

IMA AGM – 27 October 2018

Eth Lloyd Chairman World Administrators Summit, Advisory Council – Presentation Report on the 10th WASummit 24/25 October 2018

IMA has changed their name to International Management Assistants and today I am bringing you more of the “I” in your name through reporting on the World Administrators Summit which IMA hosted this past week here in Frankfurt.

Wednesday and Thursday of this last week we had 22 countries represented by 41 formal country Delegates in the room. There was energy, commitment and enthusiasm to discuss the topics on our Agenda. Let me share our Agenda in reverse order.

On the last day:

- The Delegates voted to reduce the time in between WASummit events from three years to two years.
- New Zealand was confirmed as the next Host Country in 2020.
- The United States of America presented a bid to Host in 2022 which was accepted then confirmed and announced at the Closing Dinner that evening.
- The Delegates voted on accepting the outcomes from the Discussions Groups on:
 - **“Digital Technology Advances – the Future of the Role”**. *Administra* the World Action Plan covers this topic well, even though it was written in 2008, and so only some wording adjustments are required on this topic to reflect what is important to the profession.
 - **“Consistent Position Descriptions and Career Pathways”**. This will be the largest piece of work and has linkages with the research undertaken over the past three years into International Credentialing. The aim is to develop a tool to assist everyone of you to understand where your role, skills and qualifications fit together internationally. Teams will be working on this over the next two years and we will report back on progress or preferably completion in New Zealand in 2020.
 - **“Identity and Image of our Profession”**. This will lead to work primarily on templates to assist you, for example for a personal portfolio, and this team is working on that over the next month.
 - **“Workplace Harassment – how do we manage this?”** Given the wide cultural differences this will take some work but over the next few months a team will be working on Codes of Conduct and ways of managing.
 - Three past topics – full research reports are on our website www.worldadministratorssummit.com .

These reports were the result of a huge amount of work and research by all three teams. The Advisory Council conducted an international survey on “Position Titles, Tasks and Networking” earlier this year to further inform our reports. This received 3,300+ responses from 60 countries, one of the biggest surveys conducted internationally specifically into our profession.

The “International Credentialing” research requires further work to address stage 2 as set out in the recommendations, which were accepted. This work will link into the new topic on “Position Descriptions and Career Pathways”.

The “International Position Titles” research will provide a basis for the new topic of Position Titles and career Pathways. This report will provide valuable information on skill

sets and perceptions of the role for the new project. The recommendations were amended before being accepted.

Finally, “**International Networking**”. The research recommendations were amended slightly. A new team will work on how best to develop and make accessible a closed LinkedIn discussion group and how to manage this.

- **Country Reports** on Goal 3 from *Administra* were presented. These were fascinating and well researched within each country. They highlighted the divide between some countries on access to the internet and current versions of software which makes it difficult for those countries to easily participate in the digital world at the same level. These reports provided a basis for discussions over the following few days, both at the WASummit and IMA’s conference.

All outcomes and reports, including amended recommendations, will be shared with Delegates and they are asked to share with their own networks. They will go onto our website over the next few months.

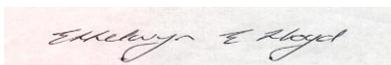
This was a truly awesome, powerful, exciting, exhausting and uplifting few days.

It has been a true example of team-work in its widest sense and across international borders.

- Myself, as Chairman – front person over these past few days and three years of preparation prior. I am from New Zealand and my Assistant was from South Africa.
- The Co-Convenors - Ursula Wartha from the Host Country, Germany who handled the on-the-ground detail and made a huge and invaluable contribution prior to and during WASummit. Weka Avosa from Papua New Guinea, the 2015 Host Country.
- The Advisory Council members who conducted the research and under took the writing of the research all prior to the WASummit who came from New Zealand, South Africa, USA, United Kingdom, Canada, Europe, Papua New Guinea, Uganda and, well just WOW on that, think of those time-zones and cultural differences.
- The Facilitators – they have been preparing since late last year and then had their huge role over the two days of the WASummit. They came from Germany, the Netherlands, the United Kingdom and also consulted with me from New Zealand. For Skype Calls at least, some of us were either getting up early or staying up late.
- Note-takers, time-keepers and registration desk – from Germany, Spain, USA (Hawaii), UK and South Africa
- Finally, but equally importantly, the Delegates from 21 countries. They were prepared, had consulted widely in their own countries, they worked hard, and they delivered outcomes.

I would like you all to note that all this work has been and will continue to be undertaken by volunteers who do this alongside their own full-time paid work, their families and often their own professional association commitments. We can’t thank them enough.

It was a huge international team effort, all for this profession and as the purpose from *Administra* reads “...to guide, influence and positively develop this profession.”



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