



International Association
of Business Communicators
Asia/Pacific Region

<http://asiapacific.iabc.com>



2016-2017 Annual Report



International Association
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Asia/Pacific Region



Greetings to all IABC APAC members from the APAC Board of 2016-17.

We had collectively set ourselves goals and priorities for the year and were deeply committed to

supporting growth of our Chapters in every possible way. Each Board member was assigned to be a point of contact with each Chapter so that all may have easy access and guidance from the Board.

One of our strategic goals was to bring the Chapters and Region in strategic alignment with IABC HQ. Towards this, IABC standardized procedural governance processes and documentation to ensure that the association is in compliance with industry best practices. All Chapters signed the Affiliation Agreement that provides Chapters and IABC HQ with a common and clear understanding of mutual expectations and obligations to work together.

Another goal was to lay the foundation of a recurring IABC APAC Regional Conference that would provide more value to our members, reinforce our sense of identity as an IABC Region and increase our visibility and influence in the APAC Region. We are now ready to launch FUSION in August this year at Singapore.

The third goal was to bring in vibrancy in the Region through several training and digital networking initiatives and also promote several professional development initiatives being launched by IABC HQ in addition to launching our new own development

2016/2017 Board

Chair

Rajeev Kumar (India)

Past Chair And Treasurer

Leanne Joyce (Australia)

Vice Chair

Ben Shaw (Singapore)

Secretary

Tammy Kusama (Japan)

Director

Communications

Saima Sharif (India)

Director

Chapter Development

Jennifer Andrewes (Nz)

Director

Professional Development

Lisa McNally (Australia)

Director At Large

(Communications)

Kristy Christie (Malaysia)

Director At Large

Ritzi Villarico Ronquillo

(Philippines)



programmes.

The APAC Board enjoyed working closely with Chapter leaders who provide the cutting edge to IABC influence in the Region. The Board truly appreciates the significant role played by our dynamic Chapter Leaders.

In the year gone by, we were able to increase publicity and visibility of IABC and IABC APAC; create a dynamic APAC that serves its members including members at large who in turn will attract more members; develop a knowledge sharing platforms to share best practices; publicise all the platforms including certification, Academy, Gift of Communication that IABC creates for its members; introduce a mentorship programme across APAC; increase communication between Chapters and Region; cross promote Regional Conference with AMEC; and enhance the CMA programme.

The APAC Regional Board has worked hard during the year gone by and worked as a well-knit team to deliver fully on all these objectives. Our collective achievements as a Regional board are spelt out in the Report below.

As the Chair, I would like to congratulate and thank each member of the APAC Board of 2016-2017 for having contributed selflessly and productively to achieve success in the year gone by.

The Board looks forward to hosting the inaugural IABC APAC Regional Conference and create a landmark event within the Region. The APAC Board is confident that with the support of all APAC Chapters the year that follows will carry IABC APAC to higher heights.

Rajeev Kumar
Chair, IABC APAC



Development of Chapters and Members-at-Large

Jennifer Andrewes, Director

As at 1 June 2017, IABC Asia Pacific has 790 members in 13 chapters across 8 countries around the Asia Pacific, with 42 members-at-large. In the past year overall membership has decreased slightly, from 809 at 1 July 2016, but membership-at-large has grown by 40%, a significant increase.

Our regional membership ranges from large well-established chapters with a substantial financial base, through medium-size chapters with solid foundations, to small chapters newly minted or struggling to retain foothold – reflected in the relative decrease in APAC chapter membership in the last 12 months. Members-at-large are far flung and have generally not been well connected to the region, but are now in regular contact through the Chapter Development Director. IABC Asia Pacific is generally in good health, with a growing membership, and a solid chapter base. Equally, the region, and regional chapters face a range of challenges:

- IABC in the region is still relatively newly established and is yet to establish a firm foothold; visibility beyond chapters, to regional members, is inconsistent
- In the absence of a regional presence in the recent past, potential competitors to IABC have flourished: APACD is growing its network and positioning itself in competition for members
- Technological issues with iabc.com in 2015/16 hit APAC chapters hard, with many losing, or struggling to retain and grow members. Some chapters now fall close to the minimum membership threshold for member affiliation



Goals & Objectives

Our goal for 2016-17 was to maintain a healthy APAC regional community of chapters that could support a growing regional membership.

