



AVAA MEMBERSHIP REPORT

2019

A WORD FROM THE PRESIDENT

2018 proved to be a pivotal year for the AVAA with some major initiatives being implemented, strong industry representation through media and government, and an engaged member base.

The AVAA, with support from its members strongly opposed the Australian Consumer Law (ACL) Review. The Review proposed to remove the current exemption to some of the consumer guarantees for goods sold by auction. With the right decision to reject the change to the current laws it is a testament to the value of an industry peak body leading the discussions.



The united opposition and strength of a combined voice highlighted that the more members the AVAA has, the more resources available to increase the reputation of our industry and serve our members. This proved pivotal during significant coverage of the AVAA during the Ivory Trade discussions earlier this year. The AVAA was also well referenced by the Parliamentary Joint Committee report presented to the House of Representatives in September which recommended Ivory Trade bans in line with our submission.

The AVAA has successfully implemented a CPD program along with establishing some fantastic international relationships, which has led to an increase in education and training the AVAA can provide. Our increased focus on education for members has resulted in online training, with both USPAP and IVS standards being made available to members with the most competitive prices in the market.

The challenge raised by the ACL Review this year highlighted the need for the AVAA to be well resourced. As there has been no change in AVAA membership rates for the past few years, it has been necessary to make a modest increase in members' fees. Corporate rates will also reflect the size of an organisation which will allow for a more equitable contribution to the industry to be made by larger players. The new rates continue to represent incredible value and are significantly cheaper than many other comparable industry association rates.

Early in 2019 the AVAA will be communicating with associations, organisations and businesses within the insurance, banking and insolvency, fleet leasing, and finance industries to promote our members. This communication will commence with a letter which will highlight the commitment involved with being a member of the AVAA and the Code of Ethics our members adhere to and to strongly promote the use of AVAA members for all valuations and auctions. We will also use our relationships to provide industry expertise regarding the auction and valuation industry.

Thank you to our members for the support during 2018. The momentum we are currently experiencing is very exciting, and will allow the AVAA to provide continued value to members. We will continue to share our future vision and strategic initiatives with our members, and if you have any suggestions for the association please do not hesitate to get in touch with us.

A handwritten signature in black ink that reads "Tim Slattery". The signature is written in a cursive, slightly slanted style.

TIM SLATTERY
PRESIDENT

AVAA PURPOSE

- To promote AVAA members' capabilities and compliance to the public (financiers, accountants etc)
- To represent members' interest to government or other regulatory bodies
- To provide members with industry recognised training courses
- To provide connection and social interaction between members

RECENT HIGHLIGHTS

- Financial stability
- Establishing identity and enhancing it
- Growing member base
- New Logo
- New website
- Industry advocacy
- Communication to members increased
- Significant increases in education and training
- International standards alignment
- Introduction of CPD



AVAA BOARD

TIM SLATTERY

PRESIDENT
NSW

JANE RAFFAN

VICE-PRESIDENT
NSW

PHILLIP THOMAS

NATIONAL TREASURER
NSW

GEOFF EATON

DIRECTOR
QLD

SAM HUNTER

DIRECTOR
NSW

JOHN MATTHEWS

DIRECTOR
QLD

DAVID JEFFS

DIRECTOR
WA

JOHN LEESON

DIRECTOR
QLD

DANIEL MEHEGAN

DIRECTOR
NSW



FROM THE CEO DESK

Although only starting in late 2018 I was instantly immersed in many aspects of the AVAA and have gained great insight into the strengths of the AVAA brand and already have a passion for the growth of the association.

In a recent strategy session, the Board and I outlined the growth achieved since the previous strategy we set in 2016, and I was encouraged to see the increase in the breadth and depth of what the AVAA can provide for members.

For me to get a clear understanding of what our members wanted from the AVAA, we devised a quick survey which we can refer to over the coming 12 months, and indeed farther ahead, to ensure we are delivering value. Highlights of this survey are included in this document.

It was wonderful confirmation that the survey showed the areas identified by our members as important were the same as what the Board and I also deemed to be important.

The refreshed strategy the AVAA will implement will align with the results from this survey and we will use them as a benchmark for our continued success.

In 2019 we will focus heavily on education and training for our members, along with creating a stronger voice for our industry and our members within the Australian market and farther afield.

AVAA.COM.AU

We have these focuses in motion already. We have created partnerships with international associations as well as aligning with local organisations to bring tailored education and training sessions to our members, which we will offer throughout 2019.

