

Captions

The Official Newsletter of the Conference Action Group



CONFERENCE ACTION
Shaping Events



E-Newsletter – Edition 4: August 2007

INTRODUCTION

The aim of Captions has always been to deliver useful and educational information for people who are involved in events or community organisations. I hope we have achieved that in the issues to date but please let me know if there are areas we can improve on.

Personally the articles in this issue have already proved very useful for me. John Peacock has kindly prepared the second part of his activity costing paper, Irene Park discusses whether and when to upgrade your constitution and there are two very interesting articles on the use of logos (Craig Sutton) and an excellent description of the difference between offset and digital printing (Justin Bevan).

I would like to thank all our contributors once again for sharing their insights and specialist knowledge.

For those who are involved in the management of an Association or Society I recommend you have a look at the programme for the Associations Forum National Conference taking place on August 29th -30th in Sydney. With over 300 delegates registered this is an excellent programme for those involved in the sector and I am sure you will learn a great deal from participating in the event if you are not registered already.

If you want to know more about this event please contact me on (02) 9437 9333 or at francis@conferenceaction.com.au.

I hope you enjoy this issue of Captions.

Kind regards,
Francis Child
Managing Director
francis@conferenceaction.com.au

INFORMATION

10 TIPS FOR PUBLIC SPEAKING

Although there are a myriad of tips for Public Speaking here is a quick reminder of some of the more basic but important ones we often forget:

1. Know the room
2. Practice your speech ahead of time
3. Take your time to deliver the message
4. Dress appropriately for the occasion
5. Concentrate on the message not the medium
6. Body language is important
7. Maintain sincere eye contact with your audience
8. Add humour whenever appropriate and possible
9. Make sure your audio visual needs are met and working before the presentation
10. Know when to stop

For further information on any of these call Francis Child on (02) 9437 9333.

YES TO ACTIVITY COSTING; NO TO CAPITATION (PART 2)

By John Peacock, NFP Analysts
(Part 1 was published in the March 2007 e-newsletter and can be accessed at: http://www.apcaust.com.au/show_page.php?pageId=15)

[...]

How Misleading Information can Hamper Development

I know of two professional bodies that struggled for many years. Both organisations had very similar characteristics

- For various historical reasons, a "capitation" system said a certain amount of subscription money per member "shall be allocated to the chapters".
- The association was very under-resourced at a National level, with the National President and Board doing far too much hands-on work
- Yet there was plenty of money for the Chapters and ample local staff.
- Some forward thinking Directors suggested the appointment of more staff at a National level, and perhaps even an Executive Director one day
- The proposal to increase National staff was rejected as other Directors said "but the national operations already lose money."

These two groups suffered because of the clear imbalance of resources. When capitation ceased, the real picture emerged and long overdue restructuring led to smart resource allocation.

Chapter committees of single-entity bodies may require education if the distortion of capitation is removed. It need not lead to any diminution of services at a local level. What removing capitation means is that misleading financial reports will go. If chapters have separate bank accounts, these accounts can easily be topped up according to a planned budget-linked policy.

By the way, separate bank accounts are fine unless chapters also have separate balance sheets. But separate chapter balance sheets imply ownership of the funds and equity held in chapter accounts by the chapters, which is wrong in single-entity associations.

Conclusion

Getting the finances right is relatively straightforward. Activity costing means profitable or loss-making areas can be identified and allowed or reviewed. Yet single-entity associations that use capitation confuse the real picture and get incorrect finances. Without correct finances, your group could get into serious difficulties or at least hinder your natural rate of development. I would be pleased to discuss these issues with interested not-for-profit organisations.

John Peacock is General Manager of NFP Analysts Pty Ltd, who provide information, training & advice to management and boards of not-for-profit organisations. John can be contacted on 02 9413 9999 or jpeacock@nfp.net.au. The website for NFP Analysts is <<http://www.nfp.net.au>>

CONSTITUTIONS - IS IT TIME TO UPGRADE?

By Irene Park is a senior associate of Holman Webb Lawyers

Your constitution is an important public document which describes who you are, what your objects and purposes are, how you operate and who can join you. But can you rely on your constitution to do this?

