

The changing role of representative bodies and institutes

D Larkin

Chief Executive Officer, The Australasian Institute of Mining and Metallurgy, PO Box 666, Carlton South, VIC 3053, Australia, Telephone 0061-3-9662 3166, Fax 0061-3-9662 3662, Email ceo@ausimm.com.au

Abstract

Change is inevitable but learning from change is an option. Willingness to learn is one of the first lessons that a leader must learn. Get comfortable and get left behind. I propose to outline the main social changes which are taking place and their impact on the Minerals Industry. Also the changing way we do business and what are the skills needed to manage that change and diversity. How are Associations and Institutes responding to this ever changing environment? More specifically, what is my Vision for the Institute to assist professionals to achieve greater and continuing professional excellence in their chosen professions?

Change

- Change is inevitable but learning from change is an option
- Willingness to learn is one of the first lessons a leader must learn
- Get comfortable and get left behind for the rate of change will not slow down

What are some of these changes

- Continual Learning - "Your First Degree has a shelf life of Ten Years"
- Electronic Revolution
 - Globalisation
 - Speed of Communication
 - Information Overload
- A Job Is A Job (Not For Life)
 - Contractors/Consultants
 - Career Planning
- Tensions between Long Term - I Want It Now
- Values and Diversity - Old Farts and Upstarts
- Specialisation vs Generalist
- Concern for Environment/Sustainability
- Uncertainty - Values Gap/Regulation/Options Open

Emotional intelligence - The latest buzz word

(80% of Personal & Professional Success)

- Self Awareness
- Emotional Management
- Self Motivation
- Empathy
- Social Skills

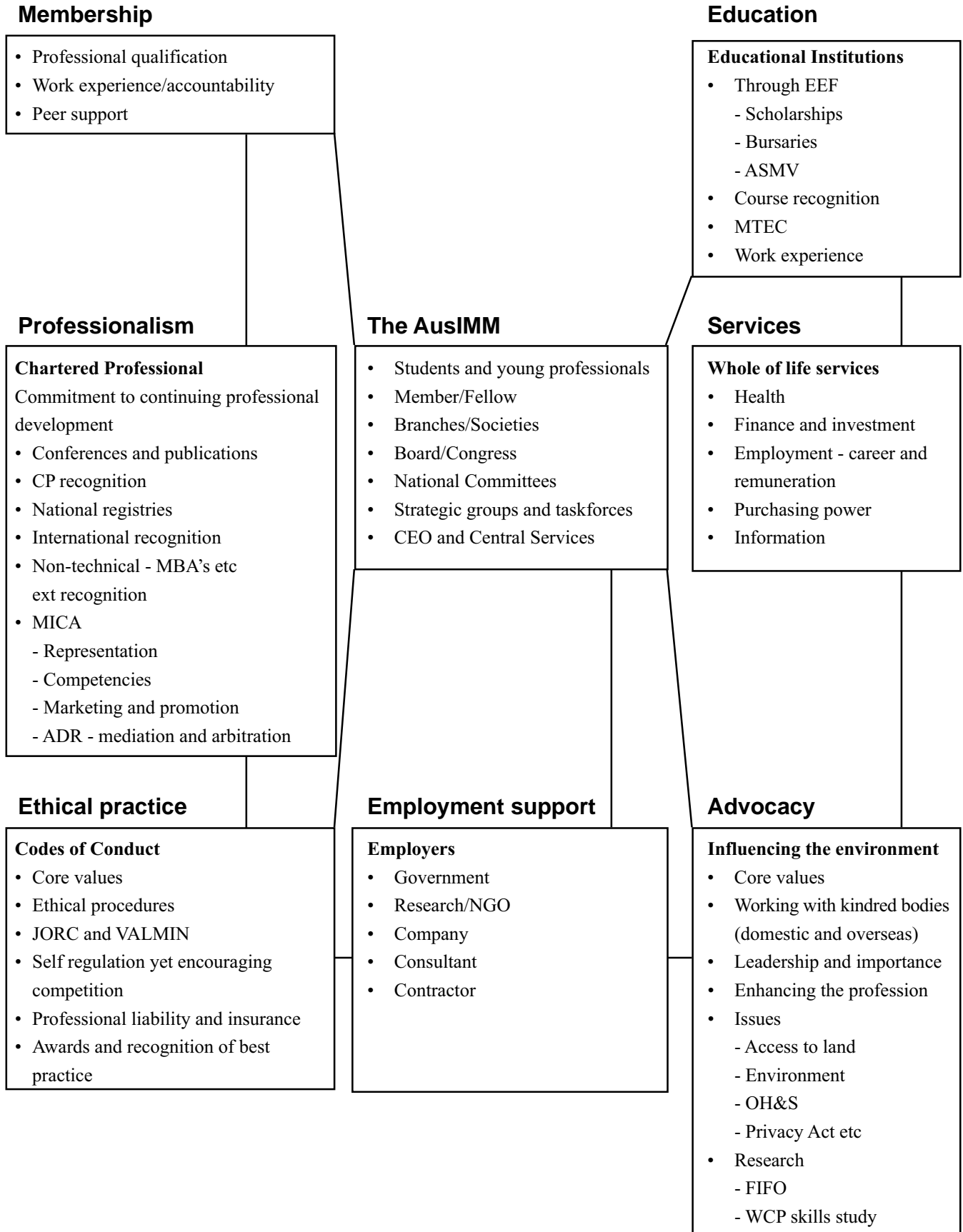
(Combination of inborn temperament, childhood experience and later learning, determines how well we cope with environmental demands and pressures in both corporate and social life)

