



Learning more about AuSAE, its members, and the overall Association Incorporated Society membership-based organisation sector will assist speakers in designing a session that is customised to the audience's needs and addresses issues unique to participants.

AuSAE

The Australasian Society of Association Executives (AuSAE) is the leading association for current and future association and not-for-profit (NFP) leaders in New Zealand and Australia.

We are focused on fostering a strong and robust association sector in New Zealand and Australia by providing professional development, support, and networking opportunities for existing and emerging leaders.

As a not-for-profit organisation, AuSAE has a unique understanding of the opportunities and challenges association professionals face and we utilise the knowledge to strengthen the wider industry.

AuSAE represents more than 1100 association professionals involved at all levels within their organisations, Through AuSAE, access the support and tools required to help you achieve the goals of your not-for-profit organisation and invest in your career development. Head Office in Brisbane with an office in Rotorua, which runs AuSAE New Zealand.

Associations and Membership Organisations Sector

In New Zealand, in the Associations Sector (excluding charities), there are 9,700 economically significant not-for-profit organisations in New Zealand who spend well over \$6.95 billion per annum. They employ over 105,000 people and represent 4.9% of the total gross domestic product. Each sector is made up of:

- 30% Professional Associations (eg: NZ Medical Association)
- 30% Trade / Industry Associations (eg: NZ Roofing Association)
- 5% Health / Public Benefit Organisations (eg: Plunket Society)
- 9% Cultural and/or Sport Organisation (eg: Athletics NZ)
- 6% Other not-for-profit organisations (e.g. NZEI)

What This Means for You. . .

The audience is split 50/50 male/ female. However, they want to relate to you. Be personal, warm, yet powerful. In 2022 we had 160 + delegates to the conference.

The audience is experienced and savvy

They want solid, good content, but in the context of a relational, applied experience.

The audience will be made up of

- 74% Chief Executive Officers
- 9% National Business Managers,
- 9% Membership and Communications Managers
- 8% Event Managers

The audience is comprised of all generations

- The Baby Boomers respond to factual, accurate, and thorough information. Boomers want to know the "why" behind everything. They respond well to human interaction and are very social.
- Generation X (people between 25 and 45) are informal, pragmatic, and more skeptical. They are not consumed by work or winning.
- Gen Y are those that have been in the industry a short time and are learning as much as they can, as fast as they can and are focused on moving up the organizational ladder into management roles quickly.



AuSAE LINC – Surprise and Delight

Here are some Associations that attended the LINC 2022 conference in Blenheim

Adolescent Success

Aotearoa New Zealand Association of Social Workers

Arbitrators' and Mediators' Institute of New Zealand

Association of Administrative Professionals New Zealand

Association of Consultants & Engineers New Zealand

Association of Independently Owned Financial Professionals

Association of New Zealand Advertisers

Association of School Business Administrators

Asthma and Respiratory Foundation NZ

Australasian Association of Clinical Biochemists

Australasian Convenience & Petroleum Marketers Association

Australasian Podiatry Council

Australian Boarding Schools Association

Australian College of Nursing

Australian Dental Prosthetists Association

Australian Institute of Conveyancers

Australian Medical Association - NSW

Australian Medical Association (VIC)

Australian Medical Students' Association

Australian Veterinary Association

Australian Window Association

Bowls New Zealand

British New Zealand Business Association

Building and Construction Industry Training Organisation

Building Service Contractors of New Zealand Inc.

Butler Pelvin & Associates

Civil Contractors New Zealand

Coeliac Queensland

Community Networks Aotearoa

Council Of Ambulance Authorities

Crane Association of New Zealand

Diabetes New Zealand

Early Childhood Australia

Electricity Engineers Association

Electricity Retailers' Association of New Zealand

Engineers Australia

Financial Services Federation

Gaining Edge

Governance New Zealand Incorporated

GS1

Hire Industry Association of NZ (Inc.)

Independent Schools of New Zealand

Institute of Financial Advisers

Insurance Brokers Association Of NZ Inc

International Association of Suicide Prevention

Library and Information Association of New Zealand Aotearoa

Master Painters New Zealand Association Inc

Master Plumbers New Zealand

Medical Oncology Group of Australia

MITO New Zealand Inc

Monte Cecilia Housing Trust

NZ Association of Registered Hairdressers Inc

New Zealand Association of Registered Beauty Therapists

New Zealand Automobile Association Incorporated

New Zealand Bar Association

New Zealand Council for Infrastructure Development

New Zealand Institute of Legal Executives

New Zealand Institute of Quantity Surveyors

New Zealand Institute of Surveyors

New Zealand Motor Caravan Association

New Zealand Riding for the Disabled

New Zealand School Trustees Association

New Zealand Security Association

New Zealand Veterinary Association

NZ Chefs Association

Professional Advisers Association New Zealand

Progress to Health

Project Management Institute of New Zealand