



President's report

In 2016–2017, the Executive Committee comprised:

- Kathie Rabel, President
- Don Johnston, Vice-President
- Andrea Jeffreys, Honorary Secretary
- David De Bellis, Honorary Treasurer
- Dave Marr, Immediate Past President
- Alison Byrne
- Louise Hargreaves
- Greg Jacob
- Kerry Martin
- Malcolm Rees
- Stuart Terry

In addition to the committee members, we also had the editors of the newsletter, Tracy Creagh and Monica Chen on the team. They have both done a wonderful job on the newsletter this year. Tracy and Monica followed on from Louise Hargreaves (who continued as Editor in Chief), and they have added several new features. In conjunction with Liesha Northover, our Executive Officer, they have further revamped the look and feel of the newsletter.

AAIR conducted a survey to see what was important to our newsletter readership, and many ideas and suggestions have been incorporated into

the revised newsletter. From the survey, we do know that the readers appreciate the newsletter, and we have many regular readers.

The Committee worked on the development of portfolios, and some of the processes were embedded during the 2016–2017 financial year. AAIR’s established portfolios include:

- Publications, Communications and Social Media
- Website
- Professional Development
- SIG Liaison (with Chairs)
- Sales, Marketing and Promotional Materials
- Relationship Management and Development
- Membership and Mailing Lists
- Strategic Planning

Reporting by portfolio holders to the Committee began in June 2017, as we began trialling a reporting template. The Committee has also taken advantage of verbal reports to be sure the issues for the portfolios are understood by the wider Committee.

I would like to highlight developments in two portfolios – Strategic Planning and Website. Louise Hargreaves has been taking us through a strategic planning process following on from activities in previous years, which has culminated in a finalised strategy map and the development of draft KPIs with actions, targets, budgets and responsibilities indicated. The finalised [Strategy Map](#) was recently published on our website, and is also available in this report. We will continue to work on the draft KPIs over the next year and I thank Louise Hargreaves and Dave Marr for their work on this, and the progress we have achieved so far.



The website has also been an important development this year, which culminated in the launching of a revised and refreshed website for AAIR. Largely through the work of our Executive Office, Liesha Northover, and Dave Marr, who have devoted hours of work to the project, the new website was launched on 4 July 2017. We also used information from a website survey undertaken in February 2017 to inform some of the inclusions on the website – a big thank you to all who responded to this survey, and to who have responded to our other surveys conducted during 2016–2017. Our website is in a state of continual improvement, with areas such as an expert’s database, which will continue to be revised over the coming year. These changes have made the website more relevant and up-to-date, and we hope we have provided a better resource for our members and visitors to the website.

We have had several successful events this year, with the first being the Student Survey and Evaluation workshop, which was co-sponsored by AAIR and the Auckland University of Technology (AUT) and held in New Zealand on 8 September 2016. Following on from that was the AAIR Annual Forum in Coogee from 14 to 16 November 2016. Lastly was our regional dinner meeting held in Sydney on 22 February 2017 at the Casa Ristorante Italiano. The speaker at this meeting was Tony Nolan OAM, and his topic was ‘Using Cohort Analysis with Open Source Datasets for Strategic, Operational, and Tactical Purposes’. Tony is a data scientist, and Innovation Officer at the Australian Taxation Office (ATO). Those who attended found the discussion very useful, and [a review of the event](#) by Monica Chen can be found on our blog. This was the second of our regional dinner meetings, the first being in Melbourne in 2016. We hope to continue our regional events, and feedback from both previous

meetings will be used to determine the types of events offered, topics and location.

The total number of financial members for AAIR as at 30 June 2017 was 194 financial members (including 35 sponsors and 1 retired member). The majority of AAIR members reside in Australia in New South Wales and Victoria, followed by Queensland, New Zealand and Western Australia.

It has been a very busy year in my first year as AAIR President, and I would like to thank the Executive Committee, the newsletter editors and our Executive Officer for making this year so interesting. Thanks also to all our members for their continued support and involvement in our organisation. I have appreciated the Committee’s assistance and engagement this year, and look forward to continuing to advance the vision and objectives of AAIR during the rest of this year and into 2018.



Kathie Rabel
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