

“BRASEA”

BUDGERIGAR AUCTION CATALOGUE

& Spring BULLETIN



13TH OCTOBER 2013

NEW VENUE

**Masonic Hall --- 480 Forest Rd,
BEXLEY SYDNEY**

warren@brasea.com

SYDNEY ANNUAL LAWN SHOW

“ALL WELCOME” CASUAL PICNIC DAY

BIRD SALES, LAWN SHOW, SANTA VISIT, PICNIC LUNCH



9 am Sunday November 24th, 2013

**Douglas Pickering Pavilion, St. Ives Showground
450 Mona Vale Road, ST IVES, SYDNEY, NSW**

SPECIAL LAWN SHOW for

Real Clearwings (allsorts), Real Blackeyes White & Yellow, Darkwings, Rainbows, Crests, Violets, Saddlebacks, Dilutes – Yellow & White Suffused + Grey Yellow & White inc UK Lime, All Pieds (6 varieties) + Dark Eyed Clears, Goldenfaces single or double factor, Miniatures, Aussie Bush Budgies, JUNIOR Class (any bird, any cage, do not have to be a member, Novelty Class



Judging to commence at approx. 10 am – entries \$5 donation only

Sale Birds all Day - 10% commission to Northside Branch BSNSW

LUNCH - BBQ + Desert + Drink \$ 10 adult \$5 Children or BYO
other activities and events all day

Monster gold coin raffle (Christmas flavour) – prize donations welcome

EVERYONE WELCOME

**RSVP for CATERING numbers by NOV 18th - no RSVP no EAT
CHILDREN UNDER 18 PLEASE BOOK for a small “SANTA” PRESENT**

Enquiries for Special Show & Info Schedule (*schedule etc can be emailed*)

02 9747 6642 or 0418 916 685 or warren@brasea.com

“BRASEA”

BUDGERIGAR SYDNEY AUCTION

October 13th, 2013

MASONIC HALL, 480 FOREST ROAD, BEXLEY

Inspections commence at 8 am

Auction commences 9 am

Coming 2014 “BRASEA” Auction Dates

Mar 30th, May 25th, Oct 12th **Bexley** Sydney, Brisbane July 20th
2015 Mar 22nd, May 31st, Oct 11th Bexley Sydney, July 19th Brisbane

NSW Sale Days 2014 – April 5th Gunnedah, May 4th 10am Fairfield,
May 16th 8pm Bexley Sydney

Other Sales, all States, listed under “Whats On” www.brasea.com

It should be NOTED that when Auctions are full and reserve lists are being used, preference to sell will be given to “BRASEA” members and those who assist BRASEA at our events ... Full sales lot information and rules of the Auction can be downloaded from the Auction web page button.

Vendors have the right to bid on their own lots – **unreserved sale.**

“BRASEA” Members can bid by prior arrangement in writing or by email instruction, **if unable to attend** - birds can be freighted anywhere as organised, the week following the auction, at the purchasers expense, we have Judges present who will give verbal opinions on lots if required – you must be a financial member for this service ...

**Buyers - All sales paid by Visa or Mastercard have a
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PINE RIVERS YOUNG BIRD SHOW

2013 YBS "BRASEA" AWARDS



Jamie Wright (BRASEA South
Queensland Rep) presents Barry
Mitchell (top Left) with the best
Spangle AOV Award , Above Brian
Hollingsworth wins the best Violet in
Show and Junior Member
Christopher Hancock takes out the
Junior trophy ...

CONGRATUALIONS

“BRASEA” NEWS

Please note NEW Auction Venue

From Now on all Sydney Auctions will be held at the Masonic Hall, 480 Forest Road, BEXLEY – next to the Hall where St George BSNSW meet and only about 250 metres west of the Forest Road and Stoney Creek Road junctions ...

We have a tremendously interesting article on Club Memberships which will interest all Club Committees and may have some food for thought for many of you – enjoy !!

