

A New Vision and Structure for CIWM – Member Briefing Document

October 2018

The Trustees of the CIWM have this week approved an exciting new medium-term business plan to strengthen the Institution's core role as the professional membership body for the wider resources and waste sector and to return the CIWM Group to financial health in the short term after a challenging financial performance in recent years.

The plan is designed to ensure that CIWM can respond effectively to the changes happening in the sector as it expands to embrace the wider resources agenda as well as becoming more flexible and lighter on its feet. It will also help CIWM to increase its value and relevance at a time when membership bodies across the board have been hit by economic factors including austerity and modern professionals seeking a different 'membership' experience.

The Plan presents a vision for CIWM to refocus its activities on 'supporting, empowering and connecting professionals across the resources sector'. To achieve this, the Plan proposes:

- A renewed focus on CIWM's core objective of providing value-added membership services such that the whole organisation will become focused on **Membership Services** (setting of professional standards, policy and representation), **Membership Support** (the delivery arm) and **Membership Engagement** (marketing, sales and communications).
- Developing the links between CIWM and WAMITAB to provide a cohesive service offering.
- The development of a single delivery platform whereby the Centres become an intrinsic part of the whole, enabling more services to be delivered locally.
- The development of a framework leading to a recognised professional competency across the wider sector, relevant to the public and private sector providing credibility and status to members.
- Partnership working with relevant other sector bodies to increase membership and maximise member benefits **through** a common framework with transferable competencies.
- More proactive engagement on market critical topics to increase CIWM's visibility and influence – "positive balanced opinions";
- A 'membership for all' approach, with clear career paths from operative level where WAMITAB provides accredited required qualifications through to CIWM's focused membership grades.

The Plan also recognises the need for number of targeted short-term cost reduction measures. This includes the Journal where the intention is to launch a revitalized publication 6 times a year, combined with an additional knowledge hub to create more positive benefits to members with broadened scope and content. In addition, a hold has been put on the recruitment of a new CEO until the required skillset for the role has been clearly defined in line with the new vision. In the meantime, Sarah Poulter and Chris Murphy will jointly steer the organization through the challenging period ahead. As part of the drive to change the culture of the organisation to be one focused on membership services, a move to new, modern offices following the sale of CIWM's current headquarters is anticipated.

Thanks for your continued input and support for your Institution. If you wish to discuss this in any more detail, please contact your regional Centre or CIWM Trustee.

David Wilson – President

Margaret Bates – Chair, Executive Committee

