

# SASTA Membership and Awards Reference Group (MARG)



## Terms of Reference

### Membership

Financial members of SASTA are eligible to be considered for membership of the Membership and Awards reference group (MARG). The MARG is convened by a member of the Board.

### Objectives / Role Statement

SASTA's Membership and Awards Reference Group is responsible for providing advice to the SASTA Board on the ways in which SASTA's Metropolitan and Regional membership can be built, developed, supported and promoted.

### Activities

1. Meets at regular intervals but may have additional meetings or form smaller working parties, as required.
2. Synchronises goals and targets with SASTA's strategic plan to provide insight on membership, recruitment, engagement, retention, and Awards.  
*(For example: membership trends, challenges, identified needs).*
3. Develops and monitors goals and targets for increasing Metro and Regional SASTA membership.
4. Evaluates the success of activities in terms of membership numbers, member participation, professional opportunities for all members, member networking, and Award entries, via our communications and marketing systems  
*(For example: in SASTA newsletters, via the website, attendance at events...).*
5. Advises the Board about potential opportunities and risks for membership.
6. Provides recommendations to the Board about ways to involve and meet the needs of SASTA members.
7. Considers advice from the Board, EO, and other reference groups to enhance and market SASTA membership benefits  
*(For example: website, marketing, branding).*
8. Recognises and rewards members' contribution to SASTA  
*(For example, through annual Awards, newsletter articles, personal acknowledgements)*

### Reporting

The SASTA Membership and Awards reference group reports and provides advice to the SASTA Board. A succinct written summary will be provided to the Board prior to each Board meeting.

### The Membership and Awards Reference Group is responsible for input into the following:

1. Enhancing membership opportunities and strategies.
2. Identifying membership issues, potential opportunities and risks.
3. Developing SASTA Awards' criteria.
4. Selecting SASTA Awards nominees.
5. Promoting and building a SASTA 'community, Regional and Metro.
6. Recommending dynamic and contemporary services that could benefit members.
7. Analysing collected data to advise the Board about the effectiveness of SASTA programs, services and procedures that aim to enhance the membership benefits, attract new, and retain existing members.

### Strategies that could be used to augment the Membership and Awards Reference Group

- Utilising survey data generated by SASTA activities  
*(For example Conferences, workshops ..)*
- Collaborating with other SASTA reference groups in areas of joint interest.