Statistical Society of Australia

INTENT

To be a professional society that
- **furthers the advancement of the field of statistics in its broadest sense, and the appreciation and use of statistics; and**
- **supports those working in the field of statistics**

STRUCTURE

Elements	Current State	Key Issues	Strategies

Governance	Central Council, Executive Committee	The structure of Central Council and Executive Committee may not be best suited to future growth of the society.
		
		Capacity to drive future Society growth and the services it offers members is uncertain.
			• With an eye on increasing strategic capacity for sustained Society growth, review the Rules relating to SSA governance to address
			   o Membership and structure of Central Council and Executive Committee (such as multiple specialised VP roles)
			   o Responsibilities of Executive members
			   o Requiring that Exec members are directly elected by membership, with nominations solicited via a nominating committee.

Branches	Autonomous	Loose relationship between Branches and central SSA.	
Sections	In place, with a defined structure	Dependence of Sections on the enthusiasm of a few. Transition to a new model is in progress. Low communication between Section members and between Sections and SSA as a whole. Ability to create and run new Sections is not well known.	• More clearly define and expand the role and capacity of the Central SSA. • Draw up a portfolio model that places Strategic Plan elements within a portfolio and assigns a Vice President. • Continue to support and encourage Sections and the Young Statisticians Network.
Young Statisticians	Functioning well	Ensure a greater voice and visibility.	

Network			• Continue transition to the new Sections model.
Central Office	Operationally focused	Central Office visibility. Operational versus strategic focus – more strategic capacity needed.	• Communicate member ability to create and run new Section, or invigorate existing ones. • Increase visibility and support of the Young Statisticians Network.
Members	3-stage job-status subscription model	Restricted membership models compared to other societies.	• Rebuild communication between members Branches, Sections, Central Council and the National Executive.
Equity and Diversity	Embryonic	Lack of policies, procedures, code of conduct and leadership.	• Increase Executive Officer autonomy in ating on strategic plan goals. • Review and increase strategic capacity in central office and in Executive Committee/Central Council structures. • Continue consideration and expansion of alternative membership models. • Develop, implement and publicise code of conduct and new Equity and Diversity policies. • Actively ensure diversity of office holders (in gender, racial background etc) at all levels of the Society, particularly at senior levels.

OPERATIONS

Elements	Current State	Key Issues	Strategies
Membership	Static; numbers and turnover finally improving after long period of slow decline; narrowly based	Membership numbers are static. Despite the rise of Data Science as one of the hottest current jobs, we are not reaching the full range of potential members. We are missing the opportunities associated with Data Science. Not reaching undergraduates. People not identifying as "statisticians". Competition with other societies. Value proposition for SSA membership should be strengthened.	• Develop new strategic portfolio responsible for including raising the profile of the SSA. Will work with Communications and Finance portfolios. • Develop and implement a major strategic financial plan to support increased financial flexibility to fund substantial long-term operational and strategic initiatives. • Identify mechanisms to handle tax-free endowments or donations to the society. • Identify, strengthen and promote the membership value proposition (to members, non-members and to other Societies).
Finances	Functional	Lack a strategy to increase financial flexibility to fund society growth, and substantial long term operational activity to drive increased membership value	• Develop policies on alternative modes of membership, e.g. Associate/life membership. • Link Awards, Fellowships, Accreditation to

		initiatives. Need capacity to accept (tax-deductible) donations, endowments for awards and other initiatives.	specified number of years of continuous membership. • Make use of young members to analyse SSA Membership data, e.g. who clicks on what e-Newsletter articles.
Communication	Improving	The move into new communication modes (twitter, facebook, eNewsletter)is still tentative and platform focussed. Communication to members and non-members (potential members, government, the public) is not well aligned. Advocacy for statistics and the SSA has been on the back foot. ANZSTAT mailing list is unstable.	• Improve information collected about individual members (e.g. through membership renewals, website interaction etc.) so that statistical & demographic questions about society membership can be answered. • Raise Communication/Outreach/Education to an Executive level activity and position (see Outreach). • Consider an "SSA run" ANZSTAT mailing list.

