ADIA

Member Update and Survey Results

ADIA (formerly AMSRO) rebranded in May 2021. In July 2021 we checked back with members who reported the following....

Performance

80%

were satisfied with ADIA's exclusive partnership offers available

95%

were satisfied with ADIA operations and specialist advice

70%

were satisfied with advocacy work conducted by ADIA over the past 12 months

75%

were satisfied with ADIA's collaboration and engagement with its members

Member Priorities

Looking for continued support around legal, privacy law and quality services

Confirmed advocacy and engagement as a key strategic focus over the coming year

And agreed with the need to continue representing ADIA to the broader market

Outcomes and Initiatives

- **ADIA connects:** A new virtual meeting held every month exclusively for members
- **Member showcase and publishing platform**
  A new promotion and services
- **Advocacy and engagement**
  Via the dedicated government relations team
- **ADIA academy**
  A new on-demand exclusive training platform
- **New strategic partnerships**
  Delivering group discounts

New Members

ADIA welcomed 7 new members since the rebrand bringing the total number to 94 organisations with over 5,000 employees in a $1 billion+ industry.