

**Chief Executive's
Report
to Council
15th April 2011**

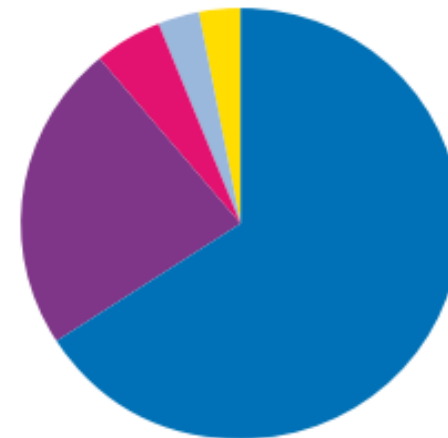
The Typical STEP Member Is:



43 years old
53% male, 47% female
A citizen of the world

From 12500 records

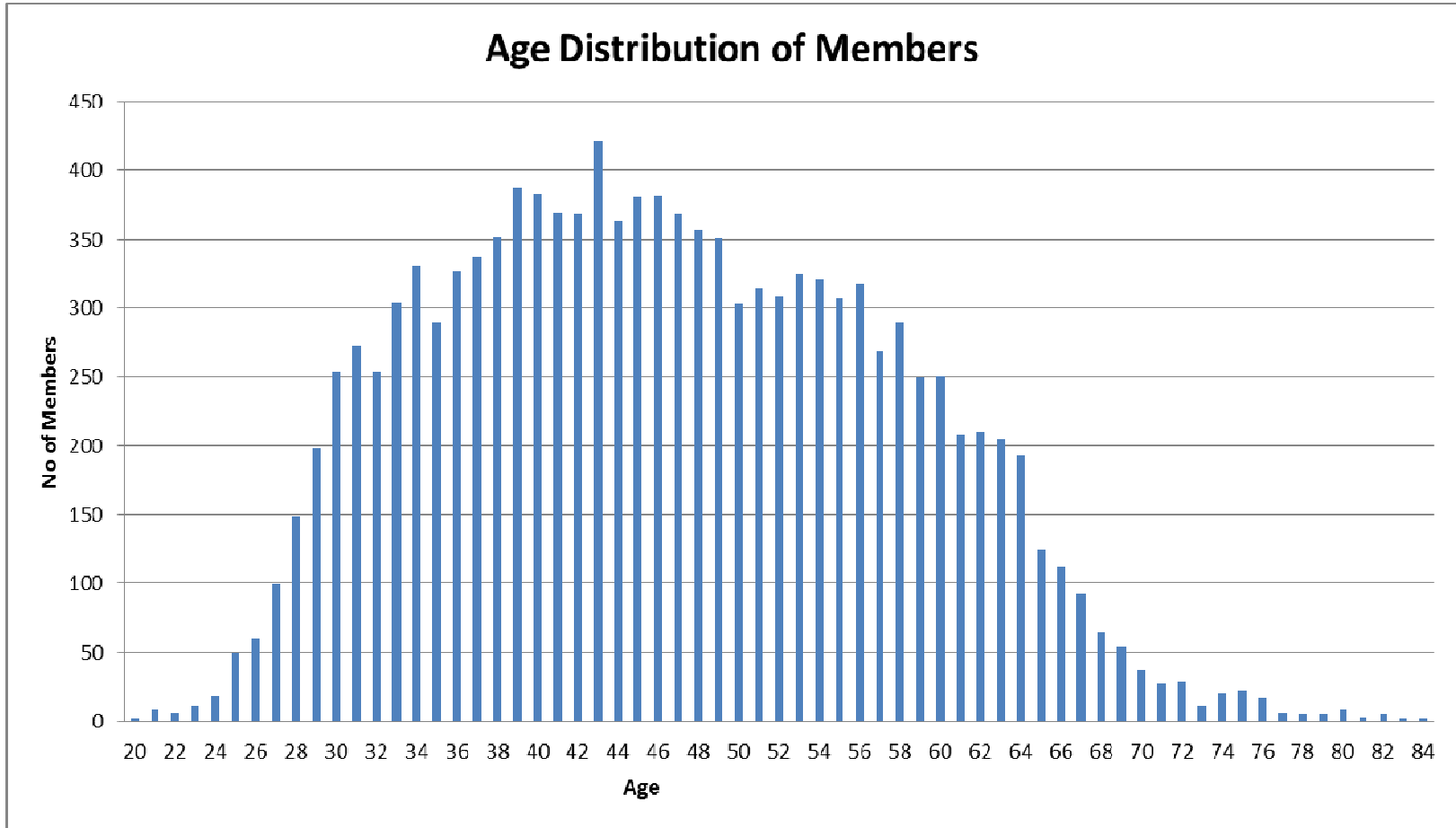
**STEP Members:
Professions**



- Solicitor/Attorney: 66%
- Accountant: 23%
- Financial Planner: 5%
- Barrister: 3%
- Other (Banking, Insurance, Tax Advisory): 3%

