



**Report to the  
2014 Annual General Meeting  
of  
Action Learning, Action Research  
Association Inc**

**ALARA Management Committee**

# Report Structure

**Part 1:**  
**Overview of strategic achievements**  
ALARA Strategic Plan 2011-2014

**Part 2:**  
**Presidents Report**

**Part 3**  
**Working Groups**

**Part 4:**  
**Treasurers Report**

2a) Presidents report

2b) Australasian Vice President

2c) International Vice President

3a) Web Services

3b) Publications

3c) Membership & Marketing

3d) Streams

# PART 1: OVERVIEW OF ACHIEVEMENTS

»» Status report on ALARA Strategic  
Plan 2011-2014

## ➤ **Concluding the 2011 – 2014 Strategic Plan**

### **KSF F: Financial sustainability**

Profit for fourth year in a row, partly through continuing support by Australian Institute of Business and excellent work by Brisbane group for 2013 Conference

### **KSF G: Effective Governance**

Commence process for new Strategic Plan

### **KSF M: Attract and retain membership**

Membership numbers decreasing, although interest in activities increasing

### **KSF N: Networks, affiliations, connections**

Facebook site continues with over 350 people and LinkedIn Tertiary group continues to grow to over 100 members

### **KSF P: Access, gather and publish information**

Electronic Journal, Monographs and Congress Proceedings available electronically and Print-on-demand

## ➤ **Concluding the 2011 – 2014 Strategic Plan (cont'd)**

### **KSF S: Services and events**

2013 Conference delivered in Brisbane; 2014 Conference conducted by CultureShift;  
World Congress Co-host being finalised

### **KSF W: Exceptional professional profile via marketing and web interactions**

GroupSpaces ALARA site launched, and membership database transferred; site able to take electronic payments, overcoming recent years' problems



# Planning for 2014 and beyond

## ➤ **Commencing Strategic Planning for 2014 and Beyond**

- **Forums have been created for input on Three Topics**  
Comments received from on-line and face-to-face discussions on ALARA's future directions
- **Facing the Significant Decisions Ahead**  
Subsequent to the end of the Financial Year, the Management Committee will present a paper proposing potential changes to ALARA's operating practices for 2014 and Beyond

# PART 2: PRESIDENTS REPORT

- »» This part includes the reports of the President, and Australasian and International Vice Presidents

## Goals for This Year

- **Commence the Strategic Planning process**  
As indicated, Planning process commenced – to be completed by December
- **Prepare for the Australasian Conference – Canberra 2014**  
Conference schedule, and registrations open (early bird closes 5 September)
- **Implement Website Replacement**  
Website implemented, and greater capabilities welcomed
- **Reinforce Financial Stability**  
Fourth year of profit, and total Members Funds approaching 2006 levels
- **Secure next World Congress**  
After end of Financial year – Co-Host approved and announced – South Africa 2015
- **Grow membership**  
Not successful, and must be an area of priority for 2014/15 Management Committee



## ➤ 2013 Australasian Conference

- Successfully delivered in Brisbane, through the efforts of the organising group of ALARA members located in Brisbane: Bob Dick, Pam Swepson, Joan Bulcock, Geoff Coffey, Wilma Schouten, Cathryn Lloyd, Pamela Kruse and others who provided support.
- *Theme: Creating a better world*
- 49 Conference delegates, 4 concurrent presentation streams
- The conference was financially successful and resulted in a surplus of AU\$12,885.06
  - Total Income: \$24,260.05, Total Expenditure: \$11,374.99

## ➤ **Coming up...2014 Australasian Conference**

- Is being delivered from 7-12 November in Canberra, in conjunction with CultureShift Pty Ltd
- *Starting from Here: Self Determination as Functional Reform*
- The conference is experimental for ALARA in many ways...
  - Rather than being organised around streams and presentations, it will offer a highly engaging and participative space for praxis development using scenarios based on the real-life submissions of delegates as the basis for exploration and the identification of practical strategies.
  - The discussion and exploration will be guided by a panel of experienced action researchers

