



## Annual Report 23

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# National President's Report

**It has been a year of change for us at AITD!**

**Changes in our Board of Directors.  
Changes in our Divisional Councils.  
Changes in our Strategic intent, and  
Changes in how we engage with our members and  
the broader L&D Community.**

And the feedback we've received so far tells us that we've hit the mark.

This year, I was entrusted by our Board to be the new National President. It was a humbling moment for me and an exciting opportunity to provide a conduit to the voice of our members, with the support of Rob Turner as Vice President, Paul Vorbach as Treasurer, Amy Martin, and Gerard Grant as Board Members for QLD/NT and VIC/TAS, respectively, and Ben Campbell as CEO and Company Secretary.

In October 2022, we held the Excellence Awards gala dinner at the W Melbourne. It was a sell-out event, with attendees enjoying the chance to come together and share stories of their amazing work.

No doubt, the success of this event contributed to AITD receiving a record number of entries into the Excellence Awards this year. The standard was incredibly high, with many categories awarding Honourable Mentions as well as Runner-Up awards, creating further impetus for us to look at ways in which we can showcase the incredible learning programs being created by our members.

November was a month of mixed emotions for me. The global pandemic had greatly impacted our financials, and like so many membership organisations, we had to work hard to stay afloat. The home of AITD, our building, was sold. This sale was incredibly important for securing the financial future of AITD. Our team became remote, working from home, and managed to remain connected with a sense of belonging that in the past came from physically working alongside one another. It's a credit to the team and their resilience.



At the Board level, we saw the resignation of Michael Werle, Graham Doering and Sue Leslie this year. Personally, I am grateful to have had the opportunity to work with these people in my time on the Board. To learn from their experiences and their selfless contribution to AITD.

In December, we made the decision to reduce the number of Board Committees in place by merging related topics, such as Membership and Curriculum, into an External Affairs Committee. For more information on these changes, please see the Financial Report.

We strengthened our relationship with the New Zealand Association of Training and Development by attending their Conference in Auckland in March. Ben Campbell, our CEO, met with the team to better understand the nuances of the NZ L&D community and share details of what works well in their capability framework and learning management system.


Our Member Survey launched in May, with high-level results shared with members in June. Demonstrating that we know how important it is for our members to see the results of their time taken when completing a survey such as this, and how we use these insights to shape the future of our organisation.

Our annual Conference was held in Sydney in June this year, with a fabulous turnout of attendees from all across the globe. The pre-conference workshops were a fabulous way to learn from Excellence Awards recipients. The Navy made a big entrance on day one, with their delegates arriving en masse in uniform. Our emcees, Michelle Ockers and Anneli Blundell, managed to keep us on time with expert facilitation skills and a touch of good humour. Each speaker brought their expertise and passion to the lectern, inciting rich discussion from our attendees. And the networking sessions were loud! Clearly, everyone enjoyed the chance to connect with real, live people in 3D.

This focus on 'Connecting' helped the Board to shape our renewed Vision, Purpose, Values, and Strategic Focus Areas when we came together in the days immediately following the Conference. We launched this in the new financial year, with really positive feedback from our Divisional Councils, who were keen to start applying our Values and behaviours in what they do at local events.

In terms of business as usual, our Training & Development Magazine continues to publish thought-provoking articles that inspire our community on a range of topics. Our public and in-house courses are capturing a growing market of individuals and organisations, and this year, we have already commenced updating the associated reference materials and case studies. Our Mentoring Program remains at the forefront of our industry for growing emerging talent. And our Continuing Professional Development (CPD) program is evolving as more and more members choose to engage with it through our website.





While for me, this past year has been exciting and full of opportunities, it would be remiss of me not to acknowledge the work behind the scenes from our dedicated team of employees led by Ben Campbell. Collectively, they worked on improving our cost management in such a way that members did not feel a pinch, or any reduction in the services we provide. In my experience this is a rare occurrence, and one that I am grateful for.