Our objectives were to:

- Understand the challenges and opportunities facing APAC chapters to better support their needs in this financial year
- Support APAC chapters to understand and meet IABC international requirements by 30 June 2017
- Enable the open sharing of ideas and information between APAC chapter leaders to support the adoption of good practice
- Support newer chapters to grow their confidence and their membership.

Highlights

In 2016 we:

- Secured IEB approval to consolidate chapters in India to support renewed growth potential there
- Supported new chapter Fiji to maintain membership
- Provided support to assist struggling chapter Auckland with a change of board leadership
- Opened discussions with interested members in Perth and in Singapore and supported them with a view to potential chapter development



- Ensured that new affiliation plans and financial reports were submitted on time by all APAC chapters
- Buddied new chapters with more established chapters through nominated key contacts, with regional board support contact
- Established a means of regular communication and outreach with members-at-large through a monthly email from the Chapter Development Director
- Championed, and led early arrangements for a visit to APAC chapters by IABC Global Chair Sharon Hunter around the APAC Leadership Institute and Regional Conference, 23-25 August 2017 in Singapore
- Established chapter liaison points and a mailing list for all APAC regional chapter presidents and board members (chapter leaders)
- Developed a standard blurb about IABC APAC and what we offer at a regional level, for Chapter Presidents or Membership Directors to include in welcome communications to new members or in proposition material and discussions for potential members
- Ensured that regional members and chapters have featured increasingly strongly in IABC international committees, awards, programmes and events over the past two years.

A chapter and member-at-large survey is planned to inform the incoming board in July 2017.

Budget

Chapter development initiatives were delivered on a zero budget, as a result of board volunteer time; and use of free-to-use communications tools.



IABC APAC launched the Regional Mentorship Programme

Our IABC APAC Mentorship programme is aimed at increasing the 'knittedness' between Chapters and members within the APAC Region and between all of us devoted to the communication profession. We are creating a pool of Mentors as a central resource to be accessed by anybody and anytime.

The pace at which our communication profession is evolving requires constant learning and updating knowledge and practices, no matter how learned we are. IABC provides you several opportunities to network, learn, evolve and grow your business and influence on the external world. IABC APAC now offers you an opportunity to contribute, give back and learn through its Mentorship programme. The mentor - mentee relationship is largely built on trust and inspiration and is as much 'give and take' as it is about the mentor providing guidance, coaching and direction. It's an opportunity learn from the wisdom and experience of mentors and equip yourself for the future.

We continue to seek volunteer mentors to add them to our pool of mentors. Details of mentors will go up on the IABC APAC website under a special section and all IABC members will have the opportunity to link with a range of IABC APAC mentors to form a mentoring relationship. Such a resource of specialists show-cased and made available on the IABC APAC website will also attract communication professionals who are not yet members to join our IABC fold.

[Consolidation of IABC \(India\) Chapter 2016-17](#)

In 2016-17, IABC APAC Region secured IABC approval to consolidate chapters in India to support renewed growth potential there. The APAC Board organized the consolidation of two IABC chapters in India (India-West and India-South) and created one strong IABC-India chapter in order to make IABC presence significant in India. The newly consolidated IABC India chapter now has a fully functional and active Board. Under a special membership drive the numbers of members have gone up to 26.



In order to regularly engage with its members, IABC India has established multiple channels of communication including Twitter, Monthly Newsletter and a chat group on WhatsApp. Informal get together and other events are regularly planned to solidify a sense of belonging to IABC. The consolidation was a significant achievement as it was the first of its kind under a new IABC Policy on Consolidation.

Overview of Communication Activities



Saima Sharif
Director of Communications
&
Kristy Christie
Director-at-Large
(Communications)



In 2016-2017, IABC Asia-Pacific Board carried out multiple Communication outreach activities to engage and inform IABC Members of the region. These included:

- Regular display of key information on IABC Asia-Pacific website
- Conducted multiple communication campaigns to support IABC Asia-Pacific webinar program and other global initiatives like LI, scholarships, etc.



