

## Concrete Institute of Australia President's Report - 2022

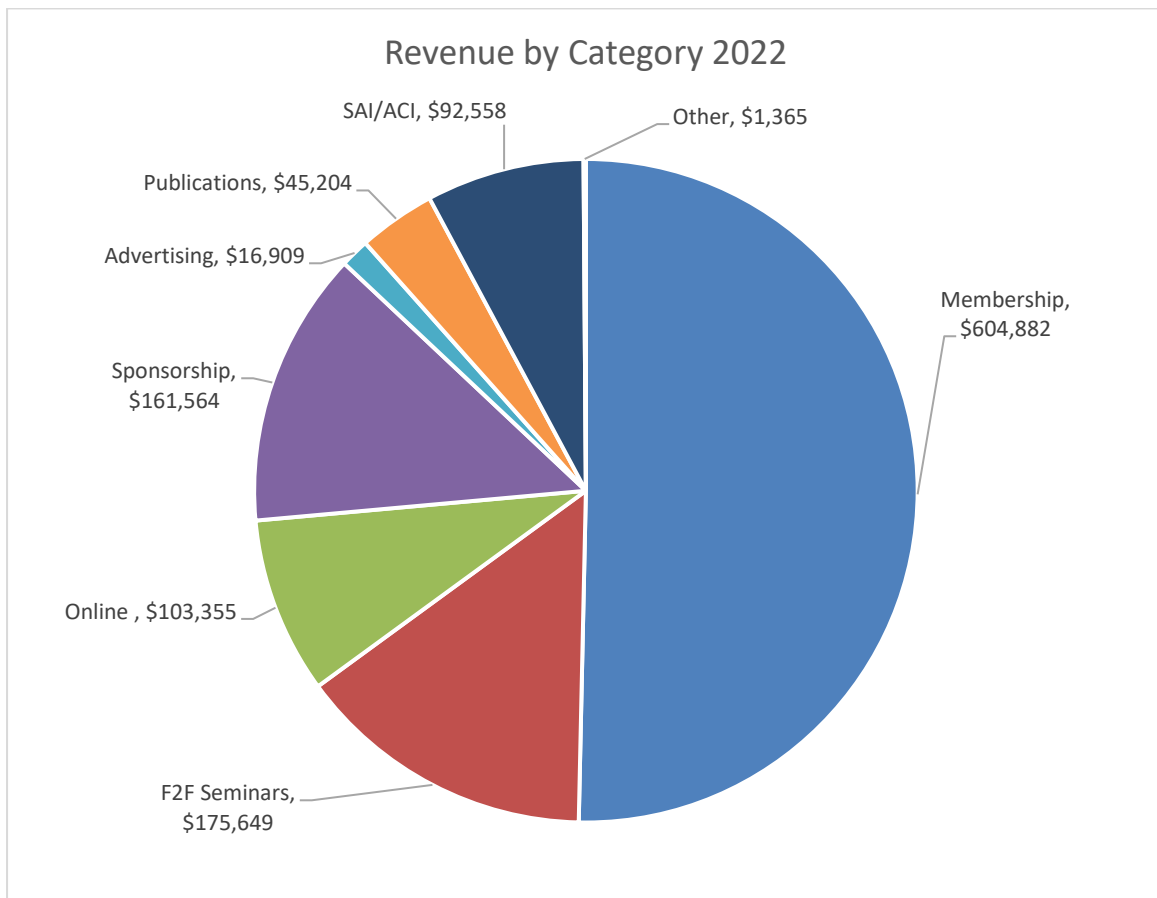
My two years as the National President for the Concrete Institute of Australia has gone fast. After such a turbulent time in 2021 as we continued to be blocked by lock downs and the pandemic, 2022 continued to provide the Institute with a number of challenges due to flow effect of the COVID-19. However, the incredible work by our Board, Councillors, State Presidents, committee members and of course the CIA staff was tireless and allowed us to maintain stability and clarity, whilst continuing the Institute's objectives meaning there were a lot of positives. Highlights for 2022 included:

