

Concrete Institute of Australia President's Report 2023

Firstly, I would like to thank the immediate Past President, Sherard Northey and our CEO, David Millar, for allowing the incoming Council to receive the organisation in such good condition. There has been much good work undertaken this year to continue to grow the Concrete Institute of Australia which is highlighted in this report. I would like to thank the Board, Council, State Presidents and Committees, and the CIA staff for their efforts, many unrecognised, in building on the growth recorded after the COVID hiatus.

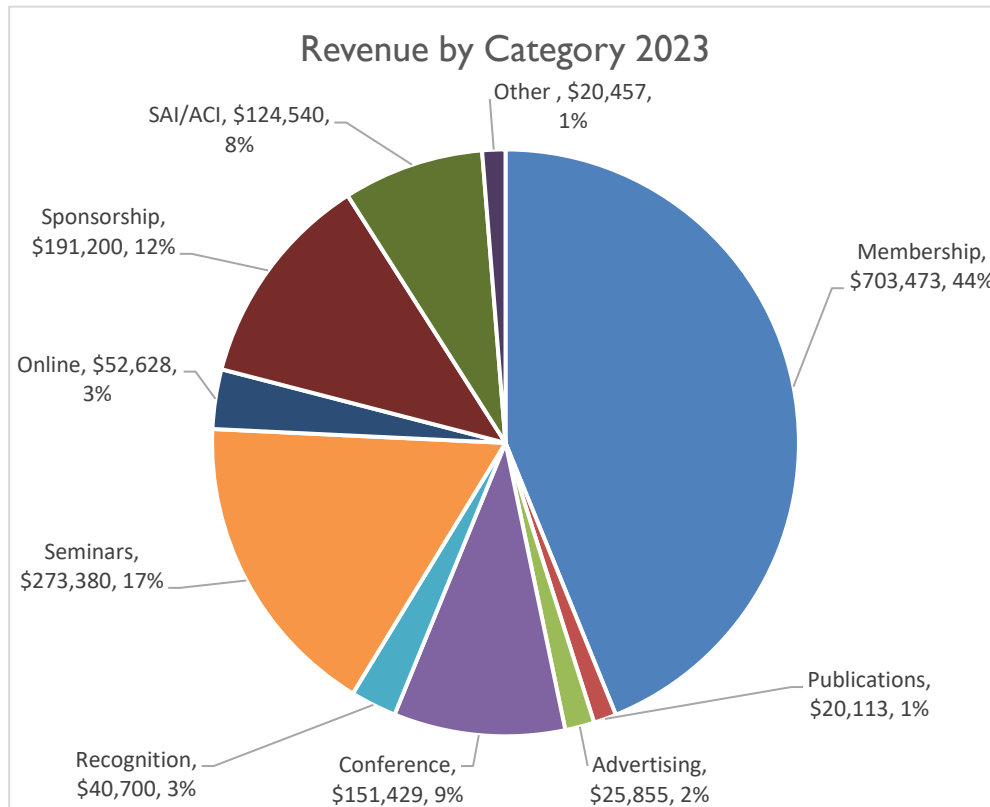
Highlights for 2023 included:

- Continuing to attract new members, both individual and company, with steady growth in Professional, Young Professional and Bronze Company membership, which resulted in record numbers and membership subscriptions for a second consecutive year.
- Hosting over 60 face-to-face local events in 15 different cities, including a return to the national roadshow after a 3-year hiatus. In total CIA presented technical events to over 3000 delegates in person in 2023
- The online webinar program continued fortnightly and is now an integral part of the CIA education strategy.
- Concrete 2023, the first in person conference since 2019, which also broke records for the number of delegates. Over 600 people attended the conference in Perth, and with the theme Resilient and Sustainable Concrete – Breaking Down Barriers it proved once again to be the ideal place for the concrete industry to meet to discuss, learn, and share ideas on the most important issues related to concrete.
- The 2023 Awards for Excellence in Concrete where the winning entries in each category showcased sustainable solutions and outcomes, none more so that our Kevin Cavanagh Trophy winner for overall excellence in concrete, the Quay Quarter Tower. As winner of the Kevin Cavanagh Trophy the project was also entered into the American Concrete Institute awards for excellence, and the Institute is extremely proud to note that it took out the overall award in this prestigious program as well.
- Welcoming Con Komselis and Rodney Paull to the list of Life Members of the Institute.
- Further development of CIA NEXGen, who took the conference by storm. For many people the highlight of the event was the CIA NEXGen breakfast forum which put a number of our young professionals in the concrete industry in the spotlight.
- Introduction of the Women in Concrete focus group that is starting to gain momentum and enthusiasm.
- Continued regular engagement with industry and members via e-communications, social media, and Concrete in Australia which turns 50 in 2024.