2013 / 2014 Memberships due July 1st , 2013

Your membership is now overdue for this year 2013/14

Check the rates that apply to you either snail mail or email communication

Full Membership \$25 per year

Email Members \$15 per year

Seniors (those claiming to be 60+ years young) and Students \$ 12.50 pa

ALL JUNIORS (under 18) can be members for FREE

See renewal form at the back of this Bulletin – it pays to be a member

If you have no changes to your membership details, you can Bank Transfer

without sending a form - Commonwealth Bank, BRASEA Account,

BSB 062-217 Account 1039 6061, put surname in Reference box

You can also renew at the Auction on October 13th

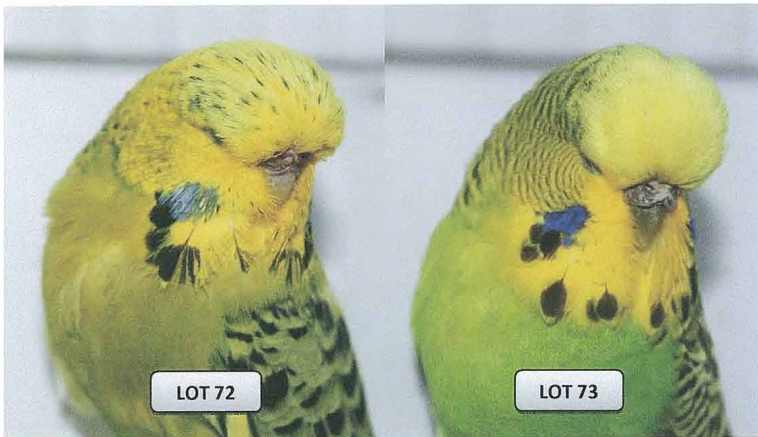
2014 / 2015 “BRASEA” Calendars

will be available by the October Auction – place an order now for presents, overseas friends, or to hang on the back of the Toilet door, remember with the “BRASEA” calendar you get 2 years for the price of one - \$20 each including postages

There are some super birds in this Auction, especially some of the hens – if you need stock have a look at them or if you cannot come, ask us to look for you !!!

AUCTION

2013



Sunday 29th September 2013

Strathpine Community Centre
Mecklem Street Strathpine Qld.
Visit us on the web at www.prbs.org.au

October Auction Sydney Vendors

Abi Haider	15
John Carter	16
J & S Bucior	10
Andrew McFarland	20
McCauley & O'Regan	15
Peter Dodd	12
Richard Bucior	20
Gordon Chandler	14
Tom Hancock	10
BRASEA (inc Books)	4
Kelvin Cadman	30
Jim Baker	10
Peters Family	25
Ernie Wise	14
James Matthews	15
Frank Duff	10
Central Coast Budgerigar Society	7
Wally Capper	15
Craig Langdon	10
Mick Arnold	8
Kevin Kearney	15
Charlie Halasz	6
R & S Condon	10
Tim Gleeson	19
Harro (ACT)	10
John Madden	15
Mario Capasso (ACT)	10
Garry Pymont	11
Cliff Cameron	16
Total	392

W.A. "BRASEA" SHOW

Open Ungraded Variety Championships

Date: Sunday 6th October 2013

Location: Senior Citizens Hall
Patrick Court
Girrawheen

Time: Benching: 10am – 10.45 am

Judging starts at 11 am

Presentations 2 pm - 2.30 pm

De bench and clean up 2.30 pm - 3 pm

Judges:
Gina House



All budgerigar breeders are invited to participate in this event which is club independent.

All exhibitors will receive tickets in a free door prize.

Bring along your birds, family and friends.

Food and drinks will be available for purchase.

Benching will be 50c per bird with proceeds being donated to BRASEA

There will be raffles plus goods for sale, so come prepared with some loose change.

BRASEA OPEN UNGRADED: The top bench will consist of the best in each variety selected from all birds (ADULT - YOUNG – BAR HEAD)

. This Year's Specials are:

Dark Green/Olive	Black Eyed Self	Dilute	Albino
Clearwing	Crest	Dominant Pied	

The Warren Wilson perpetual trophy will be awarded for excellence in variety- adult.

The Rob Hugo perpetual trophy will be awarded for excellence in variety - young.

EXHIBITORS GUIDELINE

Warren has supplied the following guideline:

ALL YOUNG BIRDS (green rings) MUST BE OWNER BRED.