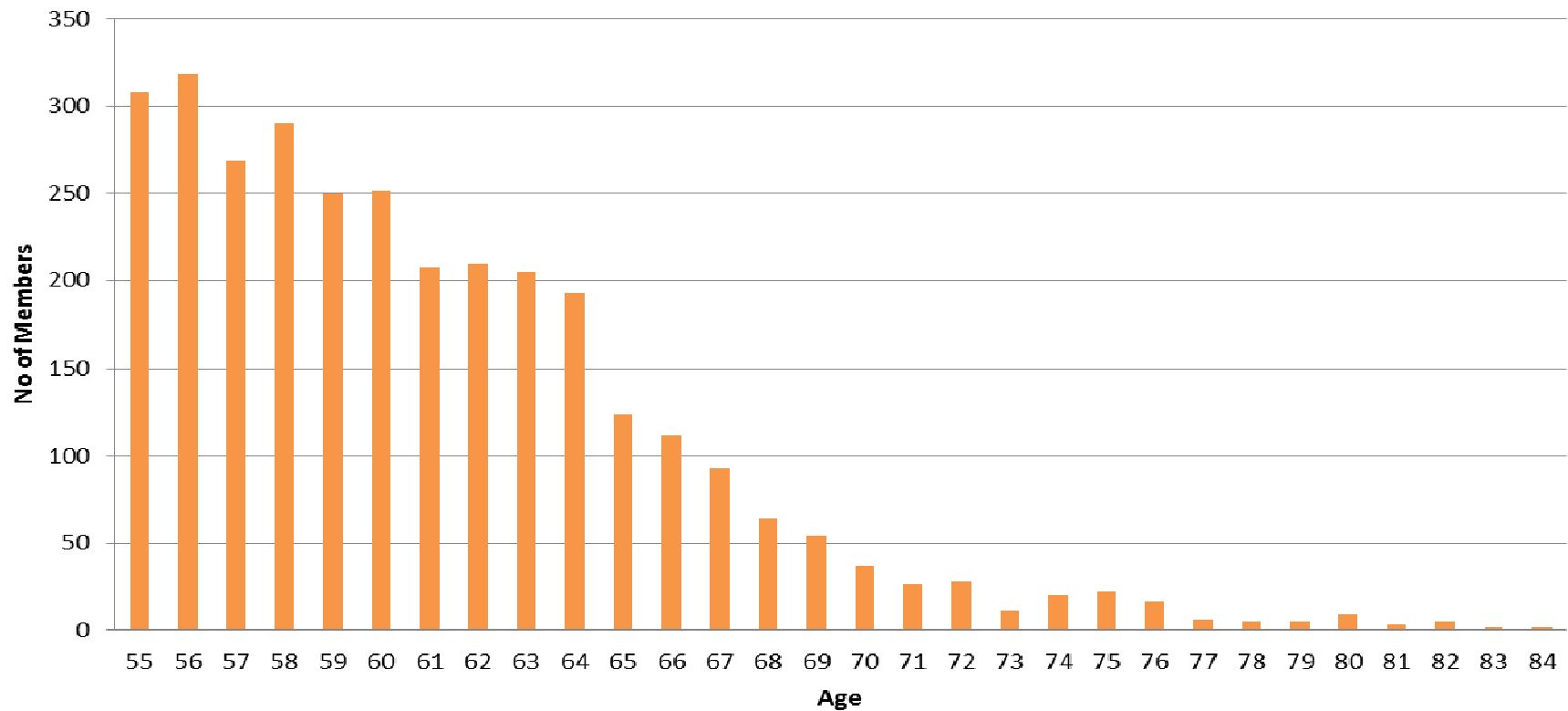


Age Distribution of Members



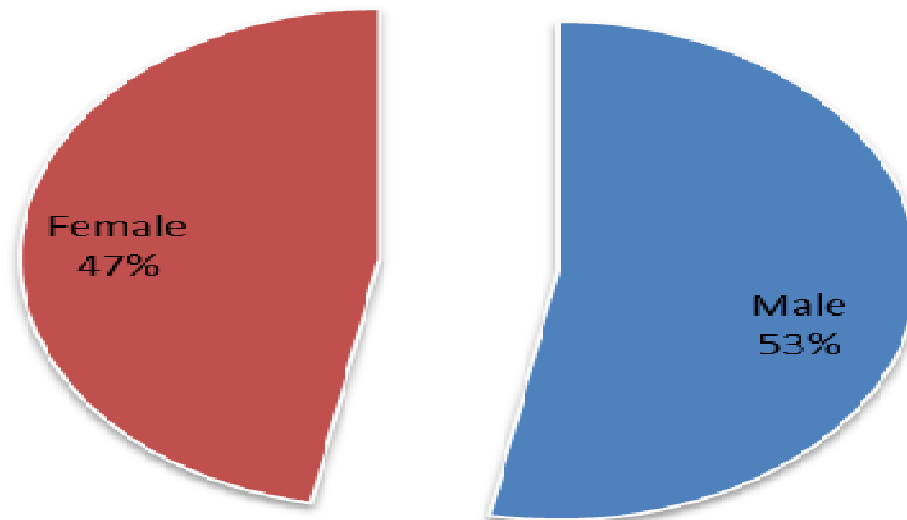


Potential Retiring Members

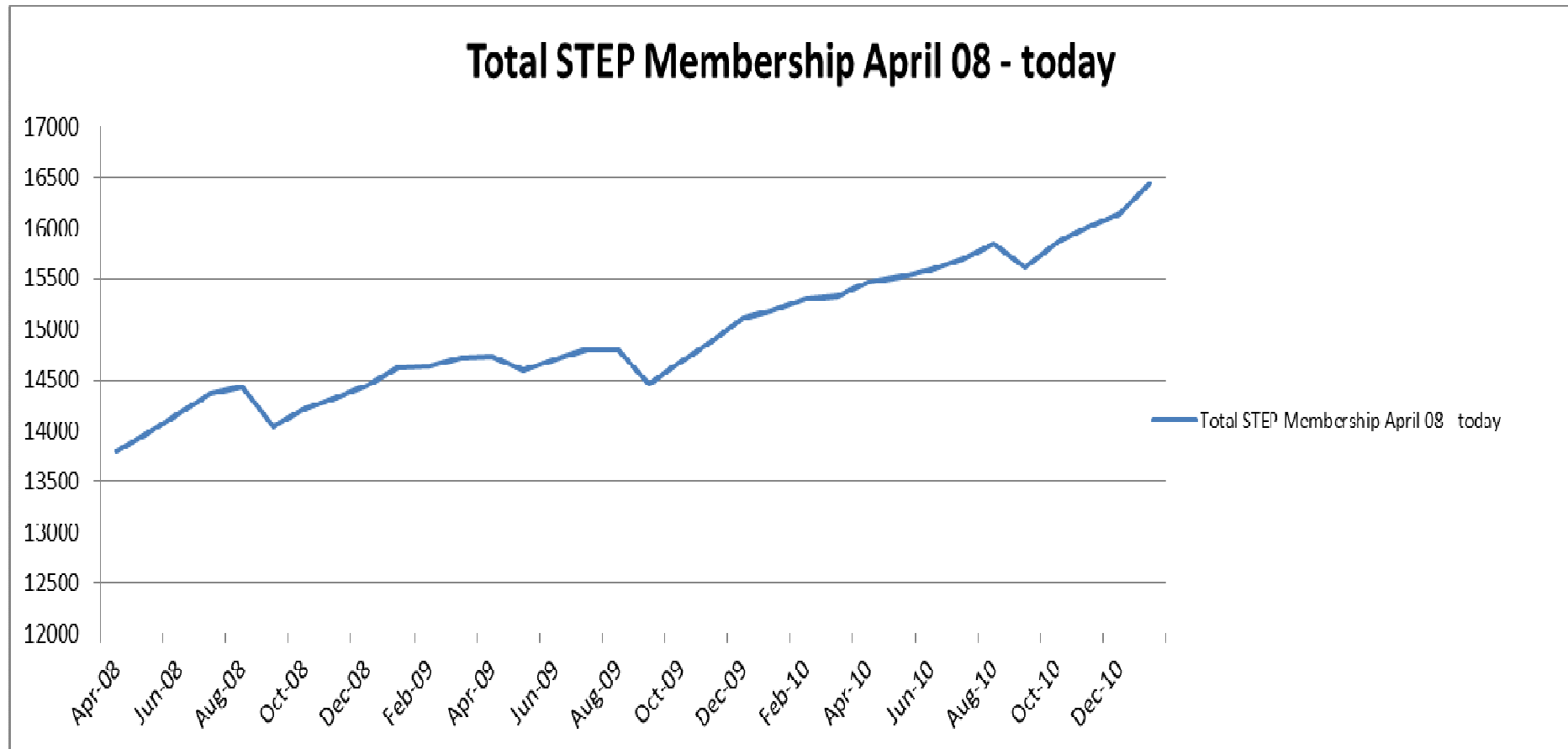




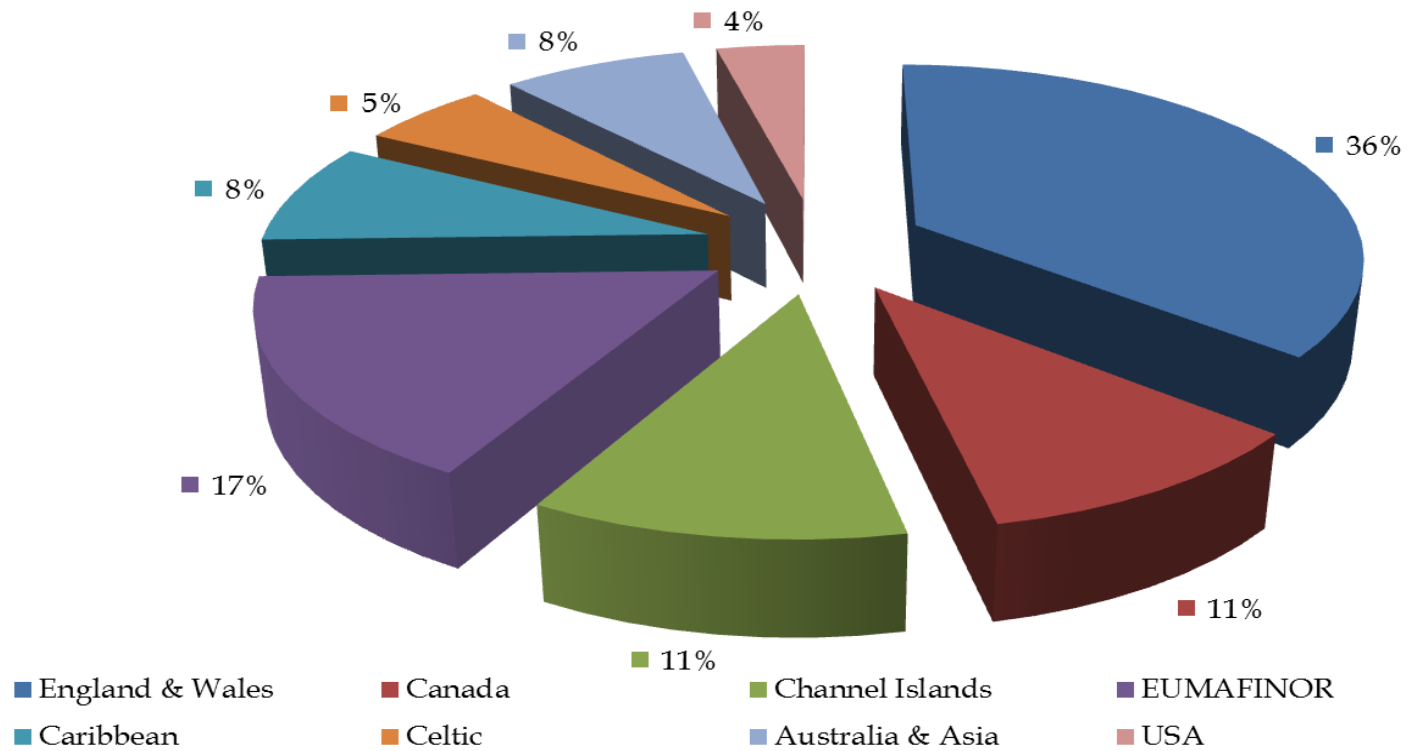
Gender Split of Members



Membership Growth



Where We Are



What do members think?

- **97% of Members Would Recommend STEP Colleague**
 - **92% Rated STEP Membership Positively**
 - **6% Were Neutral**
 - **Members value e-newsletter, Journal, News Digests, Directory, Education**
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Why STEP Surveys Are Valid