Here are 10 early indicators of constitutions in need of a clean-up:

1. "Corporations Law": If your constitution refers to the Corporations Law (or even worse, the Companies Code or the Companies Act 1936 - 61), you know it's out of date. The Corporations Act 2001 has replaced the Corporations Law.
2. Memorandum and Articles of Association: The Corporations Act 2001 does not require a company to have a Memorandum of Association and Articles of Association. Rather, it is now appropriate to have a unified constitution.
3. Objects and purposes: If you have the organisation's objects and purposes described in your constitution, are they still relevant? Do they accurately reflect your vision and message, or has your organisation grown up or moved on? How can your members, volunteers, staff and directors follow the same vision if it is unclear in your constitution?
4. Practice and procedure: The constitution sets out the main rules that determine how a company is internally managed. Does your constitution accurately reflect how you operate and how the organisation is governed?
5. Non-profit status: Your constitution should confirm your non-profit status. In particular, it should confirm that: (a) the assets and income of the organisation are to be applied in furtherance of the objects of the organisation; (b) assets and income of the organisation cannot be distributed to the members; and (c) if the organisation is wound up, any assets and income remaining after the payment of all debts and liabilities are to be transferred to another non-profit organisation with similar purposes. (There may be other obligations imposed if you self assess or are endorsed with tax concession status).
6. Members: Membership disputes and inappropriate behaviour by members can cause major headaches and disruptions to your organisation and could be harmful to your image. Does your constitution

explain what are the rights and obligations of members, what steps can be taken to deal with members who act in a way which is not in the best interests of your organisation and dispute resolution procedures?

7. Decision making: Does your constitution explain how decisions about the organisation, its members and directors are to be made?
8. Technology: You might already be holding meetings by telephone or video, but does your constitution allow this? Does your constitution use technology-neutral language when referring to how meetings can be held to allow for future improvements in technology and communications? The Corporations Act allows you to hold meetings of members using any technology that allows the members as a whole a reasonable opportunity to participate. The Act also allows meetings of directors to be held using any technology consented to by all the directors.
9. Meetings: Are you still required to hold all meetings face to face to pass resolutions? The Corporations Act allows you flexibility to pass resolutions without a meeting by circulating a written document containing the resolution and having all members entitled to vote on the resolution sign the written document. Similar provisions can be included for directors' meetings.
10. Plain language: If you cannot understand your constitution, how can you expect your members, staff, directors and the public to understand it? Plain and simple language in a constitution does not automatically mean a weak constitution. Rather, a clearly worded constitution is more user-friendly and can avoid disputes arising from misunderstandings in interpretation.

Irene Park is a senior associate of Holman Webb Lawyers. She works with Jonathan Casson, partner, who heads up the non-profit team at Holman Webb Lawyers. Jonathan and Irene can be contacted on 02 9390 8000 or at jonathan.casson@holmanwebb.com.au and irene.park@holmanwebb.com.au.

LET YOUR LOGO SHOW ITS TRUE COLOURS

By Craig Sutton, Creative Director, TDG | the design group

You've just been asked to provide your company logo for printing in a brochure for an event you are sponsoring.

What is the best way to supply your logo so that it has the opportunity to look as good as it possibly can in the printed brochure?

When we are doing brochures that require sponsor logos, a majority of the logos that are supplied, are in a low resolution format, either as a jpeg (.jpg) or embedded in a word processing program, (.doc). Sometimes we are also directed to a client's website and requested to download the logo from the home page.

These unfortunately, are the worst file formats to supply the logo and generally result in poor reproduction in the brochure.

The best file format by far for good print reproduction is a vector eps (.eps).

Without wanting to bore you with technicalities, these files allow enlargement to any size without degradation of image and are therefore ideal, not only for brochures but also large banners and signs.

If you have had your logo designed by a graphic designer or an advertising agency they should be able to supply the logo in this file format to you. Otherwise your stationery printer should have an eps file.

TDG | the design group is a supplier of graphic design services specialising in branding and corporate design. You can download samples of our work from www.thedesigngroup.com.au

OFFSET VERSUS DIGITAL PRINTING

By Justin Bevan of J.A Wales

Ask your current supplier for a quote on a job & he will quote based on which print process he uses.

You now have a choice! Choose a print supplier that uses both offset & digital printing processes & he can evaluate which process best suits your job.

Which is best? Well, the reality is that it depends on the specific needs of your project. Many jobs find themselves better for digital printing whilst other jobs are more suited to conventional offset printing. I have highlighted the pro's & con's of each process.

