

Professionals Australia Delivers Better Member Results and Reaches New Levels of Growth

Using automated email campaigns, Professionals Australia experienced the highest level of member retention in five years and the strongest single year of recruitment in their organisation's history.

Opportunity: With over 40 diverse member segments, Professionals Australia found it impossible to recruit, onboard and engage with each segment in a personalised way. They had to send one-off emails where needed and the same content to everyone due to technology and staff limitations.

Result: Now, Professionals Australia can use a modern, digital approach to send personalised messages to each member segment, reaching them with the right message at the right time to drive more measurable action. The association can see what works and what doesn't and modify for better results. They've set up automated campaigns for onboarding and engagement member journeys, enabling them to acquire more members, increase renewals and reduce member resignations. This targeted, personalised approach has been especially successful at engaging and recruiting more members under age 35.

'Overall, our use of Higher Logic's Communications platform has made a major impact on both ends of our membership - minimising losses and maximising recruitment - delivering a level of growth we haven't seen in several years, increasing our influence as an organisation, and allowing us to deliver better results for our members.'

- Stephen Gargano

Director - Member Engagement, Professionals Australia



KEY STATS :

In just one year, Professionals Australia achieved:

- ➔ **21%** increase in overall membership
- ➔ **12.5%** decline in overall resignations

In younger members (under age 35):

- ➔ **25%** increase in membership
- ➔ **15%** decline in resignations

CLOSER LOOK

Professionals Australia's AMS, iMIS-ASI, is integrated with Higher Logic to enable seamless transfer of member data.

Ultimately, Professionals Australia has used Higher Logic's Communications platform to **create a stronger and more valuable member experience** for everyone, regardless of their interests, making the entire organisation indispensable to their members, both now and for the future.