In the **Adult birds section** exhibitors who would normally only qualify to show birds that they have bred themselves are welcome to show purchased birds - this allows varieties that may otherwise not be seen to be on display. Bring out all of your Rares and give them some publicity.



ARE YOU LOOKING FOR THESE *RARER VARIETIES, SPLITS or COLOURS*

**** (Pr) means Lot is a Pair**

RECESSIVE PIED 16, 18, 27, 29, 38, 83, 84, 99, 111, 165, 178, 179, 191, 240, 248, 318 ..

LUTINO 6, 12, 19, 20, 21, 93, 102, 103, 104, 119, 152, 153, 163, 206, 209, 217, 231, 232, 274, 275, 309, 310, 316, 317, 390 ...

BLACKEYED SELF / SUFFUSED / GREY YELLOW OR WHITE 14, 15, 97, 98, 226, 227, 228, 251, 313, 328, 348

SADDLEBACK, DARKWING, DARK EYED CLEAR DEC 315



CLEARWING 66, 67, 68, 125, 151, 166, 282, 287, 288, 311, 353

LACEWING 6, 32, 39, 80, 81, 87, 115, 116, 127, 167, 243, 244, 301, 302, 304, 334, 374, 377

VIOLET / Dark Factor BLUES 8, 10, 53, 54, 56, 82, 83, 84, 94, 122, 126, 136, 142, 143, 170, 181, 182, 186, 190, 191, 197, 198, 199, 200, 201, 202, 260, 263, 264, 267, 269, 272, 280, 320, 346, 350, 355, 364, 385, 386 ...

DARK FACTOR GREEN / OLIVE 29, 47, 52, 54, 73, 134, 140, 141, 182, 196, 199, 203, 246, 263, 264, 266, 267, 349, 363, 384, 387

GREYWING 36, 37, 122, 123, 124, 192, 221, 332



BANDED, DUTCH OR CLEARFLIGHTED PIEDS Nil

CLEARBODY 50, 63, 64, 120, 135, 137, 277, 285, 286, 329, 345, 365, 375, 392

ALBINO 4, 105, 118, 119, 120, 161, 162, 233, 300

CREST Nil ...

AUSSIE GOLDENFACE 74, 276, 360, 391 ...

FALLOW 156, 157, 279, 336, 358

MELANISTIC SPANGLES 138, 181, 307 ...

VENDORS –
*for inclusion here, please
accurately describe the variety
& colour of your sale birds,
when sending in your Lot
information*

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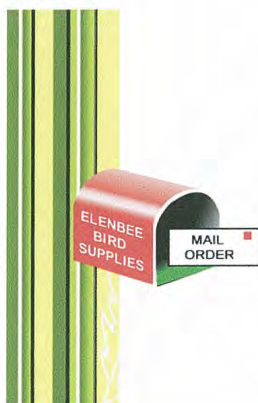
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Budgerigar Society of New South Wales Inc.

DIAMOND AWARD

Presented to

BRUCE & NOLA BRADFORD

You wouldn't be long in the hobby of breeding and exhibiting budgerigars before you met these two very dedicated and popular aviculturists. It is hard to say which side of aviculture they come from. They were "bird people" when they met and married (a few moons ago) and they are still "bird people" today.

Bruce started with his pigeons and Nola's father, the late, great, Frank Patterson, had budgerigars. The Bradfords now have budgerigars, canaries, finches and parrots , although I guess, even though their work embraces all sections of modern cage birds, they are probably "budgerigar people". Bruce still holds membership of his pigeon club and a love is there that will never die.

That has not stopped their work for the Budgerigar Society of NSW (Life Members for over 20 years), The Australian National Budgerigar Council (Founding Father 38 years ago), South Sydney Avicultural Society, Canary & Cage Bird Improvement Society, BSNSW representative on the National Cage Bird Committee NSW, Representative of "BRASEA" – Budgerigar Rare & Specialist Exhibitors of Australasia, worldwide and other Clubs and Organisations within aviculture.