The cohesive view the AVAA voiced during 2018 - through the Ivory Trade and the ACL Review discussions - increased the industry awareness of the AVAA and opened doors to further conversations around advocacy, regulations and ethics. Our strategy also focuses on increasing this awareness even further with the aim that the AVAA is the industry go-to for all Auction and Valuation matters for businesses, consumers and media.

I wanted to finish the 2018 year by thanking all of our AVAA members for their support and commitment to the continued growth of the AVAA. Our reputation is strong, as is our focus for our future.

I look forward to future interactions with our AVAA members, and if you ever want to talk please contact me on 0407 006 036 or at emma@avaa.com.au. I welcome an open dialogue.

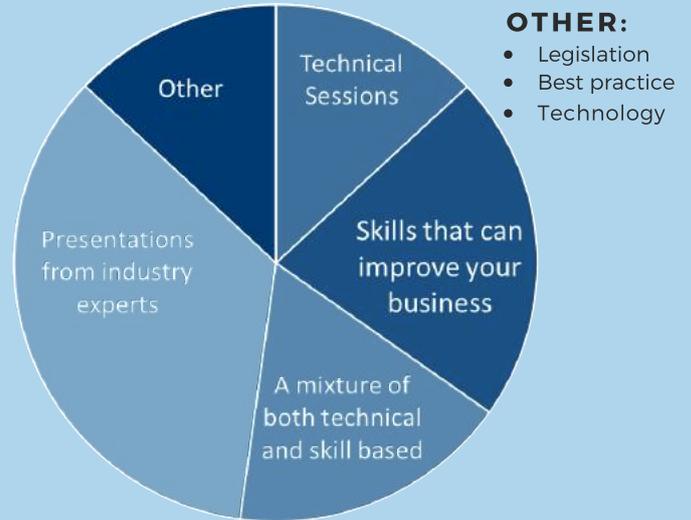
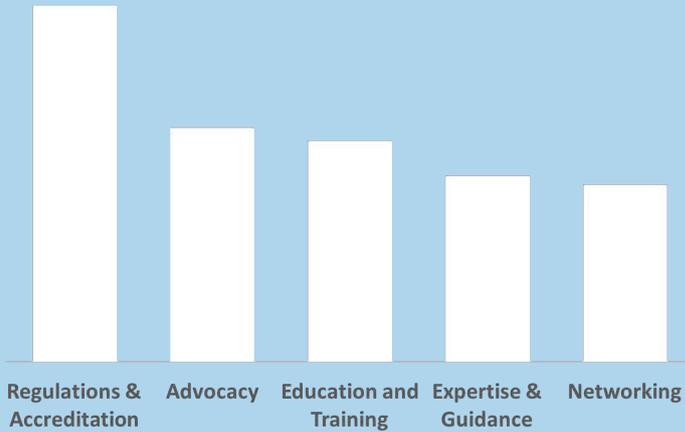
Here's to a fantastic 2019!

EMMA BARNES

CEO

2018 SURVEY HIGHLIGHTS

WHAT AREA OF THE AVAA'S FOCUS IS MOST IMPORTANT TO YOU?



WHAT TYPE OF SESSION WOULD YOU PREFER TO SEE OFFERED BY THE AVAA?

WHAT DOES THE AVAA DO WELL?

- Forward thinking
- Maintaining standards
- Represents the profession and keeps members informed on important matters
- Corporate Governance
- Branding and Social Media improving
- Provides leadership and advocacy and information to our professional membership

WHAT CAN THE AVAA IMPROVE ON?

- Offer more education opportunities
- Pull the rug on shonky auctioneers
- Training
- Engage with members more
- Increase profile with clients regarding accreditation
- Advocate about AVAA members and the services they can provide

STRATEGY 2019 - 2021

At the strategy refresh in October the AVAA Board and the executives identified key avenues for continued growth. We want to share our focus with our current and future members to leverage their support and to ensure we are held accountable.

FINANCIAL & MEMBERSHIP

The AVAA aims to maintain its current financial stability, and indeed have funds available for additional projects that may arise. We are currently well placed financially and are confident this position will continue.

We also aim to increase the headcount within the AVAA staff to include an Education Officer and Administrator to support the planned growth. This will support our commitment to providing value to our members through training and education and assist in cementing our strong reputation in the industry.

The AVAA wants to ensure our members are upholding our code of ethics and the prestige of the AVAA membership continues to be held in high regard. We will be introducing random audits of recent valuations by our members and providing assistance and training to ensure valuations are meeting the AVAA's standards.