- The entire country returning to face-to-face meetings and events as we returned to some normality.
- The first in person National Council meeting since November 2019 held in Sydney in June.
- Hosting close to 40 face-to-face events along with 20 webinars. In total CIA presented technical events to over 3000 delegates in 2022.
- Further development of Young Professional Members Group with regular monthly meetings and the introduction of a free quarterly technical webinar hosted and presented by young professional members.
- The expansion of new working groups related to diversity and engagement, contractors, and certification, providing further opportunity for the Institute to grow and evolve.
- Continuing to attract new members, both individual and company, with steady growth in Professional, Young Professional and Bronze Company membership, which resulted in record revenue for a financial year (see below).
- Consolidation of the new CIA website and AMS which has led members gaining better access resources and materials, whilst greater efficiency in membership management.
- Continued regular engagement with industry and members via e-communications, social media, and Concrete in Australia.
- Commencement of the organisation of Concrete 2023 which will be the first face-to-face conference since 2019 for the Institute. With the theme Resilient and Sustainable Concrete – Breaking Down Barriers it is a great opportunity for the concrete industry to meet again in person to discuss, learn, and share ideas on the most important issues related to concrete.

From a financial perspective the original budgeted surplus of \$51,148 was very ambitious and dependant on a return to face-to-face events and interstate movement. However, following new outbreaks early in the year and evidence that the market was still reluctant to travel and attend events in person, and a steep increase in Standards Online subscriptions leading to increased costs, it was soon evident that a number of budgeted revenue items would change significantly. By the end of the 3<sup>rd</sup> quarter it was forecast that the Institute would make a loss.

Despite this there were some highlights in 2022. Membership subscription revenue was the highest annual total in CIA history and ACI & Standards Online subscriptions were also at record highs. Fortnightly webinars continued to contribute to regular cashflow for the Institute. Several costs related to the office use, travel, and seminars did remain low, however there were some increases related to items such as office rent that provided some budget challenges. The biggest variance to budget was experienced with the subscription payments for Standards Online with SAI Global. Due to the high increase in users over the pandemic period, CIA exceeded the ceiling and was required to meet the costs associated with the increased subscribers. It was decided to write this expense off entirely in 2022 rather than extend it further. Despite the difficulties encountered, we continued to deliver on

our objectives as guided by the Strategic Plan and the Institute was still in a healthy cash position at the end of 2022 with \$615,081 but realised a deficit of \$105,040. The main sources of revenue by activity:



### Membership

Membership retention remained a vital part of the Institute's strategy in 2022 as did looking at growth. Before journal adjustments were made subscription revenue for the year was slightly below a very ambitious budget, an excellent result as it was the highest recorded revenue figure for membership in CIA history. Throughout the year we saw some stability in Professional Membership (119 new PM's and an 84% retention rate), and excellent growth again in Young Professional Membership (10% increase). There was also some growth in Bronze Members (5% increase), however we did unfortunately lose a Platinum Member. Additional subscriptions for Standards Online and ACI Membership also grew slightly. For 2023 our membership subscriptions have risen across the board by 5% and our strategy is to continue working with our current members, focus on new recruitment strategies, and work on greater engagement to attract new members.

### Education

After an ambitious start to the year with national seminar face-to-face events again budgeted, this required transitioning as the organisation of multi-state travel was still very difficult to do with any consistency. By the middle of 2022 it was clear that all budgeted F2F national roadshow events would be transitioned to all events and that typical attendance rates in NSW, Victoria, and Queensland would not reach similar heights as prior to the pandemic. This resulted in a drop in revenue for F2F events from a budget of \$324,000 to actual of \$175,000. Online content however did well, reverting to fortnightly as well as converting the national roadshows to webinars, realising revenue of \$103,355

compared to budget of \$50,040. Overall the education program was down by \$95,685. Despite the set back face-to-face seminars will again be a key focus in 2022, and our webinar program will remain a staple education product with eConcrete on demand materials.

#### Conference and Awards

The Institute was able to improve it's cash position at the start of 2022 with the deposit of \$28,000 from the online Concrete 2021 conference. The 2023 conference will be a huge focus for the CIA in the coming year.

#### Results

The Institute had overall a challenging year financially and experienced a deficit of \$105,040. The organisation did finish the year though in a strong cash position with \$615,081 at hand and total assets worth \$871,857.

#### Outlook

2023 should be an opportunity for the Institute to plan with clarity. Focus will of course continue to be placed on the main revenue streams of the Institute such as membership, education (seminars, webinars, workshops), and sponsorship, but with renewed optimism. These platforms have provided the Institute with financial stability for many years. It is also an opportunity to realign and restructure the organisation to achieve growth in market areas not usually targeted by the Institute such as increased presence in regional areas, new market sectors, and certification and courses. Finally, as it is a conference year Concrete 2023 will be the focal point for the CIA with the expectation that it will be a success and again help to keep the organisation in good stead for the years to come.

**Sherard Northey**  
**President, Concrete Institute of Australia**  
**June 2023**