Between them they have held positions as- Editor of "Feathered World", Editor of "Budgerigar" magazine, Assistant with the "BRASEA Bulletin" and Clearwing Budgerigar Society Newsletter, President, Secretary, Treasurer, Publicity Officer of various Clubs, National Secretary (8 years), Correspondent for Australian Birdkeeper Magazine, N.S.W. Delegate To the Australian National Budgerigar Council, Official National Photographer, Chairman St George Branch BSNSW (41 continuous years) and long time members of many Committees. A record that will be hard to beat, in the years to come.

In the World of Budgerigars they are held with the utmost esteem and affection, so it was only fitting that they become the first recipients of the highest honour for over 40 years continuous dedicated service- 'THE DIAMOND AWARD'. -a great tribute to their contributions to the hobby that provides us all with such challenges and enjoyment at the same time.

**CONGRATULATIONS BRUCE AND NOLA from
all members of the B.S.N.S.W. 2013!**

And

**CONGRATULATIONS from "BRASEA", The
Clearwing Budgerigar Society, St George BSNSW
and many other Clubs you have both supported.**

AL'S CAGES



**CAGES WITH A DIFFERENCE
WIRE & WIRE/ALUMINIUM**

Contact - Alan Beutel

Phone 07 5466 1384

Email : aeandmt@bigpond.com

AUCTION October 13th 2013

Masonic Hall

480 Forest Road,

Bexley, Sydney, NSW

Donated = Donated to "BRASEA" - *Thank You!*

LOT No.	RING No.	VARIETY	SEX	BLOODLINES/DESCRIPTON	VENDOR
1	2 Books	Two Books from the "BRASEA" collection Collectors Items		Finches & Softbill Birds by Henry Bates & Robert Busenbark 1963 + What Bird Is That – Neville Cayley 1943 Unbelievable old book, worth heaps	BRASEA
2	2 Books	Two Books from the "BRASEA" collection		The Wild Parrots of Telegraph Hill which was made into a Video by Mark Bittner + Lovebirds Owners Manual by Dirk Van den Abeele – wonderful colour plates	BRASEA
3	2 Books	Two Books from the "BRASEA" Collection		The Galah by Ian Rowley 1990 + Parrots – Tropical & Rainforest Birds by Tom Jackson – super pics	BRASEA
4	CC 029 2011	Albino	C	Not used	Cliff Cameron
5	CC 047 2012	Spangle Grey	C	-	Cliff Cameron
6	CC 101 2012	Lutino / Lacewing	C	--	Cliff Cameron
7	EUG 093 2013	Grey Green	C	Father has done very well on the Show Bench winning several best in Shows and pointed at State level. Maiden cock with lots of growing yet, he is from my main line of birds. Sinclair blood going back to Watson and then Mannes	Andrew McFarland
8	EUG 270 2012	Yellowface Violet Green	C	Proven Yellowface and has bred two rounds this season. Mother was a Y'Face Mauve from G&T Sinclair. Line bred, vigorous breeder & parent	Andrew McFarland
9	EUG 103 2013	Spangle Green	H	Maiden hen. Heavily line bred. Father did well at State level. Mother a quality GreyGreen Opaline Spangle. Good depth of mask, well balanced and runs through the perch well	Andrew McFarland

