



Associations Liaison

Portfolio Lead · Operations Team · Australasian Wellness Association (ASWELL)

Role type:	Portfolio Lead, Operations Team (volunteer)
Reports to:	President
Location:	Remote
Commitment:	Ongoing; flexible, in line with other Operations Team roles
Apply to:	Samantha Dunn, at president@aswell.au

About ASWELL

ASWELL is the Australasian Wellness Association – a not-for-profit peak body bringing the wellness industry together across Australia and New Zealand. We connect practitioners, businesses and organisations across every wellness-related modality, and work to raise the profile, standards and influence of the wellness sector.

About the Role

The wellness industry is served by many associations – across spa, fitness, beauty, allied health, tourism, workplace wellbeing and more. ASWELL's strength comes from bringing these communities together rather than competing with them.

The **Associations Liaison** builds and maintains ASWELL's reciprocal relationships with other associations in the wellness space, both in Australasia and, over time, internationally. You'll identify relevant associations, reach out to them, and help establish mutually beneficial relationships – the kind where both organisations support, promote and add value to each other's members.

This is a relationship-building role at the heart of ASWELL's mission to unite the industry. It suits someone who is well-connected or genuinely enjoys making connections, communicates warmly, and believes the sector is stronger working together.

What You'll Do

- Identify and research associations across the wellness space – domestically and internationally – that align with ASWELL's objectives and values.
- Reach out to those associations to introduce ASWELL and explore reciprocal relationships.
- Develop and maintain reciprocal arrangements – for example, cross-promotion, reciprocal or complimentary membership, shared events, and mutual member benefits.
- Act as ASWELL's ongoing point of contact for partner associations, keeping those relationships warm and active.
- Maintain a simple record of associations contacted, relationship status and next steps, shared with the Operations Team.
- Work alongside the other Operations Team portfolios – coordinating with the Partnerships & Funding Lead, Events and Marketing where relationships overlap.

How This Role Fits

The Associations Liaison focuses on **relationships with other associations and peer organisations** – building the industry network through reciprocal, non-commercial connections. This is distinct from the **Partnerships Lead**, who manages relationships tied to fundraising, sponsorship and the Industry Partner program. Where an association relationship touches on sponsorship or funding, the two leads coordinate.

A Portfolio Lead Role, Not a Board Role

This is an **Operations Team role** – you lead the associations portfolio and sit among ASWELL's portfolio leads. It is **not a director or Board position**. You won't be registered with ASIC, you don't carry the legal duties of a company director, and you don't vote on Board matters. You lead your area, contribute to Operations Team discussion, and report to the President. It's a meaningful leadership role without the formal obligations of directorship.

Who We're Looking For

- A natural relationship-builder who communicates with warmth and credibility.
- Someone with existing networks in the wellness, health, fitness, beauty or allied sectors – or the enthusiasm to build them.
- Organised and self-directed, comfortable working remotely and managing their own outreach.
- Genuinely aligned with ASWELL's belief that the industry is stronger united.

What You'll Get

- Complimentary ASWELL membership for the duration of your role.
- Recognition on the ASWELL website as a member of the Operations Team.
- A central part in building a new peak body, and the chance to connect with leaders across the wellness industry in Australasia and beyond.
- The experience and networks that come from representing a regional association.

How to Apply

If this sounds like you, email the President, Samantha Dunn, at president@aswell.au with a few words about yourself and your experience, and why the role appeals. We'd love to hear from you.