Leading Rural Transformation

Innovation by Industry Services Bodies
Creating value for businesses
Trusted Relationships for influence

- Institutions: People trust NGO’s and business more than they trust government
- Media is least trusted (2018 Edelman Trust barometer)
- Opportunity: trusted industry organisations
Industry Institutions - evolve or fade away
Failure to innovate: often a treadmill

Members/income falls, change needed – consulting firm hired

- Incremental or no change, annualised costs
- Complications emerge in prolonged debate on the ideal model

- Options prepared, released for consultation
- Engagement with those most satisfied and most unhappy with the status quo

Consultants
# 21st Century Industry Associations

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**World View**

- Single Issue vs. Multi Issue
- Perspectives on industry challenges and solutions change from looking at a single issue to considering multiple factors that influence industry evolution.

**Governance**

- Dispersed vs. Strategic
- Traditional associations are often composed of various entities with different goals and objectives, whereas modern associations aim for a more cohesive and strategic approach to governance.

**Communication**

- Slow, filtered vs. Immediate, direct
- Modern associations prioritize real-time communication to address issues and opportunities effectively.

**Funding**

- Anger, defence vs. Investment, value
- Traditional associations often rely on emotions and defense mechanisms, whereas modern associations focus on investment and value creation.