RELATIONSHIP & REPUTATION

The AVAA will be focused on increased communication across the board to members and other industries. This communication will focus on the strength of the AVAA and our members. We will also educate the public and other industries about the responsibility involved with being an AVAA member and promote the value in engaging with an AVAA member.

We will increase our presence in other industries through presentations at conferences, regular articles and advertising along with newsletters and regular updates. We want to encourage a conversation between industries and have already begun this process. We are also reaching out to our international counterparts to leverage opportunities to share knowledge.

We will also be regularly communicating with other industry bodies and organisations to provide regular updates on who our members are and while highlighting the commitment involved in being an AVAA member.

STRATEGY 2019 - 2021



COMMUNICATION

The AVAA will continue to communicate with members on a regular basis directly and also through the newsletter and social media. We will also present a rolling calendar for events, education and member activity, which will be promoted through our communication channels.

Our recently redeveloped website did not function to the level we desired, and this is currently being reworked with a focus on the 'member search' and 'upcoming auctions' area. We aim for the website to be the go-to database of our members which we can use to promote areas of speciality and help tailor support and recommendations to industry and public queries.

We also aim to have an open dialogue with our members and invite members to reach out to us through any of our communication channels: social media, email or telephone.

CPD REQUIREMENTS

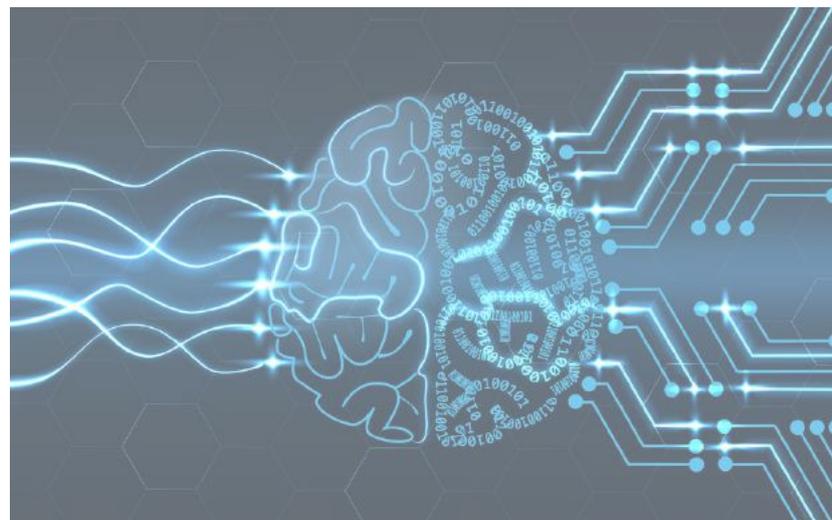
From 2019 onwards the AVAA will be keeping a record of all members and their CPD compliance. During the 2019 calendar year all AVAA members will be required to gain 6 CPD points. This will increase to 10 CPD points in the 2020 calendar year.

EDUCATION & TRAINING

As a key area identified during our strategy session and subsequent member survey, training and education is a key focus for 2019. We have identified topics of interest for our members and established relationships with providers to bring content of value to our calendar.

It is the aim of the AVAA to provide a breadth of topics to our members that provide value to their career and businesses. We aim to offer the courses in a manner that is convenient to our members and are investigating courses via the following avenues: in person, online and webinars. This will ensure we cater to our entire member base.

More information about the proposed Education Programme for 2019 can be found within this document.



2019 EDUCATION & TRAINING

During 2019 the AVAA will expand on the current education and training opportunities offered to our members. This expanded training calendar comes from a mixture of in-house training courses, partnerships with international counterparts and relationships with education and training providers.

CURRENT TRAINING OPPORTUNITIES

INTRODUCTION TO AUCTIONS & AUCTIONEERING

This self-paced online course provides an introduction to the core elements of running a successful auction event, from writing effective lot descriptions, through to setting an auction and calling the sale. This course represents the best opportunity in Australia to gain industry knowledge from experienced practitioners.

We recommend this course to young or new entrant employees of AVAA members, or for anybody wishing to gain a preliminary understanding of the auction industry. (ONLINE)

INTRODUCTION TO VALUING GOODS, CHATTELS, PLANT AND EQUIPMENT

This self-paced course is intended as an introduction to the valuation of goods & chattels, plant & equipment. This course provides basic training that can be transferred to employment in the valuation industry at an entry level.

