

## Membership Re-Structure Proposal

We propose that all members – Leader and Full - pay the same membership fee, but that qualifications at the Leader level are have lower registration fees. This proposal will not affect associate members.

Currently, members with **only** 'Leader' Qualifications get 50% off their membership fees, however they pay the same rate as full members for their qualification registration fees. E.g. For the 2014/15 year, a Member with 2 Leader Qualifications only (no Level 1's or higher) would be charged 50% of the Full Member fee (\$60) and 2 x Qualification Registration fees (\$55).

A member with 1 x Leader and 1 x Level 1 (or higher) qual would be charged a Full Member Fee of \$120, and 2 x Qualification Registration fees (\$55).

### Reasons for change include:

- 'Leaders' and 'Full' members receive the same membership benefits however it is their *quals* that determine the level that they can work at.
- The website is not well set-up for this difference in membership price and it makes it administratively time consuming (this is because of a directive that was received very early on in the web development piece).
- Having a difference in price for the quals will highlight the difference between the qualification levels.
- Someone can hold 2 leader quals and pay less than someone who holds 1 Level 1 qual, even though they receive the same membership benefits.
- If someone has 2 leader quals and a level 1 qual they automatically become a 'full' member and pay full member prices. This then doesn't recognize the leader status of the qualifications at all, and also penalizes them for getting the level 1 qual instead of the leader equivalent.

### Implementation

We have been looking at ways to implement this – including increasing the membership fee and decreasing the qual registration fee over 3 years, however we think that just doing it in one year is best. Implementing this change for 2015/16 year will give us plenty of time to let our members know.

I.e.

Year	Membership Fee	Registration Fee per Qual	Total Fees - if 1 qual	Total Fees - if 2 quals	Total Fees - 3+ quals
2014 Full Mship fees	120	55	180	240	320
2014 Leader Mship fees	60	55	115	170	225
Proposed 2015/16 Leader Mship fees	120	35	155	190	225
Difference			40	20	0

### Barriers to implementation

- There will be a cost to make changes to the website. This has been investigated by Neil and will be more cost effective than trying to create another membership category. I believe it will *mostly* be able to be completed within the budget that I have already allocated to website development for the 2014/15 year.
- There is potential for loss in leader m'ship numbers due to increase in fees (only really applicable for those with one qual)
- This will take some project time in the first year to set up. (But, it will simplify membership renewals significantly in the future and reduce confusion for our members).