Advantages of Digital Printing – Since the invention of the original offset printing press, people have always looked for a way to print short run full colour jobs. With the introduction of digital printing technology it is now possible to print short run full colour work quickly & at a reasonable price.

Whilst the unit cost of each piece may be higher than offset printing, when setup costs are included, digital printing provides lower per unit costs for small print runs generally up to a quantity of 1000 pieces.

Testing the printed piece becomes possible through digital print, rather than committing to large runs on an offset machine. This means it is possible to test & evaluate the response from a small profile section of your database, for your next direct marketing campaign.

Variable data printing is a form of customized digital printing. Using information from your database or external file, text & graphics can be changed on each piece without stopping or slowing down the printing press. For example, personalised letters can be printed with a different name, address & graphic on each letter. Variable data printing is used primarily for direct marketing, customer relationship building & advertising.

Digital printing is the ideal solution for cost effective short run, on demand, full colour printing up to 320 x 450mm.

Advantages of Offset printing – Offer the highest of image quality. Modern offset presses use CTP (Computer To Plate) systems, as opposed to the old computer to film to plate work flow, further increasing the sharpness of the print.

You are able to print on a wider range of mediums, enabling you to make your print job stand out from the crowd. Also, much larger sheets are able to be used.

It is much more cost effective for high volume jobs.

You are able to control the colour quality using an offset press. Selecting specific spot colours from Pantone's PMS (Pantone Matching System) palette.

Pantone colours are mixed precisely, to pre-set specifications, which you will find in their colour guide booklet that is released each year. Consult these books to see exactly what the colour will look like in advance.

Still not sure which is right?

Quantity – Offset printing has a make ready cost loading. Short runs may have a high unit cost, but as quantities increase, the unit cost goes down. Very short runs can be much more cost effective & larger quantities are likely to have a lower unit cost with offset printing.

Printing Medium – Do you need or want a special paper, finish or unusual printing surface, or unique size? Offset printing still offers the most flexibility.

Colour – Digital Printing simulates PMS colours, so some digital printers may offer less accurate colour matching on projects.

Turnaround – If you need it NOW, digital print offers the quickest result.

Customisation – Without question, digital printing offers the most affordable way to customise marketing material, direct mail pieces etc.

End Usage!

Will your project be a showpiece for your company or campaign? If the goal is to produce a high end print piece that you want to use time & time again, traditional offset printing is the way to go. However, if your goal is simply to produce a professional looking printed piece in a cost effective manner, you may want to consider digital printing.

While digital printing can't offer all the size options, quality & colour control that traditional offset printing can, it is still a viable alternative.

Hopefully the above information has given you a good point of reference in choosing a process for your next print project. If you have any questions, please feel free to give me a call. I'll be glad to help!

Contact Justin or Bob @ J.A Wales on 02 9319 7636.

CALENDAR OF EVENTS

Association Forum National Conference
Sofitel Wentworth, Sydney: 29-30 AUGUST 2007

http://www.associations.net.au/html/s01_home/home.asp?dsb=6

NEWS FROM CONFERENCE ACTION & THE APC

Conferences currently organised by Conference Action

Access more details at
<http://www.conferenceaction.com.au/>

Recruitment & Consulting Services Association Annual Conference
Alice Springs: 29 – 31 AUG 2007

Quest Asia Pacific
Singapore: 19 – 21 SEP 2007

Australian School Libraries Association National Conference
Adelaide: 2 – 5 OCT 2007

Australasian Trauma Society 2007 Conference
Melbourne: 13 - 14 OCT 2007

Stroke Society of Australasia 2007 ASM
Perth: 17 – 19 OCT 2007

INTERACTION 2007
Melbourne: 22 – 24 OCT 2007

*Australian & New Zealand Association of Oral
and Maxillofacial Surgeons Conference 2007*
Perth: 24 – 26 OCT 2007

*Australia & New Zealand Spinal Cord Society
2007 Conference*
Sydney: 1 – 3 NOV 2007

Bioenergy Australia 2007
Gold Coast: 26 – 27 NOV 2007

YOUR CONTRIBUTIONS

If you have any suggestions on the content of this newsletter, would like to make a contribution or would like find out about advertising opportunities, please contact Isabelle on Tel. 02 9431 8600 or email isabelle@apcaust.com.au.

CONTACT DETAILS

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