## ➤ **Building international connections (Dr. Tetteh's Travels & Meetings)**

- Ghana: 14 Oct. – 12 Nov. 2013, made contacts with Tertiary institutions to advance ALARA's marketing efforts and activities
- 10 Oct. 2013, met with Dr. John Darland, former Chair of Public Administration & Nonprofit etc. programs, now Dean of the School of Public Service Leadership at Capella University, USA to promote ALARA's marketing efforts and activities
- 25 Nov. 2013, met with Dr. Jamie Barron, Chair of Training, Performance & EdD etc. Programs, and the EdD Leadership and Management Faculty of Capella University, USA to advance ALARA's marketing efforts and activities
- 12 May 2014, met with Dr. Yoland Wadsworth, ALARA's life member & former President at New York University to discuss ALARA accreditation/endorsement proposal and ways to advance ALARA's marketing efforts
- Vermont, USA: 16 – 20 Jun. 2014: meeting with Dr. Rosemarie Pelletier about starting ALARA Chapter at Norwich University
- 15 April 2014, met with Ken Hughes The Foundation Group about ALARA Insurances & IRS 501(c)(3) requirement to operate Chapters in the USA

## ▶ Provision of support for Marketing Planning, Policies and Processes

- Worked with Colin on proposals for consideration of other ways to generate funds for ALARA marketing efforts and global activities
- Worked with Colin, John, and Ross with inputs from Bob and Susan on proposals for endorsement/accreditation by ALARA of courses and programs in Action Learning / Action Research as a response to growing interests amongst Tertiary institutions in the USA and Ghana
- Worked with Colin to draft ALARA's purpose and redefined proposal for desired local and global services and activities into the future (Strategic Directions for 2014 – 2020) for consideration by MC
- Promoting plans for the creation of ALARA Chapter at Ghana Christian University College (GCUC)
- Ongoing discussion with Dr. Pelletier about starting ALARA Chapter at Norwich University

## 2c) International VP's Report

### ➤ Provision of support for Marketing Planning, Policies and Processes continued..

- Ongoing discussion with Dr. Brian Jennings of Ghana Christian University College (GCUC) for possible local ALARA activities postponed for next year (e.g., workshop, professional events, ALAR coaching, facilitator training, program endorsement, support for ALAR certification prospects, etc.) in Ghana, West Africa
- Initiated and promoting marketing strategies for recruitment of prospective ALARA members across Tertiary institutions in the USA
- Initiated and advancing marketing strategies to increase faculty and students participation in ALARA Tertiary Education Community on LinkedIn
- Initiated and promoting the interests and increased participations of faculty, students, ALAR practitioners across the USA in the upcoming ALARA 2014 Australasian Conference in Canberra
- Initiated and promoting the interests and increased participations of faculty, students, ALAR practitioners across the USA and Ghana in the upcoming ALARA 2015 World Congress in South Africa
- Initiated campaign to influence JSTOR consideration for access to ALARj for the benefit of remote countries

# PART 3: WORKING GROUPS



Includes:

3a) Web Services

3b) Publications

3c) Membership and Marketing

3d) Streams



# 3a) Web Services

[www.alarassociation.org.au](http://www.alarassociation.org.au)

## Achievements

- Moved to GroupSpaces site, with better email to members, online member registration/ payments, events and flexibility to add/edit new pages.
- Facebook group page is ticking over
- Student LinkedIn page
- Journal online, Open Journal System allows member access

## Challenges

- There's good content on AR and AL on the web, but we need member curating of links to this, by many members, not one
- Various glitches in the site back office need attention as they occur, to learn how to use the software, or work around its limitations



# 3b) Publications

## World Congress Proceedings

- Available electronic and print-on-demand

## Journals

- Two published, and next two planned

## EBSCO and Informit

- Journals available, with access to Informit via website

## Editorial Panels

- Growing, but more volunteers welcomed

## Fortnightly Emails

- Sent >25 times, and with 10+ items of news

## Monographs

- Five published, and new Editor announced

## Print-on-Demand through Sydney Uni Press

- Journals, Monographs and World Congress Proceedings

[editor@alarassociation.org](mailto:editor@alarassociation.org)

