



International Association
of Business Communicators
Asia/Pacific Region

<http://asiapacific.iabc.com>



2018-2019 Annual Report



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of Business Communicators
Asia/Pacific Region



I am proud of the achievements of the IABC APAC board over the last 12 months. Our objectives aligned with #IABC1720 Strategic Framework: to advance the profession, create connection

and develop strategic communicators through a proactive approach to leadership and by enabling communicators to prove their impact on the organizations they serve using insights and results.

Throughout the term, the board have focused on encouraging the recognition of communication professionals throughout IABC Asia Pacific region, including IABC leaders and members. This has resulted in five Chapters being awarded 10 IABC Chapter Management Awards, Kristy Christie (President IABC Malaysia Chapter) being appointed Chapter Leader of the Year, 35 communication professionals being recognised with Gold Quill Awards, and seven certified as GCCC Strategic Communication Management Professionals (SCMP).

Fusion18 brought together over 150 communication professionals for two days of learning and networking with insightful and thought-provoking keynotes, presentations, panels and presentations. This highly successful conference, held in Melbourne, allowed us to support the goal of delivering more local content for APAC members and communication professionals in the region and helped us to connect with members and leaders across regional chapters.

2018/2019 Board

Chair

Lisa McNally (Australia)

Past Chair

Ben Shaw (Singapore)

Vice Chair

Zora Artis (Australia)

Secretary

Tammy Kusama (Japan)

Director, Chapter Development

Jennifer Andrewes (NZ)

Director, Members-at-Large

Ben Wyld (Australia)

Director, Professional Development

Belinda Gaskell (Australia)

Director, Communications

Kate McNamara (Australia)

Director, Digital Communications

Kristy Christie (Malaysia)

Director, Social Communications

Sia Papageorgiou (Australia)

Treasurer

James Howe (Australia)



As part of this event, the IABC APAC Regional Leadership Institute (LI) was held, connecting 27 volunteer leaders from throughout the region, representing 11 of our 15 chapters. The program included presentations on best practice from leaders throughout the region and the pilot of IABC's brand new 'Ethics-in-a-Box' program. We were thrilled to have IABC Executive Director, Stephanie Doute and IABC Chair, Ginger Homan attend both the Leadership Institute and Fusion18.

We are looking forward to bringing communication professionals from throughout the region together again this year at Fusion19 in Hong Kong in November. More information will be shared about this event in the coming weeks.

We have continued to focus on our Regional Growth Plan, exceeding many of the goals we set for 2018-2019. We continue to be the fastest growing region for IABC. We are focused on growing the region and bringing our members and other professional communicators throughout the region local content from Asia Pacific that complements the global offering from IABC. This is delivered through our successful webinar program, social media thought leadership, newsletters and the Fusion Conferences.

It has been an honour to serve as Chair of the APAC Region over the last 12 months and a privilege to work alongside a smart and dedicated board of volunteer leaders, committed to advancing our communication profession in the region.

I would like to thank our past Chair, Ben Shaw, for his commitment to the IABC Asia Pacific board and congratulate him on his recent appointment to the IABC International Executive Board. Additionally I would like to thank each of our board members who have tirelessly delivered for their portfolio throughout their 2018-2019 term.

Zora Artis will move to the role of Chair for 2019-2020. A long-serving IABC leader, and past member of IABC's International Executive Board, Zora is sure to do an outstanding job leading the region. I look forward to seeing what IABC APAC can deliver for members in the region over the next 12 months.

[Lisa McNally, Chair, IABC APAC](#)



Development of Chapters and Members-at-Large

Jennifer Andrewes, Director Chapter Development
Ben Wyld, Director Members at Large



IABC Asia Pacific is generally in good health, with a solid chapter base on which we have recently expanded. IABC in the region is now well established and has a firm foothold; visibility beyond chapters, to regional members, is growing in consistency, with regular communications from the regional board to chapter leaders and Members at Large. Some chapters have dropped below the minimum membership threshold for member affiliation and some hard conversations and decisions may be required in the year ahead.

Countries and Chapters

- Australia (Canberra, NSW, Queensland, Victoria, Western Australia)
- Fiji
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Philippines
- New Zealand (Auckland, South Island, Wellington)

Our regional membership ranges from large well-established chapters with a substantial financial base, through medium-size chapters with solid foundations, to small chapters newly minted or struggling to retain foothold. Our two new development chapters remain nascent. Western Australia is now well established and growing; Indonesia is making progress but will need support to further develop. Several long-established chapters are now operating at below the minimum member threshold - Auckland and Christchurch will need support to move forward. Fiji is no longer operating as a fully active chapter. Two other chapters (Singapore and Tasmania) remain in the pipeline.