The course materials provide a step by step and understandable guide to the valuation process. (ONLINE)

NATIONAL UNIFORM STANDARDS OF APPRAISAL PRACTICE (USPAP)

The Uniform Standards of Professional Appraisal Practice (USPAP) is a recognised ethical performance standard for the valuation industry within Australia, United States and Canada. The courses focus on standards for the development and reporting of valuations.

These online courses are recommended to all valuers or emerging valuers to understand the responsibility of an impartial valuer. (ONLINE)

15 Hour National Uniform Standards

This course creates an understanding of the requirements for ethical behaviour and performance. Participants study the role of a valuer and the impartiality associated with the role.

7 Hour National Uniform Standards Update

This course details the changes to USPAP 2018 -2019 and valuation issues that affect you daily. The 15 Hour National Standards course is a pre-requisite to this course.

7 Hour National Uniform Standards for Commercial Valuers

This course details valuation issues that affect you daily in the area of commercial valuation



2019 EDUCATION & TRAINING

The following courses will be available during 2019. The courses will be offered through a variety of mediums, such as online, webinar or in-person to cater for the needs of our members. The calendar will continue to grow throughout 2019 and will be shared with our members

VALUATION OF FINE ARTS & ANTIQUES

This self-paced advanced course in valuation of fine arts and antiques provides valuable information on effective valuation practice. This unit covers the essential principles necessary to develop a career as a fine art and antiques valuer. The learner will be required, in this unit, to engage and develop analytical and logic skills. (ONLINE)

AVAA AND IVS VALUATION GUIDELINES - HOW TO MEET THE BENCHMARK

This course is designed to ensure your valuations are compliant with IVS guidelines and AVAA requirements. It will provide examples of how compliant valuations look. (ONLINE)

AVAA'S "HOW TO VALUE" SERIES

This series of courses will provide step by step guides to help ensure your valuation covers all aspects needed to meet AVAA and international standards. This series will cover valuations on a variety of commonly valued items covering all equipment from vehicles to machinery. (WEBSERIES)

IDENTIFICATION, EVALUATION AND PRIORITISATION OF RISKS FOR AUCTIONEERS AND VALUERS

Topics covered: The fundamentals on legal liability and insurance coverage for Valuers and Auctioneers; how litigated claims work; case examples; retainer agreements and how to limit your liability effectively; capped liability schemes; how to exercise good professional judgement; workshops and key messages (IN PERSON)

PRESENTING WITH IMPACT

Presented by National Institute of Dramatic Art (NIDA), this course develops your confidence in professional presentation. Explore practical techniques to manage your nerves and improve your presentation style. Presenting with Impact is a one day course designed to assist you to confidently prepare and deliver your next Auction. (IN PERSON)

CYBER SECURITY - HOW TO PROTECT YOUR BUSINESS FROM POTENTIAL CYBER SECURITY

Gain a complete understanding about the security risks involved in running a business with a digital footprint. How can you protect your business from potential threats in the digital age? This course will highlight some of the ways businesses are at risk and what you can do if you think you have been breached. (WEBINAR)

BUSINESS & MANAGEMENT - QUICK TIPS IN NEGOTIATION

We use negotiation skills in all aspects of our lives. Often you can find yourself negotiating without even realising it. This e-learning course is designed to provide you quick hints and tips about successful negotiations. It gives you the key skills required to plan and prepare for negotiation situations. (WEBINAR)

BUSINESS & MANAGEMENT - HOW TO WRITE AN EFFECTIVE EMAIL & THE KEY TO COMMUNICATING BY PHONE

- Getting your message across in an email is essential in business communication. Write effective emails easily in order to avoid lengthy email correspondence by running through a few simple steps..

- Managing phone conversations is an integral part of our working life, Improve your telephone communication, with staff or customers and become more comfortable in professional phone calls. (WEBINAR)

2019 AVAA MEMBERSHIP FEES

INDIVIDUAL MEMBERSHIP TYPE	PRICE *
CERTIFIED PRACTICING AUCTIONEER MEMBER	\$550
CERTIFIED PRACTICING VALUER MEMBER	\$550
CERTIFIED PRACTICING AUCTIONEER & VALUER MEMBER	\$750
ASSOCIATE MEMBER	\$375

CORPORATE MEMBERSHIP	PRICE *
COMPANY SIZE: 1 - 10 STAFF	\$1,000
COMPANY SIZE: 11 - 50 STAFF	\$1,800
COMPANY SIZE: 51 - 100 STAFF	\$3,000
COMPANY SIZE: 101 - 500 STAFF	\$6,000
COMPANY SIZE: 500+STAFF	\$10,000

*All prices exclude GST

