

MORE ON THE GREAT MEMBERSHIP RACE

This is the second report on Branch membership and recruitment for 1986, and it shows that there has been quite a lot of activity since the end of April — but not all in the desired direction. The first report in InCite No 9 showed that the Northern Territory Branch was leading the field with a 12.5% increase in financial members from January to the end of April.

At 1 September the Branch had increased its lead to 18%, with the Queensland Branch second again (up 6%) and the Western Australian Branch still third (up 4.3%). Tasmania and the ACT, sad to say, were in the red with fewer financial members than at the start of the year. Perhaps it's the climate — or maybe the fringe benefits tax!

The figures need a few words of explanation. They are for financial personal and institutional members, and exclude 'voucher only' institutional members. They include members who have renewed for 1986, as well as new members. They are not *all* our members — we have another 167 loyal supporters overseas. Astute readers, and Branch recruitment officers keen to win the prizes being offered by General Council will note that some of the 'increases' are less than those shown in the earlier report. This is because members who had not paid 1986 fees were dropped to the ranks of the unfinancial at the end of May. 1298 members became unfinancial at this date, or 18.3% of the total membership, which is rather disappointing. Much of the good work being done by Branches in recruiting new members is being undermined by members not

BRANCH	Membership at					Increase since 1 Jan	
	1 Jan	30 April	30 May	1 June*	1 Sept	Members	%
ACT	388	423	431	333	384	-4	-1
NSW	2175	2348	2372	1922	2183	8	0.4
NT	72	81	80	72	85	13	18
QLD	565	623	631	515	599	34	6
SA	569	614	621	509	591	22	3.9
TAS	223	232	233	181	197	-26	-11.6
VIC	1770	1929	1948	1618	1809	39	2.2
WA	678	742	763	631	707	29	4.2
TOTAL	6440	6992	7079	5781	6555	115	1.8

* Unfinancial members dropped.

renewing, or doing so late in the year. In fact it was not until August that total membership was back to the January level. By September there was a 1.8% increase overall. The largest

numerical increase has been in Victoria, with a net gain of 39 members.

In comparison with the same time last year the figures do, however, show that it is not a two steps forward and one back. On 1 August 1985 the total was 5972 and that means a membership increase of 9.8% in the last thirteen months. The discounted fee for signing up a new member, the great membership race and the feeling of change as a result of the Corporate Plan Report we feel have led to this increase. Let's make sure it's only the beginning.

I promised another revealing graph with this report, but there are a few too many variables this time. A table will have to suffice, and graphic imagination.

Don't forget that new members may join after 30 September without charge for the remainder of the year.

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