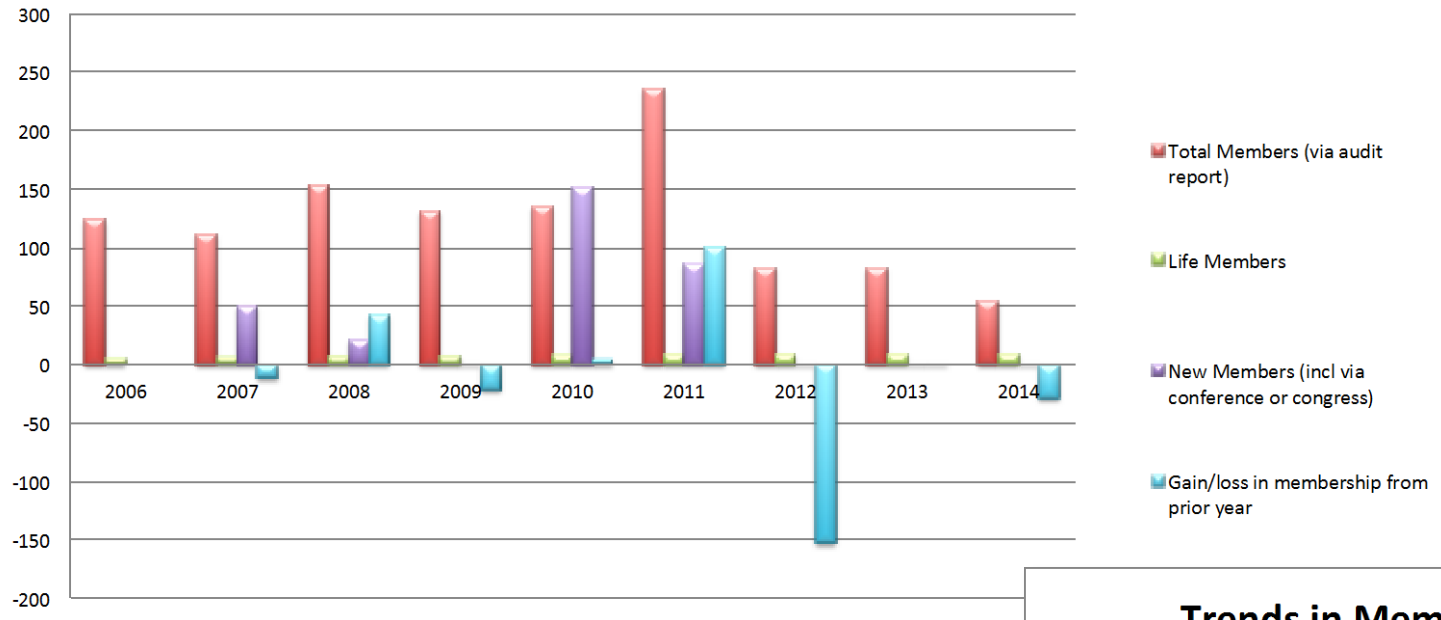
<http://www.alarassociation.org/publications>



