

Secretary's Report



The past year has been another busy and productive one for the Association. Through careful financial management our expenditure levels have been tightly controlled and contained. As a result, I am pleased to advise that the Association generated a surplus of \$12,551 for the year.

The national consumer awareness campaign launched in September 2007 represented an investment of over \$250,000 by the Association in its members. Further resources were invested in the Association's national membership team to further expand and improve the services and benefits provided to members.

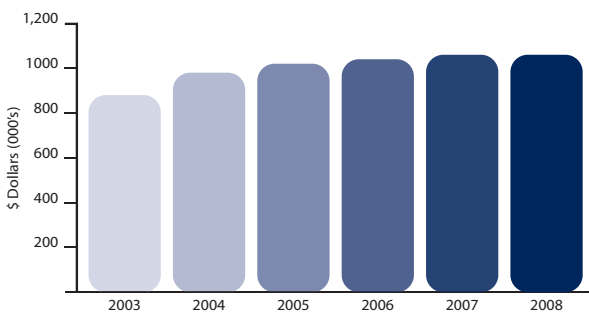
A significant investment has also been made to further enhance the Association's website and electronic newsletter *First Alert*. The aim being to consolidate our online presence.

Membership income remained steady, due primarily to the decision not to increase membership fees in line with CPI. However, revenue generated from new member acquisition grew by 66% compared with the previous year.

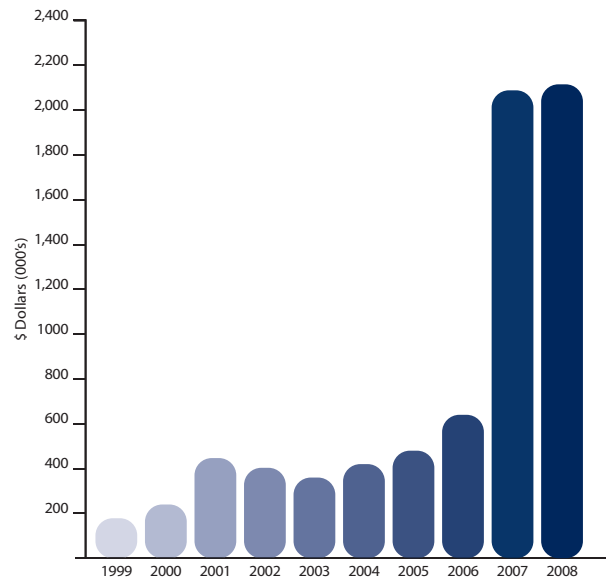
Income from the Association's annual conference and dinner was strong, whilst investment income rose 25%. Revenue from branch functions grew 83% for the year, whilst *Security Insider* magazine continues to perform well.



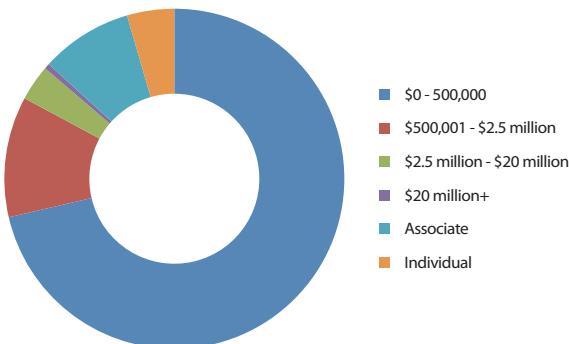
Membership Revenue Growth 2003-2008



Growth in Reserves 1999-2008



Membership breakdown by turnover at 30 June 2008



The Association has a solid financial platform from which it can grow and expand. Looking forward, the Association is exploring the purchase of a building to house the Secretariat and to provide an additional revenue stream through tenanted office space.

I would like to acknowledge the support of the ASIAL Board and the Branch Chairmen over the past year. I would also like to recognise the contribution of ASIAL's loyal Secretariat team for all of their hard work over the past year.

Bryan de Caires
Secretary