

## **Philippines update for the IMC on 12<sup>th</sup> February 2021: Karyn Welsh CEO Australia**

In essence Australia partitioned our database system and created a new environment just for the Philippines. It will operate independent to Australia accessed by them so that the lines do not get blurred. (Technically a copy and paste of a template). This means they have all the bells and whistles that Australia has in its database and they have the training videos to use for referral as well.

This is an excellent start for them once it is complete. I was thrilled when our developer (Excel Online) said this could be done.

Philippines will be able to manage renewals through the automation we have, follow-up outstanding renewals via an automation process and produce reports on financial and non-financial members as well as generate reports on the socio-demographics of members within the Philippines. i.e. industry sector, education, location etc

They will have a booking system for their events and have a list of registered attendees that they can download and monitor. The booking system captures members and non-members so they will be able to followup with the new potential members this way. For COVID Safe purposes and contact tracing names, emails and phone numbers are compulsory fields. There is also a e-logbook for capturing CPD points in the member logbooks automatically as well when members register for events.

Once the developers are finished Brian, Paula and myself are then going to work through the content to ensure it meets the local needs of the Philippines as well as align to CILT International by way of branding etc. This is a major step forward for them by way of independence.

I have drafted two separate invites to the Vice President to present at:

1. WiLAT forum and
2. CILT Philippines in the next 2 - 3 months.

I have encouraged Marjorie to sign off the letter rather than myself. Marjorie says it looks better coming from Australia and holds more impact...plus I think the Vice President is in Marjorie's personal network and she didn't want to be compromised.

I know these details are perhaps not really of concern but I thought you should perhaps know it is not Australia domineering here .. we work in a supportive way now ....it was at the Philippines request that we did this. We have been subtly encouraging Philippines to begin to take initiatives on themselves as they move towards independence.

Marjorie is also planning to ask Capt Paca if he would be the IBF representative for the Philippines.

**Karyn Welsh**

**9<sup>th</sup> February 2021**