure of 13 new members per month.

Month	New Members
March	9
April	10
May	6
June	12
July	17
August	11
September	12
October	5
November	14
December	7
January	10
February	9
TOTAL	122

The biggest month for new membership applications was July 2016, with 17 new membership applications.

Whilst we gained 122 new members in the period March 2016 – February 2017, we lost 235 members in the same period. This appears to be an ongoing problem for the AFA in that we are not “replacing” members that we lose. A membership retention meeting was held in January 2017, and suggested ideas for membership retention and attraction are:

- Automatic renewal of membership
- Targeting specific demographics
- More promotion of membership around AFA events
- Revise membership categories



Membership distribution

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

State	Members (%)
Australian Capital Territory	4.66
New South Wales	31.86
Northern Territory	0.91
Queensland	15.14
South Australia	6.93
Tasmania	2.05
Victoria	28.44
Western Australia	8.88
International	1.13
TOTAL	100

The AFA's largest membership base is in New South Wales (31.86%), followed by Victoria (28.44%) and Queensland (15.14%). 1.13% of our members currently reside overseas.

Membership drivers

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

Of the 129 new members for 2016, 27 provided a response.

Found AFA through	Members
AFA Census Campaign 2016	3
AFA Forum	1
Facebook	2
Family & Friends	3
GAC 2010	1
GAC 2012	1
Google	9
Internet	4
Richard Dawkins Tour 2014	1
The Herd Mentality Podcast	2
TOTAL	27

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

Another driver is AFA run events, with the Richard Dawkins Tour and the AFA Census Campaign flowing on to membership. An interesting point to note is that the GAC is still having an impact more than five years after the last GAC in 2012. This would suggest 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.

Membership Projects

The Membership Team has been working on several projects throughout 2016-2017. With the election of a new president, we are working on a new president's welcome letter to be sent to new members. We are also starting a large project to update our membership database to allow for better membership record keeping.

Projects for 2017

- New "Welcome from the President" letter
- New AFA History/Information fact sheet.
- Creation of an updated membership pack for new members
- Move of membership database from MS Excel to a database program such as MS Access to allow for better data management.
- Phasing in of automatic membership renewal
- Targeted membership campaigns