ENGAGEMENT WITH MEMBERS

Elements	Current State	Key Issues	Strategies
Communication	Central communication by email, e-Newsletter, Twitter. Branch and Section communication via email, Facebook, MeetUp, etc.	Continuing technological change. The SSA is not in sync with how members receive information and how they communicate.	• Continue to modernise the on-line presence of the SSA. • Actively promote multiple opportunities for feedback, e.g., footer of e-Newsletter • Continue to adopt and implement new communication strategies.
Feedback	Not actively sought	Opportunities for member feedback not promoted.	• Communicate opportunities and services to

| Recognition | Small number of formal awards. | Current awards are narrow – need to recognise a wider range of contributions.
Making membership desirable through recognition (awards, Fellows, etc.) and accessible to the full range of actual (and desired) SSA membership.
Improved communication of recognition.
Lack of recognition for recently deceased members. | members to increase understanding of the value of SSA.
• Improved communication of SSA Central Council and Executive Committee activities and relevance via SSA website, e-Newsletter and other communication channels.
• Review awards and honours, with a view to introducing recognition of contributions to the profession across the full membership.
• Ensure there are multiple opportunities for member feedback/suggestions and where these have been taken up, actively promote this.
• Develop a system for recording obituaries of past and current members. |

PROFESSIONAL SUPPORT FOR MEMBERS

Elements	Current State	Key Issues	Strategies
CPD activities, including workshops and short courses	Active, with a CPD Management Committee	Need a more consistent program of CPD activities. Need to continue to assure quality of CPD activities. No current link between CPD and accreditation. The connection between Sections and CPD is not being made consistently. Accreditation does not yet recognise any Data Science training. Opportunities for collaboration with other Societies and export openings are not being pursued systematically.	• Support the CPD Management Committee in developing a consistent, high quality CPD program, and recognising frequent CPD presenters. • Explore ways of incorporating CPD activities from other providers. • Formalize the link between CPD and accreditation. • Establish clear financial targets/planning for CPD activities to improve income for strategic initiatives. • Identify and promote the value of accreditation to members, potential employers, and the community. • Proactively pursue and promote the accreditation of courses. • Develop a policy on the accreditation of data science courses, and proactively promote it.
Conferences	Active	Organisation of conferences – corporate memory, demands on	

		Branches, conference fees too high.	• Link accreditation to the value proposition for new Associate Members, and aggressively promote it.
Professional Services	Not fully defined	Current and future professional services (e.g. professional indemnity) to members not developed or communicated to members.	• Continue to participate in international collaborative activity and mutual recognition of accreditation and public awareness involving RSS, ASA, NSZA and SSC.
Accreditation	Active	Promotion of accreditation, inside and outside SSA. Reciprocal recognition of accreditation with other Societies (ASA, RSS, SSC, NZSA).	• Review the SSA conference model – costs, Branch involvement, joint hosting with other Societies. • Continue to monitor Open and other publication modes.
Journal	Active, with effective Management Committee and Editorial Committee	Desirability of open and other publication modes.	• Support and encourage the ANZJS Management Committee and Editorial Committee to continue to have a relevant, high quality journal.

OUTREACH

Elements	Current State	Key Issues	Strategies
Education	Growing – poster competition, Data Science in Schools, public education.	• Communication/Outreach/Education requires greater strategic focus and direction at Executive level. • SSA not nationally recognised as peak body to speak for statistics and statisticians. • Require clearer strategic basis for links to other Societies. • Statistics is struggling to be recognised in the development of national curricula • Expansion of poster competition to	• Raise Communication/Outreach/Education to an Executive level activity and position. • Continue to promote inclusion of mathematical and statistical concepts at school level. • Contribute to, and lead, international effort to develop a school Data Science course and associated training (with ASA, RSS, SSC, NZSA). • Continue to develop and expand the National Poster Competition. • Continue to develop strategic relationships with other organisations (e.g. AMSI, ABS, STA etc
Involvement in statistical issues	Contributing/developing.		
Statistical advocacy & promotion	Improving.		
Links to other societies	Improving but ad hoc.		
Links to bodies representing Maths Sciences	Improved considerably.		

Engagement with the community	Developing.	a national level • Worsening statistical competence and understanding amongst the public and in schools. • With loss of the International Engagement Section, minimal interchange with Region (Asia-Pacific) at Society level.	and participate in mathematical and scientific peak bodies. • Develop a policy about closer association with (including merging and absorption of) other Societies. • Continue to develop public promotion of the value of, and understanding of, statistics, e.g., through The Conversation, media releases, reports, public education articles. • Continue to publicly contribute to national, regional and international activities in statistics and its promotion, and advertise this. • Develop activities, in conjunction with other bodies as appropriate, to provide and promote statistical input to major public policy issues. • Continue to actively contribute to topical issues
Promotion of the SSA	Developing.		
Relations with other Science and Technology Associations	Membership of STA, AMSI.	Collegiality with other Societies, conducted through STA and AMSI; SSA's active participation fluctuates as does the ability to influence STA and AMSI priorities.	• Support collegial efforts to promote professional affiliation as a lifetime career option outside employer loyalties. • Make SSA a model for a professional society through its balanced membership between Academic, Government and Industry links. • Promote the use of graduate career surveying to see how careers are managed, and where value of membership can be accentuated.