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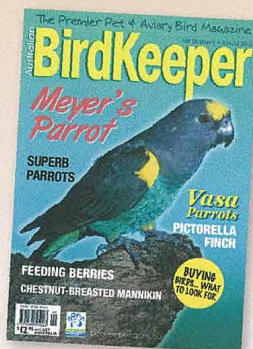
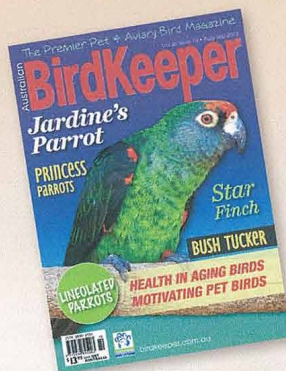
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10	31H005 2011	Violet Opaline	H	Produced two rounds of very nice chicks - I kept most. Beautiful colour and an excellent mum. Own line.	Tom Hancock
11	31H082 2012	Light Green Dominant Pied	C	A top quality bird - only selling due to a surplus of quality birds of this colour/variety. Own line. Unused.	Tom Hancock
12	NSW9432 2012	Lutino	C	Lovely colour and good size - a really nice bird. Hewitt x Hancock line. Unused.	Tom Hancock
13	11-1D-030	Cinnamon Grey	C	Dodd x Zamitt Hatched 17-10-10	Peter Dodd
14	12-NSW-9257	Blackeyed Yellow	C	Dodd Hatched 17-07-12	Peter Dodd
15	12-1D-060	Cinnamon Yellow	H	Dodd Hatched 06-01-12	Peter Dodd
16	13 MC1 062	Normal Green / recessive	C	Showy bird off my national line. Has very strong siblings	Mario Capasso
17	13 MC1 025	Cinnamon Greygreen	H	Off my Gazzard line. Variety no longer retained	Mario Capasso
18	10 MC1 204	Normal sky / recessive	C	Uncle of my national birds. A very good split who has produced well over the last few seasons. Was a little hit and miss this year. No longer grows tail and a couple of lights.	Mario Capasso
19	017/MA/12	Lutino	C	Good Head And Colour	Mick Arnold
20	024/MA/12	Lutino	C	Good Head And Colour	Mick Arnold
21	JLM - 018 / 2013	Lutino	H	50% Kelwyn Kakoschke 50% John Hewitt Maiden Hen	John Madden
22	JLM - 011 / 2013	Skyblue Opaline	H	50% Kelwyn Kakoschke 50% Jim L'Estrange Maiden Hen	John Madden
23	JLM - 014 / 2013	Light Green Cinn Opaline	H	50% Gary Watson 50% Kelwyn Kakoschke Maiden Hen	John Madden
24	MO006/10	Grey Normal	C	A.KENT/GAZZARD/MO, Solid Cock, Buff Feather Head & Mask	McCauley & O'Regan
25	MO045/12	Greygreen Cinnamon	C	GAZZARD/MO, Has Blow Outline & Head Feather	McCauley & O'Regan
26	MO102/10	Yellow Double Factor	H	MO, Nice Hen. Father Won Interbranch	McCauley & O'Regan

The moon moves about two inches away from the Earth each year

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27	078 RB4 2013 Born 24/03/2013	Grey Recessive Pied	H	Bloodline Mario Capasso Half Sister to Mario 2013 National 2 nd place Recessive Pied Mother is 206 MC1 2010 Sister to 072 RB4 2013 Very Young still growing	Richard Bucior
28	001 RB4 2013 Born 12/09/2012	Green Opaline	C	Brother to 2012 National 12 th place AOSV Opaline Nice young Bird with good length	Richard Bucior
29	003 RB4 2012	Dark Green Recessive Pied	H	Bloodline Capasso/Howard&Home Nice Hen that has Produce some nice young in 2013	Richard Bucior
30	NSW 2012 042	Opaline Cinnamonwing Greygreen	H	Hatched 10.5.12. From my good Lacewing line.	Ray & Sue Condon
31	NSW 2012 043	Opaline Cinnamonwing Green	H	Hatched 13.5.12. Bred from a pair of good blackeyes. Sire: Capper/Cusack. Dam: Dodd.	Ray & Sue Condon
32	NSW 2012 004	Lacewing White	H	Hatched 30.9.11. Dam is 09/525, sister to 12/012, 1/2 sister to 13/3004 & 13/3005 all in this auction	Ray & Sue Condon
33	17M 388 / 12	Normal Greygreen / Cinnamon Blue	C	Possible Yellowface. Very showy cock with good spot and blow.	James Matthews
34	17M 066 / 12	Normal Lt Green	H	Sister is in the nest with babies at the moment. There are also 8 half brothers and sisters in my breeding team currently. Dam produced good birds with every cock I put her with.	James Matthews
35	17M 077 / 12	Normal Grey	H	Nice tidy hen, lot of spot	James Matthews
36	J&S 12 035	Grey / Greywing	C	Have not used	J & S Bucior
37	J&S 12 011	Grey Green Opaline / Greywing	H	Good mask & Spot – nice looking hen	J & S Bucior
38	J&S 12 058	Grey / Recessive Pied	H	Good mother – have kept some babies	J & S Bucior
39	20W 225 2011	Lacewing Yellow	H	Sire: Cinn Grey/Lacewing Peter Baker Dam: Yellow Lacewing G&J Horrobin Q	Ernie Wise
40	20W 022 2013	Lt Green	C	Sire: Opal Grey Green 10GG 252 Gazzard Dam: Grey Green 12 GUY026 G Denning	Ernie Wise
41	20W214 2012	Cinnamon Sky	H	Sire: Cinn Grey 11GUY026 G Denning Dam: Cinn Opal Sky 11GUY056 G Denning	Ernie Wise
42	GMC 523 2013	Norm Grey	C	DONATION to BRASEA "Thank You" Gordon Chandler	BRASEA
43	GMC 516 2013	Norm Skyblue	C	-	Gordon Chandler



