



TERMS OF REFERENCE
MEMBER VALUE PROJECT

Context

A value proposition offers members a clear, sound rationale for joining, belonging, contributing, and taking advantage of what an association offers them—starting with what they think is valuable. It differentiates why a member chooses to belong to an organisation, a competing organisation, or none at all.

The Member Value Project (MVP) will identify LGNSW's value proposition.

Importance of the Project

LGNSW has an ongoing commitment to holding ourselves accountable to our members. It is of utmost importance to LGNSW that its members receive good value for the membership fees that they pay, and that they are satisfied with the services of LGNSW.

It is also critical that LGNSW can count all councils in NSW as its members. Our voice is much stronger when we are united as a sector, and together we can achieve more.

Terms of Reference

The purpose of the MVP is to undertake a broad-based investigation into the activities of Local Government NSW and to identify evidence that will assist in the calculation and description of member value across the domains of:

- Advocacy and inter-governmental activity.
- Member services and advisory services included with membership.
- Fee-for-service activities.

The output sought is a sector wide description of value and where possible and practical, individual calculations of value for NSW councils, and classes of customer.

The assessment of member value will include the perspectives of members, which may be provided on a confidential basis if preferred.