With the Institute coming out of the COVID haze and stepping back into face-to-face events and activities, as well as continuing with the online options made available to members, this provided a new set of challenges. Getting the balance right between “getting back out there” and being conscious of the expenses meant that from a financial perspective, the original budgeted surplus of \$147,410 was a little ambitious and was dependent on a successful return to a full face-to-face program, membership growth, and the conference being well attended. However, following a slow return to the national seminar roadshows, as well as face-to-face activities in some other areas, a dip in online attendances, and an increase in expenses such as travel, standards online, and conference marketing, the expected surplus did not eventuate. However the final result, after accounting adjustments to membership, was a **surplus of \$71,151**, which was close to the forecast that was projected at the end of the 3rd quarter.

There were a number of highlights in 2023. Firstly, the CIA conference, Concrete 2023, the first conference in person since 2019, generated a final revenue surplus of over \$150,000. Membership subscription revenue was the highest annual total in CIA history, breaking the record from 2022, and ACI & Standards Online subscriptions were also at record highs. As noted, roadshow seminars and

fortnightly webinars were not to budget but still continued to contribute to regular cashflow for the Institute. Local events in Brisbane and Perth did very well, however there is work to be done in Sydney, Melbourne and Adelaide. Several costs related to travel, marketing, and online subscriptions (ACI and Standards Online) were higher than expected, however it was necessary for the Institute to start being seen and active in the marketplace. Despite some of these challenges, we continued to deliver on our objectives as guided by the Strategic Plan and the Institute was able to get back to a healthy cash position at the end of 2023 with \$634,120 in the bank, alongside the positive surplus result. The main sources of revenue by activity:



Membership

Membership subscriptions remained a vital part of the Institute’s strategy in 2023. Before accounting adjustments were made, subscription revenue for the year was well above a very ambitious budget, an excellent result as it was the highest recorded revenue figure for membership in CIA history. For 2023, our membership subscriptions rose across the board by 5%, the first real increase in 4 years. Throughout the year, we saw more growth in Professional Membership numbers (3.5% increase), and excellent growth again in Young Professional Membership (17% increase). There was also some growth in Bronze Members (3.7% increase), and we picked up two unbudgeted Platinum Members – Cementaid upgraded from Silver membership, and Madewell Products returned after 12 months off. Additional subscriptions for Standards Online and ACI Membership also grew slightly. For 2024, our membership subscriptions have risen across the board by 2.5% 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 – F2F and Online

The education revenue budget for 2023 was ambitious with the return to national seminar face-to-face events and a full online program scheduled. However, the first two scheduled roadshows did not meet revenue expectations, and online attendance did not reach the heights required. This resulted in a drop in revenue for F2F events from a budget of \$324,365 to actual of \$273,379. There were some successes with the Queensland and Western Australia seminars being very well attended. Online content was also down, realising revenue of \$52,628 compared to budget of \$81,360. Publications were also impacted by budgeted purchase of the Steel Reinforcement Detailing handbook that did not eventuate. Overall, the education program was down by \$110,885 on budget. Despite the set back, face-to-face seminars

will again be a key focus in 2024, and our webinar program will remain a staple education product with eConcrete on demand materials.

Conference and Awards

The Institute hosted its 31st biennial conference Concrete 2023 in Perth, the first face-to-face conference since 2019. It yielded total revenue of just over \$150,000, which was on budget. Over 600 delegates attended the event, and it was extremely successful both strategically and financially. The Institute is now focusing on the 32nd Biennial Conference, Concrete 2025, to be held in Adelaide from 7th to 10th September 2025.

The Awards for Excellence in Concrete program also proved to be a success financially. 50 entries into the program resulted in revenue of just over \$40,000, which helped to fund the program.

Results

The Institute overall had a successful year financially and experienced a surplus of **\$71,151**. The organisation finished the year in a strong cash position with **\$634,120** at hand and total assets worth **\$997,488**.

Outlook

The strategy for 2024 is for the Institute to re-focus on its core areas of activity. In particular, this includes the main revenue streams of the Institute such as membership, sponsorship, education (seminars, webinars, workshops), and technical publications. 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. This is important in a non-conference year and will help provide the stability and security of the Institute as we look towards Concrete 2025.

Warren South
President, Concrete Institute of Australia
May 2024