For the year ahead, we are launching our new Strategic Focus Areas for 2024-2028, demonstrating that we fully intend to grow as the leading membership organisation for learning, teaching and training professionals with a sustainable business model that grows with our members. At this AGM, we ask our members to vote for changes to our Constitution that will open up more opportunities for them to join the Board.

This month, we kick off the pilot AITD Skills Analysis program with a flurry of willing volunteers keen to take part. In May 2024, we're heading over to the US to attend the ATD Conference (if you would like to join us, AITD members are entitled to a discount). In June our Conference will be held in Adelaide. I hope to see you there.

As the saying goes, there is no I in Team. I am very proud of our Team at AITD and would like to acknowledge and give my thanks to the AITD Board, our employees, contractors, volunteers, and members for their contribution, support, and love of what you do.



**Abbie Taylor MAITD**  
AITD National President

# Our Achievements

## Research Focus

This past year, we have delved further into the thoughts and insights of our members and have achieved the following on behalf of members:

### Member survey

With a renewed focus on member engagement and refocusing the activities of AITD, our latest member research has helped to set the foundations for the following:

- The engagement of an L&D Specialist to assist us in this process
- Revision and update of our courses material and planning future courses
- The foundations of an L&D competency model, guiding our advice and curriculum framework
- Establishing the framework of a future advocacy strategy to champion the needs of the L&D profession in national and state-based forums.

## L&D Trends Survey

Our natural role to provide the sector insightful and strategically helpful research information in an Australian context was advanced in 2023 with the publication of the AITD L&D future trends survey in association with McCrindle Research.

We are subsequently working with our national and international partners to broaden the scope and use of this research.

Membership of AITD helps us to support further investment in this area of research as an important member benefit.

Ownership of this area helps AITD to build its leadership capabilities to ensure our sector benefits from not-for-profit Australian-based research.

Research outcomes have been published in the AITD Training and Development magazine and will flow through to AITD conferences, webinars and divisional networking initiatives.

## Member Task Groups

Task groups with goals of enhancing member and course benefits ran in the first half of the year, providing AITD with important insights into enhancing member engagement and course information. The depth of this information will continue to inform AITD strategy for years to come, and we are thankful for the many volunteers who dedicated their time and knowledge to help us develop our various fields of operations.

# Vision, Purpose and Values

The board spent time together after the AITD Conference to refine AITD's strategy and determine our Vision and Purpose (replacing our Mission) to be:

## Vision

Advancing excellence in learning for a better future.

## Purpose

We are a not-for-profit member organisation. We exist to promote the learning profession, engage members and communities, inspire growth and build capability.

## Values

### Leading



#### Advancing Excellence in Learning and Development

##### We commit to:

- **Lead with Conviction:** Inspire others to strive for excellence.
- **Be Proactive:** Demonstrate decisive problem-solving skills.
- **Stay Committed:** Remain resilient and faithful to our vision and goals.
- **Encourage Growth:** Foster mutual respect and high performance.
- **Uphold Integrity:** Take responsibility and maintain high standards of accountability.

### Connecting



#### Our Community's Central Point for Connection

##### We commit to:

- **Engage Positively:** Build valued relationships through respectful interactions.
- **Facilitate Networking:** Create opportunities for our members, supporters and stakeholders.

### Sharing



#### Knowledge Transfer and Growth

##### We will:

- **Share freely:** Offer information, advice, and suggestions to help others succeed.
- **Respect Privacy:** Promote responsibilities to safeguard personal information.
- **Encourage continuous improvement:** seek opportunities for development, embrace feedback and strive for excellence in all endeavours.
- **These values and behaviours** will be consistently practised and promoted by AITD members and employees.

We uphold our values and model our behaviours by regularly highlighting, discussing and reinforcing them via:

- **AITD Board:** At every board meeting.
- **Division Council Presidents:** At every president's meeting.
- **Divisional Councils:** At every council meeting.
- **National Office Team:** At every team meeting.
- In all our interactions with our members, stakeholders and colleagues.

These will underpin the organisational engagement with all members and the community and will serve as the basis of the updated Code of Conduct to be released for discussion in early 2024.