AuSAE

The Australasian Society
of Association Executives

Membership is Dead?

A number of powerful generational, cultural and economic forces are colliding to create a perfect storm that will make the next 5-20 years some of the toughest ever faced by associations. Associations who don't adapt face a slow decline into obscurity as they are replaced by newer, more innovative, less bureaucratically challenged, less change resistant competitors. While the idea of membership will continue, the antiquated models of recruiting, retaining and engaging members cannot survive in an increasingly challenging and ever-changing operating environment.

Are younger members joining your association and then leaving after a year or two? Or not joining at all? Are you struggling to get people to your events? Are you battling to recruit quality volunteers? Is your board full of men aged over 50? Are competitive organisations forming around you?

These are the stirrings of the "perfect storm" of generational, cultural and economic forces that are combining to challenge the way associations operate.

Association leaders need to effectively position themselves to deal with these challenges and take advantage of the opportunities they bring.

Following are some of the major issues that association leaders should be addressing now for the future success of their associations:

Baby Boomers are retiring

Baby Boomers started their adult lives determined to change the world and they have certainly done so. During their working lives they have been the most likely to join, the most likely to renew, and the most likely to volunteer with associations.

Perhaps more importantly, they are more likely to join an association with the understanding they will need to work to assist the association to achieve its goals.

The fact that Baby Boomers are generally willing to contribute their time and expertise to develop the associations they choose to join strongly contributed to the rise in the number and strength of member based organisations from the 1970s onwards.

2011 represented the start of a big change for many associations. This was the year that the first Baby Boomers turned 65 and started to retire. By 2029 most Baby Boomers will be retired. By 2034, the last of the boomers will be 70 and you will have very few members of this generation left as members.

It will not be long before the membership - and leadership - of every association will consist almost entirely of people from Generation X and Y.

As Sarah Sladek discusses in her book, *The End of Membership As We Know It*, the departure of the Baby Boomers from the workforce heralds a massive change for associations as they can no longer rely on these active, engaged and supportive Baby Boomer members to support the growth of their associations.

The one mitigating factor is the economic issue facing many Baby Boomers today. The lifestyle aspirations of the Baby Boomers means that nice cars, holidays, bigger homes and other luxuries are seen as "needs" rather than "wants".

This, combined with the effect of the recent economic turmoil on investments and retirement savings, is likely to see many Baby Boomers extend their retirement age past 65 with many already indicating they will need to work until 75 to achieve their financial goals.

While not great news for Baby Boomers, extended retirement dates will soften the impact of this generation's departure from the workforce by giving some associations more time to adapt.