Goals and objectives

In 2018-2019 we:

- Assigned board members to a nominated chapter with monthly chapter liaison calls scheduled.
- Recognised and acknowledged the great work of our Chapters, encouraging them to enter the Chapter Management Awards resulting in nine awards presented to five chapters: Victoria, Wellington, Malaysia, Canberra and NSW. Additionally, Kristy Christie, President of Malaysia Chapter, was recognized as Regional Leader of the Year.
- Established a quarterly (Zoom) call between APAC board and chapter presidents
- Facilitated Ginger Homan and Stephanie Doute to visit Melbourne, Canberra, Sydney and Wellington, with chapter member event programmes following Fusion in Melbourne, visiting nine corporate members.
- Connected with leading comms professionals in APAC region to respond to call for speakers, resulting in 6 APAC presenters at World Conference, 3 APAC presenters at international Leadership Institute, 20+ APAC presenters at Fusion18 and 5 APAC presenters for APAC webinars and 2 for IABC webinars.
- Saw 32% growth in Members at Large, increasing from 55 to 73, welcoming every new MAL with personal emails.



Overview of Communication Activities

Kate McNamara,
Director of Communications
Kristy Christie,
Director of Digital Communications
Sia Papageorgiou,
Director of Social Communication



In 2018-2019 the IABC Asia-Pacific Board carried out multiple Communication outreach activities to engage and inform IABC Members of the region, significantly increasing followers on social media platforms.

In 2018-2019 we:

- Developed and executed multiple communication campaigns to support IABC Asia-Pacific Fusion 2018 Conference, webinar program and other global initiatives including LI, scholarships and World Conference.
- Provided information about IABC APAC events and promotions on our website.
- Promoted IABC and IABC APAC programs on social media platforms with daily posts across each platform.
- Increased social media followers and exposure on IABC APAC social media accounts with a 469% increase in followers on LinkedIn, 26% increase on Twitter and 45% increase on FaceBook.
- Sourced and promoted eight IABC Asia-Pacific members as part of social media campaign: *Why I love being a communication professional*
- Shared good news stories including: Fusion conference and Asia-Pacific speakers; Gold Quill Award winners; scholarship recipients; certifications gained; world conference and Asia-Pacific speakers; diversity in our region; IEB members appointed from our region; IABC EMENA conference and Asia-Pacific speakers; end-of-year overall achievements; CMAs won
- Supported Webinar program with promotion across leader and all-member eDMs, social media and website

Work in progress includes:

Proposed sitemap and budget request has been submitted to the board and we have received approval. The revamp is in progress and expected to be completed by 30th June 2019.



Professional Development

Belinda Gaskell, Director Professional Development

The Webinar program continued in 2018/2019 with five free webinars offered to professional communicators throughout the region.

- The skills for tomorrow's communications leader – Katrina Andrews
- The best practices of a modern social executive – Darren Sibson
- Setting up a crisis ready communications team – Genevieve Hilton
- The power of AI in communications – Subho Das
- How to use personal stories to connect and engage employees – Gabrielle Dolan

Attendance was strong for all sessions, with a wide geographic representation of attendees, even extending beyond the region: Australia, New Zealand, Malaysia, Hong Kong, China, Singapore, United States, Canada, Japan, Philippines, Pakistan, Fiji, UK, India.

In 2018/2019, nine people from the APAC region gained their GCCC SCMP certification. These examinations were sat in Melbourne (Fusion18), Long Beach (Leadership Institute) and Vancouver (World Conference), increasing the total number of SCMPs in APAC to 11.



IABC APAC Treasurer Report 2018-2019

James Howe, Treasurer

The last financial year saw IABC Asia-Pacific continue to strengthen its financial position.

Holdings estimated at 30 June 2019 are A\$113,872.63. In our financial report to 31 December 2018 we reported a net profit of \$53,878.99. This was derived from \$132,999.38 revenue against \$79,120.39 expenditure. Our finances for the first six months of calendar year 2019 are essentially break even.

Income was largely driven through a profitable and well-run regional conference, associated sponsorship and membership rebates. Our primary expenses were costs associated with the conference, scholarship funds and insurance fees.

Funding has been approved to establish the 2019 regional conference with the aim to be a break-even event while raising the IABC profile in host city Hong Kong.

A financial report is tabled and provided for each monthly IABC APAC board meeting and all financial results reported to global office for audit and compliance.



The 2019-2020 Board

IABC APAC is pleased to announce and warmly welcome the new 2019-2020 Board:

Chair

Zora Artis (Australia)

Past Chair

Lisa McNally (Australia)

Vice Chair

Kristy Christie (Malaysia)

Secretary

Fong Ling Choong
(Singapore)

Treasurer

James Howe (Australia)

Directors at Large:

Recognition

Felicia Shiu (Hong Kong)

Communications

Lydia Gallant (Australia)

Digital Communications

Rauf Hameed (Pakistan)

Social Media

Kathryn Britt (Australia)

Professional Development

Andrew Cooper (Australia)

Chapter Development

Rhianna Fursdon (Australia)

Conference

Jo Curkpatrick (Australia)

MAL Outreach

Linda Lim (Singapore)

Partnership

Laura Kerr Melvin (Australia)

CONTACT

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