

## Industry Group Involvement - The Benefits

Industry Associations spend much time and energy on the challenge of getting the emerging talent of the industry to get involved. But in their efforts there is seldom references to the personal, professional and social benefits of Board, Committee and Branch involvement.

When people do get involved we often stay involved. Reasons include:

- *Learning things we have never done before such as chairing meetings, taking minutes, negotiating with other industries, developing strategic partnerships and becoming industry ambassadors*
- *Making lifelong friends by coming into contact, and working, with others from different regions and different walks of life*
- *Spin-off benefits such as being able to mentor others (and being mentored by people more experienced), growing leadership skills and of course the ability to look back and know we made a difference or look to the now and knowing we are making a difference*
- *Spending more time in the innovation space*
- *Representing and advocating other people's ideas*
- *Adding to our diversity, spice and experience of life*

Being involved on Boards, Committees and Branches offers exciting, skill building and character building opportunity.

It is often said the best way to predict the future is to create it. Once we get involved we wonder why we didn't put our hand up sooner.

We are all leaders whether we are leaders in our business, in our families, in our recreation pursuits, in our social networks or in our communities. Continuing that leadership journey into industry leadership roles goes to that next level as does the professional and personal development we gain from such involvement.



*Ron Palmer has experience with several Industry Groups and works for NFP Success who is now working with Flowers Australia on the Growing Flower Industry Leaders Project funded by the Federal Government's Leadership in Agriculture program.*