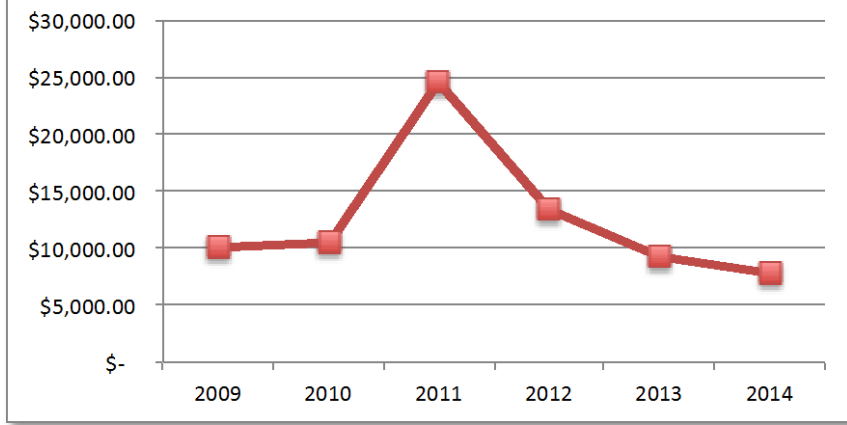


# 3c) Membership and Marketing

### Membership Trends



### Trends in Membership Income





## 3d) Streams

- **Melbourne Action Learning and Action Research** contact details: Jill Sanguinetti, [Jill.Sanguinetti@vu.edu.au](mailto:Jill.Sanguinetti@vu.edu.au)
- **Sydney** ALARA network contact details: Susan Goff, [susan.g@cultureshift.com.au](mailto:susan.g@cultureshift.com.au)
- **Cairns** ALARA network contact details: Robyn Lynn, [secretary@alarassociaion.org](mailto:secretary@alarassociaion.org); Michelle Redman-MacLaren, [michelle.maclaren@jcu.edu.au](mailto:michelle.maclaren@jcu.edu.au)
- **Brisbane** ALARA contact details: Pam Kruse, [pamela.kruse@bigpond.com](mailto:pamela.kruse@bigpond.com)
- **Perth** ALARA contact details: Margaret O'Connell, [margoconnell@gmail.com](mailto:margoconnell@gmail.com)
- **Adelaide Action Learning and Action Research** contact details: Janet Kelly, [janet.kelly@flinders.edu.au](mailto:janet.kelly@flinders.edu.au)
- **Indigenous Action Research and Action Learning** contact: Michael Wright, [michaelw@ichr.uwa.edu.au](mailto:michaelw@ichr.uwa.edu.au)
- **Asia Pacific Action Research and Action Learning** contact: Amoy Ong, [aymong@aol.com](mailto:aymong@aol.com)
- **UK and Europe Action Research and Action Learning** contact: Marian Naidoo, [marian@naidoo.org.uk](mailto:marian@naidoo.org.uk)

# PART 4: Treasurers Report



- 4a) Statement of income and expenditure
- 4b) Balance sheet
- 4c) Balance sheet history 2004 to 2014
- 4d) Balance sheet history, Income & Expenditure comparison
- 4e) Balance sheet history, Income and Expenditure totals

# 4a) Statement of Income & Expenditure, Year ending 31 March 2014

*Conferences, seminars		2014
2013 conference Income		24,260.05
2013 conference Expenses		11,374.99
Surplus		12,885.06
Other events surplus		0.00



	2014	2013
<b>Income</b>		
Conferences* net income	12,885.06	7,951.54
World Congress	0.00	654.00
Interest	1,841.41	2,286.55
Membership Fees	7,738.46	9,134.28
Local events	760.60	638.25
Other	165.31	0.00
<b>Total</b>	<b>23,390.84</b>	<b>20,664.62</b>
<b>Expenditure</b>		
ALAR Journal	1,334.30	2,367.23
Administration	11,157.83	7,748.75
Email/internet account	27.27	0.00
Audit Fees	875.00	830.00
Bank and PayPal fees	418.09	709.71
Equipment	0.00	634.55
Monograph series	442.37	108.00
Insurance	1,743.65	1,721.38
Mgt Committee costs	281.82	1,494.94
Printing, postage, stationary	78.10	153.64
PO Box / mail forwarding	254.63	40.00
Registration / licences	45.00	17.00
Software	0.00	0.00
World Congress Journal	195.09	0.00
Website Devt	0.00	0.00
Web maintenance	225.00	250.00
<b>Total</b>	<b>17,078.15</b>	<b>16,075.20</b>
<b>Net Deficit / Surplus</b>	<b>6,312.69</b>	<b>4,589.42</b>

