



Role Description

Membership Subcommittee

Date Last Updated: 20 May 2014

Purpose of Subcommittee

To ensure the Association is meeting the expectations of its membership, including Individual (Ordinary), Corporate, Honorary and Associate with regards to the members having one main point of contact for all enquiries, to distribute communication to members in a timely manner and to maintain and develop the membership of the Association.

The members of the Subcommittee should include the Treasurer and Corporate Member Liaison Officer.

Responsibilities of Subcommittee

1. Developing Membership

To encourage members of the legal profession to join the Association by:

- regular, planned formal invitations to join by writing to prospective members directly, in particular firms and organisations; and
- ensuring printed Membership material is available at all Association events.

2. Maintaining Membership

To enable and encourage members to continue their membership with the Association by:

- circulating annual invitations to renew membership via email, website and social media prior to the commencement of each financial year; and
- ensuring Membership forms are available to download from the website and providing links in our social media pages to the membership forms.

3. Communication with Membership

Be primarily responsible for written correspondence with the membership including:

- providing the membership with contact details for the Association for enquiries;
- responding to any enquiries in a timely manner;
- distributing / sending all email messages to the membership and other recipient(s) in a planned and timely manner;
- receiving all written enquiries and correspondence unless another committee member or subcommittee has taken specific responsibility for certain communications;
- forwarding enquiries to relevant committee members (as appropriate);



- maintaining an accurate email distribution list of all types of current members, past members and friends of the Association; and
- providing members with the opportunity to update their contact details with the Association.

4. Receiving Feedback from Membership

To encourage the membership to direct the business of the Association by:

- providing the membership with contact details for the Association to provide the Subcommittee with feedback and suggestions for activities and events;
- preparing surveys (in conjunction with the committee and subcommittees) and circulating such surveys to the membership and/or profession; and
- analysing feedback provided by the membership, reporting to the committee or relevant subcommittee and preparing recommendations in response to the feedback.

5. Reviewing and Maintaining Membership Information and Forms

To maintain accurate and up-to-date Membership Information and Forms by:

- regularly reviewing all membership forms and flyers (see list of documents under *Documents* heading below) as required to ensure information is current, accurate and informative; and
- consider the development of new forms as required or as recommended by the committee.

6. Reviewing Member Benefits

Ensure that the benefits attaching to each category of membership meet the expectations of members and are relevant to the legal profession by:

- periodically reviewing member benefits; and
- making recommendations to the committee about the activities of the Association.

7. Corporate Member Liaison Officer

In addition to the responsibilities outlined of the Membership Subcommittee, the Corporate Member Liaison Officer is the designated contact person responsible for any communications specific to Corporate Members, including corporate membership enquiries, solicitation and renewal.

Key Outcomes

1. Grow membership numbers in a sustainable way.
2. Effective communication with membership.
3. Ensure benefits of membership meet member expectations and remain relevant to the legal profession.



Key Relationships

WLASA Treasurer

WLASA Corporate Member Liaison Officer

Individual Members

Corporate Member nominated contact

Documents

The following membership documents are maintained by the Membership Subcommittee:

- Individual, Corporate and Associate Membership Flyers
- Individual, Corporate and Associate Membership Forms
- Letter of Invitation to Join as a Corporate Member
- Letter of Welcome to new Corporate Members
- Corporate Member Information Sheet for staff of New Members
- Invitation to renew Membership (email)
- Thank you for renewing Membership (email)

Other Important Information

Treasurer is required to be a member of this subcommittee to monitor incoming membership applications and payment of membership fees.

Role Description Approved By Committee

Heuzenroeder

Signed by: *Heuzenroeder*

Date: *29 May 2014*