



## IFLA ASIA PACIFIC REGION REPORT

**AGENDA ITEM No** :  
**TITLE OF THE REPORT** : Secretariat Report  
**OFFICER NAME AND IFLA POSITION** :

### **PURPOSE OF THE REPORT.**

This report covers the activities and engagement of the Secretariat for the FY 2021/2022. The Secretariat is a part time service by MCI Asia Pacific in Singapore and provides a mix of services from an expert team of association management professionals. MCI's engagement began in 2019.

The secretariat reported to the new board and has been supporting the board and committee activities along the way.

### **REPORT.**

#### **Database and reach: a slowing trend**

The IFLA-APR database has been growing modestly. It currently contacts 15,097 vs 14,487 (4% growth) contacts representing 9,324 companies, vs 9,294. Since 2019, the database has grown 50% from the starting size of around 9,000 we have seen significant stagnation in growth an engagement.

Our opening rate has increased from 16 to 21% which is significant and represents and improvement of messaging and content. Despite these good number we do not see a growth in engagement.

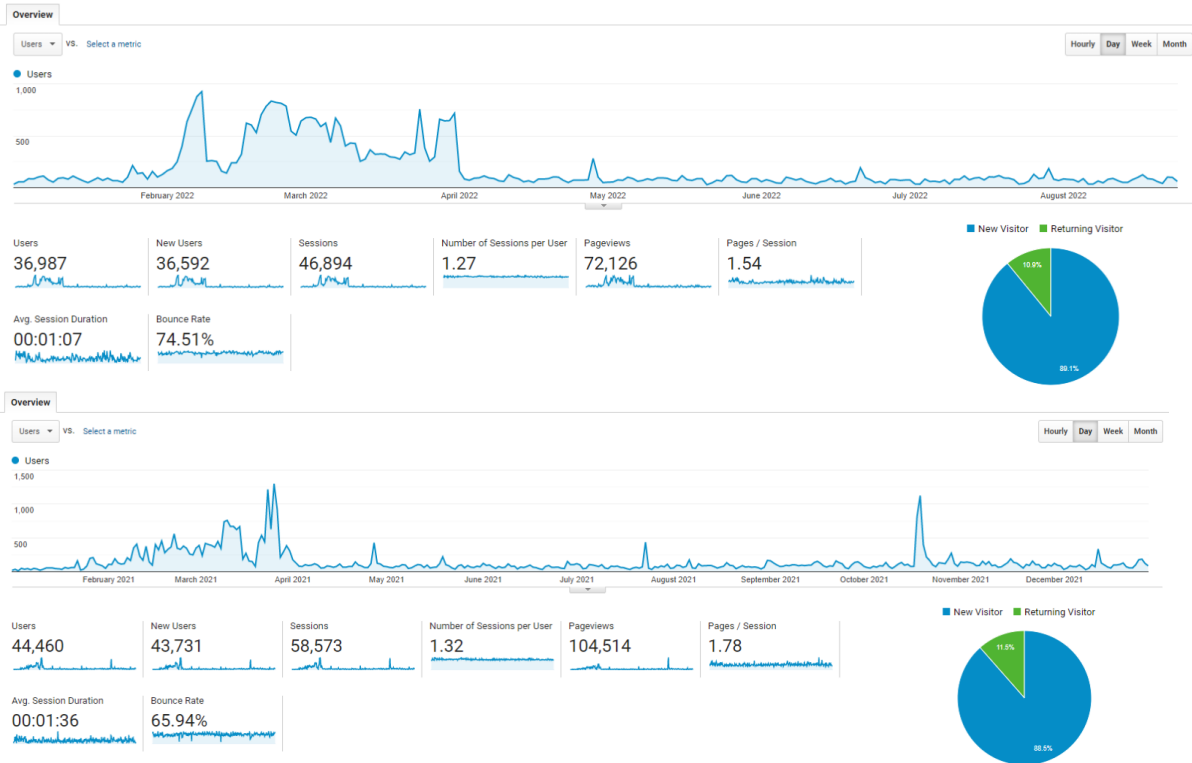
#### **Engagement Index benchmarking:**

We currently do not maintain an Engagement Index as technically we cannot identify members from our country organizations. We are still working on way to commence such benchmarking structure. We need to increase the activities on our member system to achieve this.

#### **Website: shows consistent activity:**

#### **2021 vs 2022 to date**

The [www.ifla-apr.com](http://www.ifla-apr.com) website is trending well. We can measure more views, more page clicks and longer sessions, with a lower bounce rate.



**Corporate Membership:**

The Corporate Member was introduced in 2020 (Late 2019) as a pilot program and was linked to the awards pricing to support the rollout. We currently have 101 Corporate Members vs 112 in 2020, a 10% drop.

In 2021, the corporate membership added ~23,000USD in revenue for IFLA-APR. The initial value of corporate membership was set at USD 1,000 but offered at a discounted rate by 50% as we develop the membership value over the coming years. Corporate members from Low Income Countries receive a reduced rate.

Current members can use a special IFLA-APR Corporate Member logo as one of the benefits, and receive discounts on the awards submissions. They are also listed on the IFLA -APR website.

<https://www.iflaapr.org/membership-directory/corporate>

**Young LA Alliance:**

The younger generation free membership is the YLAA, however, the activities dropped dramatically and as a result, the members did as well. It has dropped in 2021 from 320 to just 194 LA's have registered under this category. Unless we are providing content for this group, this will not rebound.

**The IFLA-APR AAPME Awards 2022**

The awards this year will be enhanced by a digital award certificate as well as a digital awards badge. The badges can be used for the social media and digital pages such as the



company website and individual sites such as LinkedIn etc. We aim to increase value and awareness of the awards with this addition.

Revenues for the 2022 IFLA-APR AAPME awards were **SGD \$169,392.60** vs 2020 AAPME Awards which was SGD \$132,291.93, a **28% increase**.

There were **318 Awards submitted, and 204 recognised**. This is an increase on the 2020 AAPME Awards 280 Awards submissions, with 143 recognised. This shows a healthy growth and interest in the awards, even during covid times.

Country	Count of Submission ID
Australia	3
China	244
India	9
Iran	1
Japan	2
Netherlands	1
New Zealand	2
Philippines	1
Singapore	10
South Africa	1
South Korea	4
Taipei	22
Thailand	13
United Arab Emirates	2
United States	2
Vietnam	1
Grand Total	318

**RECOMMENDATIONS (MOTIONS TO VOTE):**

**APPENDIXES (TO BE ATTACHED):**

Nil