# 4b) Balance Sheet as at 31 March 2014



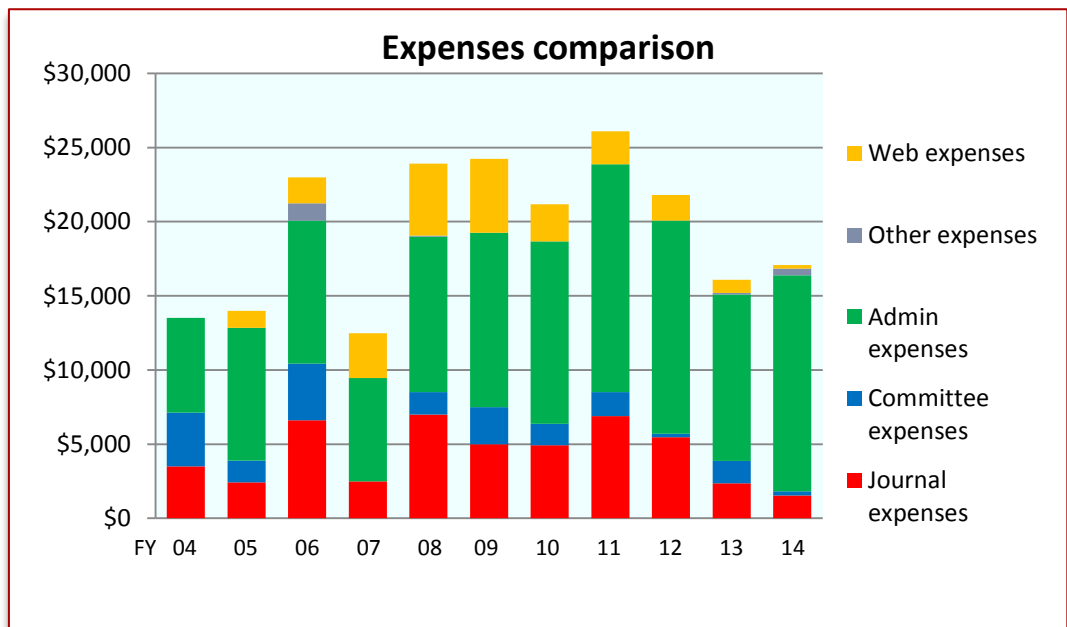
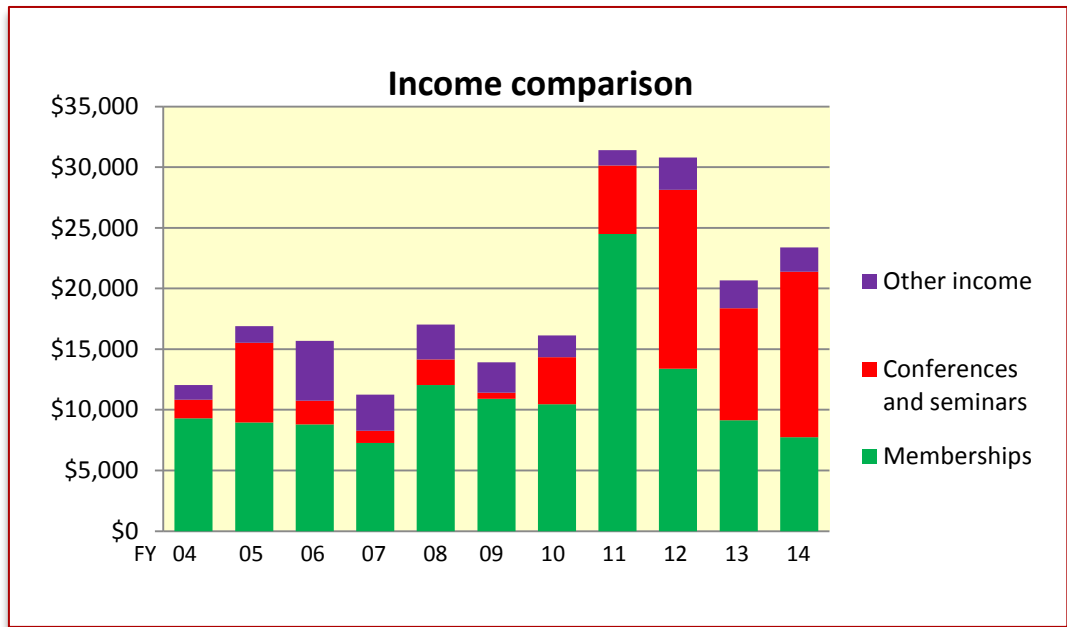
	2014	2013
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash at Bank	7,950.00	9,287.49
Term Deposit	57,742.26	46,012.73
Accounts receivable	0.00	721.31
Venue deposits	0.00	1,000.00
GST and BAS Refundable	161.00	234.00
<b>Total Current</b>	<b>65,853.26</b>	<b>57,255.53</b>
<b>Non Current Assets</b>		
Office Equipment	807.97	807.97
less Accum Depreciation	807.97	807.97
Total non-current	0.00	0.00
<b>Total Assets</b>	<b>65,853.26</b>	<b>56,255.53</b>
<b>LIABILITIES</b>		
Trade Creditors	1,949.65	2,374.08
GST Payable	0.00	111.36
AusAid grant unspent	0.00	1,688.29
BAS payable	71.00	201.00
Conference SA profit share	1,164.93	1,164.93
Prepayments-M'ship, conf	2,950.83	0.00
<b>Total Liabilities</b>	<b>6,136.41</b>	<b>3,851.37</b>
<b>Net Assets</b>	<b>59,716.85</b>	<b>53,404.16</b>
<b>Members funds</b>		
Opening Accum Funds	53,404.16	48,814.74
Add Deficit / Surplus	6,312.69	4,589.42
<b>TOTAL MEMBERS FUNDS</b>	<b>59,716.85</b>	<b>53,404.16</b>