## AITD Conference and Excellence Awards

Our first face-to-face events in many years saw great turnouts of members of our profession; all steered toward recognising and equipping the sector to excel in their focus areas and career pathways.

We'd like to acknowledge all the presenters, volunteers and the AITD team for all contributing to the success of each event. We also appreciate all the feedback provided so we can continue to build the value of each initiative, and our appreciation to all who helped us in this task.

## AITD Social Media

Our social media engagement continues to grow across each area. We thank our community and team for helping us to use these channels to communicate, celebrate and inform.

## Team and Volunteers

Our small team of 3.3 FTE continues to work hard in support of the profession, supported by seven part-time contractors, 16-course facilitators and around 70 volunteers.

Thank you to all the Divisional Councilors, task groups, Board, Mentors and Members who go above and beyond to serve our community through AITD.

Thank you to all the staff and contractors who aim to strengthen our customer service capability day by day.







## Our Board

### The Board of Directors

as at June 2023 were:

**Abbie Taylor MAITD**

National President | South Australia

**Rob Turner MAITD**

Vice President | Board Director (Co-Opted)

**Paul Vorbach FAITD**

Treasurer | Board Director (Co-Opted)

**Amy Martin AFAITD**

Board Director | Queensland/Northern Territory

**Gerard Grant FAITD**

Board Director | Victoria/Tasmania

*Excellence Awards.*

### Company Secretary | CEO AITD

**Ben Campbell MAITD**

### AITD Divisional Councils

AITD has six divisional councils, each planning and organising professional development events for AITD members, providing opportunities for networking and support among members.

### AITD division council presidents

**NSW/ACT\*** Fiona Maggs, MAITD

**QLD/NT/WA\*** Jina Hardy, MAITD

**SA** Gina Brooks, MAITD

**VIC/TAS** Ellie Maddinson, MAITD

\*Fiona and Jina are guiding and mentoring ACT and WA during leadership transitions.

### Thank you

All board and divisional council members are volunteers who generously donate their time and energy to further the objectives of the AITD, and we sincerely thank them for their support.

Our AITD members also provide invaluable support at functions, events and presentations, sharing their expertise via webinars and on advisory groups and committees, acting as mentors in our mentoring program, writing for our magazine and judging our annual excellence awards.

## AITD Team

### AITD members are served by the AITD office team

which is based in Sydney, NSW.  
The organisation structure, as at 30 June 2023, was:

**AITD Board**

**CEO**

**Ben Campbell**

**Lucinda Carney**

Programs  
Coordinator

**Ted Webber**

Learning and  
Development  
Specialist

**Deepak Rajani**

Business  
Development  
Manager

**Tiffany Crouch**

Administration  
Coordinator

### We would also like to thank our external support team

- DFK Laurence Varnay Accountants
- Pink Cow Media: Briana Graydon
- Association Executive Services: Mersine Dandas and Nick Koerbin
- Office81: Sarah Cassells
- Sam Gilbertson: Sally Wood
- Office Magazine
- Icecream Creative: Jenna Setford
- Union Street Studio: Dolores Knox



## Financial Performance

Revenue grew 32.9% to \$1.19M this past financial year, with growth across all areas of the Institutes core business.

Expenses grew 19% in support of these activities, seeing a \$100K improvement from the previous net loss position to (\$28K) to 10/6/23 versus (\$128K) in 30/6/22.

Some of the fixed costs and administrative expenses associated with the previous office suite will no longer impact the P&L in 2024, and we continue to work hard to sustain and enhance our member services whilst controlling and reducing costs and focusing on a return on investment with all our activities.

We appreciate all the community who have helped volunteer, give expertise and steward our resources wisely to build a stronger financial position year by year to support our member community and the L&D profession.

## Thank you

Thank you to our course participants, members, event attendees, sponsors, partners and volunteers who continue to support and encourage our team to do even better every day.

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The logo for Aitd, featuring the lowercase letters 'aitd' in a dark blue sans-serif font. A small teal dot is positioned above the 'i', and another small teal dot is at the end of the period. The logo is centered within a white triangular shape that points to the right, set against a dark blue background.

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