44	GMC 459 2013	Cinnamon Opaline GreyGreen	H	-	Gordon Chandler
45	PIL203/13	Grey Green Normal	C	100% Gazzard, Bred from a super grey green cock of Garry's	Craig Langdon
46	JM2122/11	Normal Sky Blue	C	A cull bird from Rob Dwyer sell out, only used once good father	Craig Langdon
47	1GS044/11	Dark Green Cinnamon	H	A dark Green Cinamon bred by Glen Schiller.	Craig Langdon
48	DGH12037	Normal Sky	C	This bird finished in top 20 at STCC this year. Bred through my Henry George line. Mother was Henry George Yellowface BNS10G10149.	Harro (ACT)
49	DGH13052	Normal Sky	H	Young hen bred through my Jim L'Estrange line. Grandfather is brother of Jim's National Cinnamon winner in Canberra.	Harro (ACT)
50	DGH13038	Clearbody Opaline Green	H	Young hen. Will mature into a good stock hen.	Harro (ACT)
51	CBC 09 WAL 060	Normal greygreen	H	Good producer D.O.B- 5/09	Wally Capper
52	CBC 10 WAL 154	Dark green Cinn Opaline	H	Quality hen Capper/Fellows bloodline	Wally Capper
53	CBC 12 WAL 04	Violet sky Opaline	H	Good Quality never been used..100% G.Watson	Wally Capper
54	NBC - 958 / 2010	Violet / Dark Green Dominant Pied	C	Bred by Peters Family 100% Gary Gazzard (Gary's 04-766 line) Uncle to all the violet hens we are selling in this auction. Great way to get into violet's. Good Father	Peters Family
55	1W - 157 / 2010	Light Green Cinnamon Spangle	H	100% GARY WATSON Brought from he's first sale day in Sydney (2011). Great mother, bred well for us.	Peters Family
56	DKP - 088 / 2012	Violet	C	Father sold here in March for \$500.00 50% Gary Gazzard, 25% Kelwyn Kakoschke & 25% Craig Langdon Retain to many Violets cock, It time to let some go.	Peters Family
57	CBC FD 035 2011	Y'Face Cinnamon Opaline Sky	H	T Obrien C (xx) 0344 X Duff Hen FDS035 (xx) Pedigrees supplied	Frank Duff
58	NBC 1451 2011	Grey	C	J Hellier/Scoble (xx) fds002 cock X Duff/Croft/ Thompson Hen	Frank Duff
59	TAM FD 073 2013	Slyblue	C	Duff / Capper/ Fellows/ Gazzard C x Thompson MT236 / Croft 6729 Hen	Frank Duff



AuSAE

The Australasian Society
of Association Executives

However, it is a temporary period of grace and not a reason to delay implementing necessary changes.

If your association is to thrive into the future, you must be attractive to all generations. Your entire organisational culture needs to reflect a generationally diverse, welcoming and engaging community.

Skilled staff and volunteer leader shortages are here

In Australia the actual number of Generation X individuals in Australia, 4.4 million, is much smaller than the number of Baby Boomers, 5.3 million, and this poses a couple of challenges for associations.

The exodus of experienced Baby Boomers from senior roles into retirement means we are going to experience a shortage of talent at senior levels across all sectors. This creates an issue for associations seeking both paid staff and talented volunteer leaders.

For associations, where salaries are not on a par with the for-profit sector, this may result in a struggle to attract senior staff capable of navigating their association through turbulent times.

The quality of association boards will also be affected as the reluctance of Generation X to upset their work-life balance, combined with their smaller numbers, will create a much smaller pool of potential volunteer leaders to call on.

Associations must actively encourage, nurture and involve their future leaders now.

Associations are heavily geared towards Baby Boomers

Because Baby Boomers are so actively involved in their associations, the products and services, communication channels and decision making structures within most associations are geared almost entirely towards this group.

This has seen associations concentrate their financial and time resources towards Baby Boomer orientated activities at the expense of investing resources into products and services geared towards younger people.

Indeed, the Decision to Join research project conducted by the American Society of Association Executives found that association leaders gave low importance rankings to the services that young people valued as important (eg: access to career information). The survey also found that young people gave associations poor performance ratings on the delivery of those services.

Creating an organisation that appeals to younger generations means instilling an innovative, proactive and member responsive culture throughout the entire organisation.

This isn't just starting a Facebook page. It isn't setting up a Young Professionals group that isn't resourced nor connected to anywhere else in the association. It definitely isn't a board made up almost entirely of white men over the age of 50. The kind of change required needs to be embedded throughout your entire organisation.

In the absence of associations that are responsive to their needs younger members will find, or create, their own solutions. Associations who don't adapt will see a proliferation of competitors entering the market, seeking to fill the void they have created.

If your association is to thrive into the future it needs to be proactively engaging younger members now.