

## Terms of Reference for the Member Advisory Working Group

|   |   |
|---|---|
| <b>Background and Purpose</b>                     | The AVA has a complex membership structure with just under 50% of registered Veterinarians as Members. The AVA Board recognise the need to engage with both members and non-members to understand how you see the Association, view its purpose and what they value in membership. This project will seek to secure insights to inform the review of the membership model and inform our strategic direction moving forward. The Member Advisory Working Group is established to guide and oversee the development of the AVA's member survey as part of the review of member value.  |
| <b>Role</b>                                       | To guide and oversee the development of the AVA's member survey as part of the review of member value. This includes ensuring that the survey questions are effectively designed, providing input into the survey marketing strategy, and reviewing the final survey report before it is finalised.   |
| <b>Scope of Work/Objective</b>                    | <p>The role of this Member Advisory Working Group is to provide input, insights, and guidance for the AVA Project Team. It does not have a final decision-making function. Input from this Advisory Working Group will be focused on:</p> <ul style="list-style-type: none"> <li>• Survey Development: Support the project team leading the project to develop and refine survey questions, ensuring they are comprehensive and align with the objectives.</li> <li>• Survey Marketing: Provide input into the marketing and distribution strategy for the survey to maximise participation among members.</li> <li>• Final Report Review: Review and provide feedback on the final survey report before it is finalised and presented to the Board.</li> </ul> |
| <b>Advisory Working Group Appointment Process</b> | <p>The Member Advisory Working Group is made up of 8 members.</p> <ul style="list-style-type: none"> <li>• Six (6) members representative of AVA Membership who may be selected by an EOI or appointment by AVA management.</li> <li>• One (1) Board representative to be appointed by the Board to champion the project.</li> <li>• One (1) non-member representative.</li> </ul>  |
| <b>AVA Staff Project Team</b>                     | <ul style="list-style-type: none"> <li>• CEO</li> <li>• Head of Business Development &amp; Member Services</li> <li>• National Manager Member Services</li> <li>• Digital Marketing Manager</li> </ul>  |
| <b>Meeting Admin</b>                              | <ul style="list-style-type: none"> <li>• Managed by AVA Project Team</li> </ul>   |
| <b>Method of Communication</b>                    | <ul style="list-style-type: none"> <li>• The Member Advisory Working Group will meet virtually via Zoom.</li> <li>• Updates will be provided to AVA Board at their meetings in July, October and December 2024 via the CEO.</li> </ul>  |
| <b>Authority for decisions</b>                    | The Member Advisory Working Group is not a decision-making body. They will provide advice and guidance to the AVA Project Team.   |
| <b>Reporting and Accountability</b>               | The Member Advisory Working Group provides advice to AVA Management and is not a decision-making body. The reporting structure for the Member Advisory Working Group will be to the AVA CEO who will report to AVA Board.   |
| <b>Term</b>                                       | July 2024 to December 2024 or when its obligations are met.   |
| <b>Meeting Frequency and Attendance</b>           | <ul style="list-style-type: none"> <li>• The Member Advisory Working Group shall meet as required.</li> <li>• Meetings will generally be 50- to 70-minutes in duration.</li> <li>• The project is expected to take around 4-5months to completion.</li> <li>• The Member Advisory Working Group is a volunteer group and will be disbanded once its obligations are met.</li> </ul>   |