

ABCDE

Viability and Sustainability

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- **Proposed ABCDE**
 - **Well thought out proposal**
 - **organizational structure, mission and objectives.**
 - **Worthy of support / consideration.**
 - **Reality check:**
 - **Easy to set up.**
 - **Difficult to sustain.**
 - **Key concerns [long term]:**
 - **Funding.**
 - **Staffing.**

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Proposed funding:

“The financial resources for the operations of the Council will be provided by the membership fees whose amount will depend on the category of members, the donation and grants from aid agencies, the revenues from projects in which the ABCDE will be involved and from other income generating activities”

Is this achievable?

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Funding concern:

Short term

An one-off financial grant to set up / equip the office and cover operating expenses for the first 12 – 18 months.

Achievable? – Highly possible.

Longer term

To sustain members' and sponsors' continuing financial support, Council must fulfill its objectives.

Achievable? – Tough but not impossible

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Funding concern:

High operating costs

- Competent / specialist staff a “must” to deliver results [which is key to keep members’ and sponsors’ financial support].
- They will not come “cheap”.
- Hence staffing costs will be high.
- Generating sufficient revenue will be a constant challenge.
- Long term viability and sustainability at risk.

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Staffing concern:

May not be able to compete with other employers who can offer better pay and career advancement.

Likely to experience high staff turnover, disruptive to operations and lack continuity.

Without highly competent staff, the Council is unlikely to “produce” the results desired by its members, leading to the loss of its “value” to members and their continuing support.

A “chicken and egg” problem?

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Staffing

Proper staffing is Key to success operations

Cannot rely on part time staff

Cannot rely on “volunteers”

Key man [Secretary General] must have

strong interpersonal skills to lobby for support

good industry knowledge to understand technicalities

commitment [continuity]

Board of Directors

Reasonable tenor to ensure continuity

Permanent Secretariat

To house operations

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Enhancing viability and sustainability?

Scale back ambition in initial stage:

1. Focus high priority / niche areas not covered by other agencies.
2. Co-operate / joint undertakings with others, tapping into their resources.
3. Build brand – reputation, win trust and confidence
4. Undertake 1 major revenue generating event to create brand awareness.

Longer term

Gradually expand scope of operations in line with revenue growth.

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End of Presentation

Thank You