

## Member Experience Advisory Group

<b>Background and Purpose</b>	<p>The Member Experience Advisory Group is being established as part of the <a href="#">2025-2028 Strategic Plan</a> to guide the Member Experience (MX) of the organisation. Its purpose is to bring member expertise and/or lived experience into the design, development and delivery of AVA's digital systems, processes, platforms and tools.</p> <p>The advisory group will support the AVA by:</p> <ul style="list-style-type: none"><li>• Providing practical insights on the member experience across the website and other digital touchpoints.</li><li>• Helping shape priorities, sequencing and decision-making in the Member experience (MX) Roadmap.</li><li>• Acting as a sounding board for early concepts, prototypes, workflows and service improvements.</li><li>• Testing digital ideas, processes and experience improvements before broader release.</li><li>• Demonstrating leadership within their AVA communities by helping members understand and adopt upcoming digital improvements.</li></ul> <p>This is an advisory group. It does not a decision making body nor does it set organisational policy.</p>
<b>Role</b>	<p>The Member Experience Advisory Group will:</p> <ul style="list-style-type: none"><li>✓ Provide feedback on digital concepts, user journeys, prototypes and system changes.</li><li>✓ Identify pain points and opportunities across AVA's digital ecosystem.</li><li>✓ Offer practical advice on technology and digital needs/expectations across different user experiences (e.g. clinical practice, academia, allied professions, AVA volunteers, industry and government).</li><li>✓ Highlight accessibility, usability and equity considerations for members.</li><li>✓ Contribute to prioritisation discussions for digital features and improvements, based on impact and member value.</li><li>✓ Test and validate ideas and early solutions, providing real-world user insight.</li><li>✓ Act as a reference and feedback group during rollouts of new digital tools, website updates and the Member Hub.</li><li>✓ Support communication and change by providing member-centred perspectives and championing AVA community adoption.</li></ul> <p>The Advisory Group will consider its purpose fulfilled when it has provided the insight, advice and practical input needed to support the development, testing and adoption of the major digital solutions in the Member</p>

# Terms of Reference



	<p>experience program across 2026 and 2027 or earlier if the advisory needs of the program are met as determined by Head of Strategic Projects.</p>
<p><b>Scope of Work</b></p>	<p><b>In scope</b></p> <ul style="list-style-type: none"> <li>• Contributing feedback on the website rebuild, including navigation, content pathways and overall design.</li> <li>• Reviewing and advising on digital experiences across AVA’s platforms, tools and member touchpoints.</li> <li>• Providing insight on workflows, content organisation and how members interact with digital services.</li> <li>• Identifying opportunities to improve usability, accessibility and the flow between systems and processes.</li> <li>• Testing concepts, prototypes, beta features and new digital ideas before broader release.</li> <li>• Advising on barriers and enablers that influence digital adoption within the profession.</li> <li>• Offering segment-based perspectives to help shape priorities across the Member experience program.</li> </ul> <p><b>Out of scope</b></p> <ul style="list-style-type: none"> <li>• Individual IT issues or technical support.</li> <li>• Decisions on vendor selection, contracts or budgets.</li> <li>• Formal authority over AVA digital systems, operational decisions or governance.</li> </ul>
<p><b>Membership Appointment Process</b></p>	<ul style="list-style-type: none"> <li>• Members are appointed through an Expression of Interest process managed by AVA Management Team led by Head of Strategic Projects.</li> <li>• Shortlisted applicants will be recommended to the Executive Leadership Team for approval.</li> </ul>
<p><b>Members</b></p>	<ul style="list-style-type: none"> <li>• The Advisory Group will comprise up to 8 representatives. This will include             <ul style="list-style-type: none"> <li>○ representation from different practice area sectors, geographical regions, and career stages.</li> <li>○ An AVA Board Director representative to help maintain alignment with strategic intent and provide a direct link to Board perspectives throughout the member experience program of work</li> </ul> </li> <li>• Members will be appointed on a volunteer basis</li> </ul>

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<p><b>Meeting administration</b></p>	<ul style="list-style-type: none"> <li>• AVA staff (Strategic Projects) will support the Advisory Group <i>but will not count toward the eight member positions.</i></li> <li>• Meetings will be facilitated by AVA staff.</li> <li>• Facilitation includes guiding discussions, managing the agenda, coordinating input and supporting the group to provide clear advice.</li> </ul>
<p><b>Method of Communication</b></p>	<ul style="list-style-type: none"> <li>• The Advisory Group will meet monthly online.</li> <li>• Communication between meetings will take place through email, secure document sharing and approved collaboration tools such as SharePoint and Microsoft Teams.</li> </ul>
<p><b>Authority for decisions</b></p>	<p>The Advisory Group provides insight and feedback to inform the AVA Staff Team and AVA Board, it is an advisory group and does not have decision-making authority.</p>
<p><b>Reporting and Accountability</b></p>	<p>Provides advice to AVA’s Head of Strategic Projects and Executive Leadership Team, with relevant updates or insights shared with the AVA Board as needed.</p>
<p><b>Term of Committee and Term of members</b></p>	<p>January 2026 to December 2027, commencing from the date of its first meeting. The AVA will be seeking members to confirm availability for the full term to ensure continuity.</p>
<p><b>Meeting Frequency and Attendance</b></p>	<ul style="list-style-type: none"> <li>• The Advisory Group will meet monthly or as needed and a draft schedule will be developed.</li> <li>• Members are expected to attend all meetings.</li> <li>• If a member misses more than three meetings, the AVA Executive Team have the option to replace the member.</li> </ul>
<p><b>Values</b></p>	<p>Members of the group are required to</p> <ul style="list-style-type: none"> <li>• Comply with the AVA Code conduct</li> <li>• Adhere to AVA policy and statement positions in any discussions with external stakeholders</li> <li>• Attend and participate in meetings, being prepared for meetings</li> <li>• Be responsive to requests for feedback outside meeting times</li> <li>• Declare and manage conflicts of interests appropriately. This may mean absenting yourself for decisions/ votes</li> <li>• Maintain the confidentiality of the group’s discussions and private correspondence</li> <li>• Conduct themselves with civility</li> </ul>

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	<ul style="list-style-type: none"><li>• Support a culture of experimentation, innovation and continuous improvement across AVA's digital work.</li><li>• Consider the broader membership and the diversity of their needs when providing feedback.</li></ul>
<b>Approval</b>	The AVA Board and CEO reserve the right to amend these Terms of Reference and the membership of the Member Experience Advisory Group as needed.