

AGM



2017

Governance Strategy Review

Re election of Trustees

Finances: Income vs outgoings

GSR for ASK

Period of review: Began in October 2016

Projected completion: November 2017

Aim:

- Review the service costs and see if we can develop a more efficient system that uses modern day technology so that more of our income can be spent on promoting ASK by way of shows, advertising and other

Why now?

- Stable
- Built up reserve
- Technology and way we communicate has changed
- Service costs are high

GSR for ASK

We want to:

- Ask the membership what they want and address their needs
- Revise the Governing document especially with respect to election and re election of Trustees
- Put a time limit on number of years able to serve as Trustee and allow 1 re election then not within 5 years
- Identify additional skills for board of Trustees and recruit 2 more in this year before any of the present ones retire

GSR for ASK

Strategy

- Short term goals
- Longer term goals

How?

- Look at costs in every area in today's climate
- Streamline Admin
- Postage
- Telephone / internet etc. etc.
- Look at research possibilities
- Work with other communities e.g. HHI
- Support research by
 - Donation
 - Case study
 - HHI

GSR for ASK

Want to invest in encouraging more students to train:

- Training members to be Tutors
- Advertising Kinesiology

Want to encourage Certificate members to upgrade to diplomate

Why – many more invaluable techniques and actually have to do CPD anyway – why not incorporate upgrading too.

Ask certificate members why they do not upgrade

GSR for ASK

First steps.....

- New Telephone system
- Looking into Automated membership management system to streamline

Admin and reduce cost

Very lucky to have the Business expertise of Clive Bingham working with us

GSR for ASK

Technology and way we communicate has changed e.g. Facebook

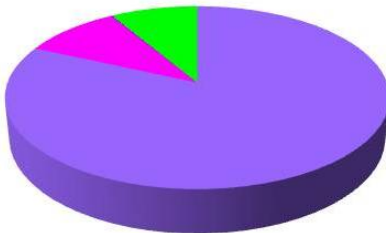
- Allows easy open discussion
- Connect with other kinesiology groups
- Connect with valuable information which adds to all the BEES / MCPE areas

We have become a dynamic, sharing community – want to translate that into having more of the members working to develop ask

- Tap into skills
- Give the membership what they want

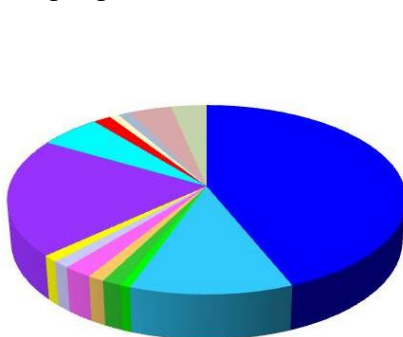
♡ Let's all work together ♡

Income



Subscriptions	82%
Gift Aid	10%
Donations	<1%
Interest	<1%
4 ASK days	9%

Outgoings



Services payments	36%
Services room rental	10%
Telephone	1%
Telephone 0845	1%
Internet	1%
Postage	2%
Postage redirection	1%
Stationary	1%
4 ASK days	17%
Exhibitions	5%
Money Back Tutors	1%
Grants	1%
Leaflets	1%
Expenses	3%
Other	3%

Future

- ↓ Services
- ↓ Telephone
- ↓ Internet
- ↓ Postage
- ↓ Stationary
- ↑ Exhibitions
- ↑ Money back
- ↑ Grants
- ↑ Advertising
- ASK days