Associations/Institutes reacting

- Small Boards and Representative Council (Grass Roots)
- Secretariat more Proactive/Leadership
- Greater emphasis on raising profile/Public and Community Relations/ Communication
- Policy Positions well researched
- Grass Roots feel unloved
- Members questioning relevance (with emphasis on bottom line)
- Sectionalised, more specific focused groups seen as more relevant
- Strategic alliances with traditional competitors
- Seek and welcome opportunities for Self Regulation
- Innovative uses of Internet Communications
- Clarity in external representation of members interests

Mud Map

The AusIMM - enhancing professional excellence for the sustainable wealth of the greater community whilst embracing the electronic way.



Current industry context not attractive - presents many challenges

- Globalisation
- New technology
- Commodity prices
- Industry image
- Shared vision
- Prevailing culture
- Investor short-term focus
- Capital market squeeze
- Land access
- Attracting and retaining required talent



To address the challenges we will have to change the culture fundamentally

From:

A culture which is characterised by many good things...

- Safe, environmentally responsible
- Pragmatic, logical, 'can do'
- Getting things done efficiently

... but also some elements that need to change ...

- Slow to adapt
- Homogeneous
- Masculine, individualistic
- Reward focussed, rule bound
- Turf protection

To:

- Safe, environmentally responsible
- Getting things done efficiently

... and ...

- Collaborative work - as one business
- Fast, flexible, global
- Inclusive/diverse
- Commercially astute, socially responsible
- Team thinking
- Open - tolerate ambiguity/alternative thinking

The AusIMM

- Board & Congress
- Committees to Taskforces & Strategic Groups
- Organisational Structure - Central Services
- Clearly Define Roles - Business Planning/PDM's
- Continuing Professional Development
- Advocacy
- Member Services
- Codes and Self Regulation

Conclusions

- Catalyst - Survey, Scenario Planning
- Focus - "Everything You Do"
- Strategic Relationships
- Codes, Ethics and Self Regulation
- Advocacy on Public Issues
- Transparency and Communication (Embrace Electronic Way)
- CPD
 - Technical
 - Non Technical
- Adopt Business Principles in Running Your Association
- Member Services - Purchasing Power
- Create A Product Which Meets The Needs Of Young Professionals

Focus, passion and pride

Not just about governance and representative structures but focus, passion and pride through a commitment to enhancing professional excellence

Author

DON LARKIN MAusIMM is the CEO of The AusIMM and has been in that position for a period of 15 months. Previous positions include M.D. of the Tourism Council of Australia, Deputy CEO of VECCI, Senior Private Secretary to the Speaker of the House of Representatives, Member of Directing Staff at the Australian Administration Staff College, CEO of the SCCI and AHA, and various positions in BHP. He holds an MBA from Monash and a BEc from ANU.