## 4c) Balance sheet history 2004 to 2014

ALARA	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Memberships	9,304	8,945	8,812	7,278	12,035	10,920	10,451	24,510	13,399	9,134	7,738
Conferences and seminars	1,524	6,585	1,936	1,005	2,126	500	3,893	5,637	14,736	9,243	13,645
Other income	1,204	1,357	4,947	2,982	2,867	2,485	1,793	1,257	2,656	2,287	2,007
<b>TOTAL INCOME</b>	<b>12,032</b>	<b>16,887</b>	<b>15,695</b>	<b>11,265</b>	<b>17,028</b>	<b>13,905</b>	<b>16,137</b>	<b>31,404</b>	<b>30,791</b>	<b>20,664</b>	<b>23,390</b>
Journal expenses	3,507	2,416	6,614	2,476	6,997	5,000	4,918	6,889	5,465	2,367	1,529
Committee expenses	3,628	1,472	3,820	0	1,519	2,500	1,445	1,612	246	1,494	281
Admin expenses	6,375	8,965	9,648	6,980	10,483	11,745	12,306	15,363	14,367	11,222	14,574
Other expenses	0	0	1,152	0	58	0	0	0	0	108	442
Web expenses	0	1,143	1,747	3,012	4,852	5,000	2,498	2,235	1,715	884	252
<b>TOTAL EXPENSES</b>	<b>13,510</b>	<b>13,996</b>	<b>22,981</b>	<b>12,468</b>	<b>23,909</b>	<b>24,245</b>	<b>21,167</b>	<b>26,099</b>	<b>21,793</b>	<b>16,075</b>	<b>17,078</b>
<b>NET INCOME</b>	<b>-1,478</b>	<b>2,891</b>	<b>-7,286</b>	<b>-1,203</b>	<b>-6,881</b>	<b>-10,340</b>	<b>-5,030</b>	<b>5,305</b>	<b>8,998</b>	<b>4,589</b>	<b>6,312</b>

# 4d) Balance sheet history 2004 to 2014: Income & Expenses comparison





## 4e) Balance sheet history 2004 to 2014: Income & Expenses Totals

