



members

Member Advisory Forum

5th MEETING MINUTES

16 August 2023
Melbourne, NATA office

Member Advisory Forum (MAF) Meeting Update

The fifth Members Advisory Forum was held in Melbourne NATA office on **16 August 2023**

Outcomes in relation to the major topics discussed were as follows:

The fifth Members Advisory Forum was held at NATA's Melbourne office with most members attending in person, although a couple joined virtually. The NATA Board was represented by David Turner and Mark Burgess.

The forum focused on the 2024-2026 NATA Strategic Plan and its initiatives, including projects related to member experience and plans for the 2024 NATA conference; and the new Annual Fee model.

An outline of NATA's strategic plan was presented by Jennifer Evans highlighting the organisation's future goals and key initiatives. NATA's "Now and in the future" plan has three key focus areas – Member Experience, Business Strength, and Internal Excellence. There are business goals under each focus area, with identified initiatives under each goal.

MAF members expressed enthusiasm and supported the proposed projects and initiatives. Onboarding, client engagement, and service delivery initiatives were discussed in greater detail with members providing feedback and suggestions. Members supported the 2024 NATA conference project and suggested ideas for sponsorship, exhibitors, and presenters. A proposal was made for student concession registration to encourage the next generation.

Members were comfortable with the 2024 fee model and provided feedback on messaging around fee changes.

Overall, the forum was very productive, with further discussions around provision of technical assessors, research market penetration, and customer business portals. Most of the actions from the November 2022 meeting have been completed. The marketing team is progressing an action from a previous meeting regarding the creation of a marketing package for members' marketing activities which includes various assets, including flyers, QR codes, and highlights the benefits of NATA accreditation.



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MAF

Member
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NATA THANKS all Forum members for their continuing strategic contribution and looks forward to working together in 2023 to benefit NATA, its members, and the community.



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