

Skal International Australia

National Assembly, Sunshine Coast, 03/04 September 2015

International Councillor Report – Bob Lunn

Since our last meeting in Broome there has been a lot of work done on your behalf at the International SKAL Council/ISC. The last ISC meeting was in Haarlem in the Netherlands 22/25 April, attended Bernard Whewell as ISC President, and myself. Bernard as ISC President also sits on the Executive Committee of SKAL International/SI.

There are two ISC committees. Committee A is responsible for membership including Young Skal, Business Affairs, and PR & Communications. Committee A is chaired by Bill Rheame from Canada, an ISC VP. Committee B is responsible for Finance including the Florimund Volckaert Fund, and Statutes, and is chaired by Kamer Rodoplu from Turkey, also an ISC VP. I have been appointed to Committee B, as was Bernard when he was our IC.

At the ISC meeting in Haarlem, the Minutes reflect the following key points:

- This was the first ISC meeting to have not only a plenary session with the Executive Committee of SKAL International on one day, but also an ISC only meeting on the second day.
- Form 4 for IC reports to SI have been modified to be more relevant, with the number of reporting criteria also reduced.
- Jason Samuel (India) and Lavonne Wittmann (South Africa) have been supported by the ISC to stand for election as Director of Skal International/SI at the 2015 SKAL World Congress.
- Improvements in the B2B session at each SKAL World Congress to make them more relevant and effective, and encourage stronger participation, from 2016 onwards.
- Medical Tourism will now be introduced as a new Membership Category with specific criteria, along with proposed affiliation with the Medical Tourism Association, as well as possible advertising in the Medical/Wellness Tourism Magazine.
- Sports Tourism is being worked on as another new Membership Category, as it is a viable, large and growing global part of our travel and tourism industry.
- Development of Young SKAL of Tomorrow strategies and activities, and introduction of the SKAL Future Leaders/Young Professionals program which is more relevant in many countries.
- Improved funding activities for the Florimund Volckaert Fund/FVF at all levels in SKAL.
- Membership Categories to be listed on the SI home page in the Applications dropdown, also now in place on our SKAL International Australia/SIA website.
- Our SKAL International Australia/SIA presentation was unanimously received and accepted as a way forward for use by all National Committees as a Membership Development and SKAL Global Awareness tool.

Part of my IC role is to also sign off on all membership applications that are presented through your Clubs, both paper and online applications. Since 01 November 2014, there have been 119 new member applications approved, which from 10 January 2015 also incur the new SKAL International Entrance Fee of Euro25 (Euro5 for new Young SKAL members), and there are 16 pending applications.

The vast majority of these new membership approvals are now online applications, with minimal paper applications, and many were approved in 24 hours or less from the time each online application was initiated, to when SKAL International approved each online application. For this reason, all Clubs are now asked to use online new member applications which are also preferred by SKAL International, and not paper applications. Well done, and congratulations, to all of our Clubs on maintaining this overall new membership momentum.

A concentration by all Clubs on both new membership development, and retention of existing members, will be very helpful in us reaching our 2016 budgeted membership numbers. Our thanks for your efforts with all of this as well.

At 12 July 2015, thanks to all of your wonderful efforts, we now have 1025 members in our 22 Clubs around Australia. SKAL International is also tracking well with 16320 members in 391 Clubs in 85 countries.

Along with President Denise, I also attended the SKAL Asia Area Congress in Manila 04/06 June, to continue the development of our relationship and association with SKAL in Asia. Then, I visited SKAL Capricornia on 05/06 August to assist this Club with Membership and SKAL Awareness Development, and to meet with the Club's Executive Committee.

While my IC role is demanding and time-consuming, it is also extremely exciting, and most rewarding. I thank you all for the support you have so willingly provided me, and I commend my report to you.

SKAL!

Bob Lunnon
International Councillor
Skål International Australia
12 July 2015