- Promoted various IABC Programs on IABC APAC's existing Social Media channel – Twitter
- Set up the mini Conference Website that details the event, location, speakers and packages
- Designing the Fusion Conference Sponsorship e-brochure for online distribution
- Created and promoted IABC Asia-Pacific Facebook Page and LinkedIn Page (this replaced the IABC APAC LinkedIn group created earlier)
- Developed messaging and creatives for social media platforms
- IABC Asia-Pacific Newsletter
- Cross-promotion with AMEC Conference in Bangkok

Work-in-progress include :

- Implementation of 'IABC Brand Guidelines' by all Chapters of IABC APAC Region
- Promotion and Implementation of IABC APAC Mentoring Program



Planning for the Inaugural IABC Asia-Pacific Inaugural Regional Conference – FUSION 2017

Ben Shaw, Vice-Chair

The Conference Committee spent extensive time and energy in laying the foundation for conducting the Inaugural Regional conference for APAC. Besides detailed scheduling and organizing, several communication activities were executed by the Communication Team of Saima and Kristy. These included:

- Creation of a dedicated Website set-up for FUSION 2017 - <http://fusion.isp7.org>
- Multiple messaging to IABC APAC members regarding Fusion (e.g. save the date, early bird, keynote speakers announcements)
- Crafting messaging and developing creatives (banners) for Social Media channels to promote Fusion.
- Designing a 'Sponsorship Docket' for Fusion
- Work-in-progress include :
 - Communication plan and associated promotional activities for Fusion 2017
 - Develop messaging and sharable templates to help Chapters promote Fusion
 - Design a brochure for Fusion
 - Plan IABC branding at conference venue
 - PR to maximize coverage of the conference



Professional Development

Lisa McNally, Director

In 2016/2017 IABC Asia Pacific Board supported a number of Professional Development activities, most notably the new Webinar Program.

The Webinar program was launched in November 2016. Attendance has been strong since launch, and the feedback has been very positive. The webinar program has been very successful and is something we will continue to offer through the IABC APAC Board in the future.

Date	Topic	Presenter	Attendance
November 2016	Change Communication	Shaun Jones, Wellington	28
January 2017	Communication Measurement	Deb Cambden, Qld	36
March 2017	Crisis Management	Aisha Rashid, Malaysia	32
May 2017	Social Media (Case Study)	Rebecca Sleeman, NSW	56

The APAC Region Board also supported the planning for the upcoming Fusion event. Development and Recognition activities being planned during the Regional Conference are:

- Organizing and Conduct of Leadership Institute
- Conduct of the GCCC Certification Examination
- Introducing the Silver Quill Award Program



IABC APAC Treasurer Report 2016-2017

Leanne Joyce, Treasurer

The IABC Asia-Pacific is in a financially strong position and we have established policies and procedures to ensure that funds are managed carefully and used in the best interests of our members.

Funds held by IABC on the region's behalf (A\$62,863.89) were transferred to IABC APAC late in 2016 when we established bank accounts in Australia. IABC APAC established an investment account to draw interest, and a transaction account for regular payments. The Board has approved a finance policy setting out monthly reports, an annual budget, payment procedures and a financial year budget. We have provided our annual financial statement July 31 2016 to December 31 2016 to IABC who operate on a calendar year.

Holdings estimated at 30 June 2017 are A\$60,000 after paying some anticipated expenses for the IABC APAC Fusion Conference being held in Singapore in August 2017. A separate budget was created for the IABC APAC Regional Conference which we anticipate to be cost-neutral and we are on track to meet that target. Income is drawn from quarterly membership rebates (approx. \$8,000), and bank interest. Our primary expenses are bank charges, scholarships for members to attend the International Leadership Institute and World Conference, website hosting, survey monkey and Zoom communications.



Welcome To The New Board 2017 -2018

IABC APAC is pleased to announce the new Board for 2017-18 and warmly welcomes them. :

- **Chair**
Ben Shaw (Singapore)
 - **Past Chair**
Rajeev Kumar (India)
 - **Vice Chair**
Lisa McNally
(Brisbane, Australia)
 - **Secretary**
Tammy Kusama (Japan)
 - **Treasurer**
James Howe
(Melbourne, Australia)
- Directors at Large:
- **Chapter Liaison /
Members at Large**
Jennifer Andrewes
(Wellington, New Zealand)
 - **Professional Development**
Saima Sharif (Gurgaon, India)
 - **Communications**
Kate McNamara (Perth, Australia)
 - **Conference**
Tracey Sen (Sydney, Australia)
 - **Digital Communications**
Kristy Christie
(Kuala Lumpur, Malaysia)

CONTACT

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7TH JUNE 2017