**STEP Survey Consultant Professor Brooke
Harrington TEP**

**MAX PLANCK INSTITUTE
FOR THE STUDY OF SOCIETIES**

- **Statistical Validation For Sample Size & Response Validity**
 - **All Questions Reviewed Externally**
 - **Benchmarked Against The Professional Associations Research Network Survey Of 250+ Professional Bodies**
 - **We Know Where It Is Statistically Weaker & Stronger**
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Major focus December 2010 - April 2011

- **Strategic Issues - much Of The Same Thinking As The Board**
 - **Subscriptions**
 - **Special Interest Groups**
 - **Development - USA, Russia - Malaysia and Austria Have Been Problems**
 - **Public Policy at OECD And The EU**
 - **The Relationship With Think Publishing**
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- **Finance**
 - **IT and Web**
 - **Contract Review**
 - **Branch Compliance**
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Major focus December 2010 - April 2011 - Education

- **Likely Change of Committee Chairman**
 - **Diploma Numbers Have Recovered**
 - **Success With New Certificates e.g. Trust Disputes,
Accountants Conversion Course - More on the way**
 - **Finalising The Deal in Singapore**
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Major focus December 2010 - April 2011 - Events

- **Malta and Mauritius - Highly Successful**
 - **Planning For The Caribbean, Frankfurt, Israel**
 - **STEP Canada Well On Target**
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Major focus December 2010 - April 2011 -governance

- **AGM**
 - **Disciplinary Code**
 - **Election Process**
 - **Board Meeting**
 - **Communications**
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