**BMA considers its ROI**

To most business people the three letter abbreviation ROI is one of the key measures in their business.

ROI, return on INVESTMENT, is the way of evaluating how well a particular investment has benefited the company.

There is another performance measure with the same abbreviation and we use it a lot here at the BMA. ROI – return on INVOLVEMENT. And for a trade organisation such as ours ROI is crucial for two reasons.

First, the ROI of BMA staff.

One of our prime objectives is to represent members at both UK government and European Commission forums. We are The Voice of the Bathroom Industry and we lobby on member’s behalf. We are conscious of our responsibilities and get heavily involved.

One of the most important topics for discussion recently has been that of sustainability, preserving our precious water and energy resources. The BMA has lobbied hard, with great results, throughout Europe and we were delighted last year when our brainchild, The Water Label, was adopted across the 27 states.

Our staff also represent members in technical standards and regulations development meetings. Changes in the laws affecting the construction industry are picked up well in advance and BMA members are kept abreast of the changes to give them chance to plan ahead without surprises. Members get real benefits from the high ROI of the BMA staff.

Secondly, the ROI of the BMA members themselves.

Those who are the most active within the association have a greater influence on the industry’s future. Their active participation brings results. They get a great ROI. They benefit from their involvement and gain competitive advantage. Their ROI passes straight to the bottom line. It’s a win win situation.

So for the BMA, ROI works in two directions and as with everything in life, you get out of it as much as you put in to it.

***Yvonne Orgill, CEO, Bathroom Manufacturers Association 12.01.13***