



THE ORDER OF AUSTRALIA ASSOCIATION

Procedure regarding Branch communication with new Honours and Awards recipients

Procedure	M3.1
Drafter	M. Crane/H. Bender June 2019
Document ownership	National Membership Director

VERSION CONTROL

No.	Date Approved	Comments	Next Review
1	Jun 19	Original	June 2020
2	Sept 2020	Minor updates, no longer an interim policy, change to procedure documentation	Sept 2022

1. Introduction

1.1 Purpose

The purpose of this procedure is to provide guidance to Branch Chairmen on communicating with new Order of Australia Honours recipients.

1.2 Applicability

The policy and procedures outlined in this document apply to all Branches of the Association.

1.3 Policy Basis

The basis of this policy is the Constitution of the Order of Australia Association; the National Membership Director is responsible for membership matters.

2. Policy Statement

The Association will communicate with new recipients of honours and awards in the Order of Australia to congratulate them on their achievement and invite them to join the Association.

The Chairman of the Board will write to new recipients as soon as possible following the release of each Australia Day and Queen's Birthday Honours List. The letter will include the membership invitation and application brochure.

Branch Chairmen will also write to new recipients following the release of each Honours List, but must wait until advised that the National Chairman's letter has been sent before doing so.

3. Responsibilities

The Board is responsible for ensuring that an appropriate policy on communication with new recipients is in place and appropriate compliance.

The National Membership Director is responsible to ensure that:

- This policy is reviewed and updated with appropriate frequency; and
- The membership invitation and application brochure is up to date and available to Branches in sufficient quantity.

Branch Chairmen are to:

- Make contact with new recipients as outlined below;
- Follow up as appropriate; and
- Make contact with new members as outlined below.

4. Procedures

4.1 New Recipients

Following the publication of each Honours List, staff at Government House, Canberra, will provide the National Membership Officer with a list of new recipients and their postal addresses.

The National Membership Officer will mail-merge congratulatory letters from the National Chairman and mail them to recipients. The National Membership Director will advise Branch Chairmen after the letters have been mailed. This process takes a minimum of one week.

In parallel, the National Membership Officer will break the Honours List down by state and territory, and forward the appropriate list to Branch Chairmen and Branch Membership Secretaries. Branches may then prepare congratulatory letters.

Branches will have their own style and emphasis in framing their congratulatory letters, but should consider including the following:

- acknowledgement of the National Chairman's letter with membership invitation and application brochure included;
- congratulations on the honour/award;
- details of the Branch's next reception for new recipients, if known. In order to save on postage costs, Branches may wish to defer sending the letters until reception details are confirmed, provided there will not be a significant delay. Alternatively, a separate invitation to the reception will need to be mailed
- the website address of the Association making reference to Branch and Regional Group events, newsletter, merchandise and membership
- a request for the recipient's email address in order to facilitate communication;
- brief details of the Branch program; and
- a copy of the Branch's most recent newsletter.

Subject to capacity, Branches may wish to tailor letters (eg "congratulations on being awarded the Medal of the Order of Australia for service to horticulture"). A tailored letter is also appropriate when an individual receives a second or subsequent honour in the Order (eg is appointed a Member, having previously been awarded the Medal of the Order). Further, experience shows that some new recipients join the Association almost immediately after the announcement of their Honours List. Should the National Membership Officer advise that a new recipient has joined before the Branch congratulatory letter has been sent, the individual's letter should be tailored accordingly.

4.2 Following Up

It is a matter for each Branch to judge how and how often to follow up with new recipients to encourage them to join the Association.

- Branch receptions are an ideal opportunity to reiterate our invitation. Branches and Regional Groups should have a supply of the Association's membership invitation and application brochure available at receptions and events.
- While arrangements vary from Branch to Branch, as a general guide, new recipients who have not joined by the time the next Honours List is published should be regarded as having decided not to join the Association. This decision should be respected, and such recipients should not be pursued further.

4.3 New Members

In order to ensure an appropriate locally tailored message, welcoming new members to the Association is a Branch/Regional Group responsibility. When a new recipient joins, the National Membership Officer will email Branch Chairmen and Branch Membership Secretaries with the member's contact details as per their membership application. The Branch and/or Regional Group should then contact the new member, either via email or in person.

Again, Branches and Regional Groups will have their own style and emphasis in framing their welcome, but should consider including the following:

- a welcome to the Association;
- a further invitation to the Branch/Regional Group reception for new recipients (if applicable);
- advice about any other imminent events;
- a copy of the most recent Branch/Regional Group newsletter (if applicable); and
- contact details for key Branch/Regional Group personnel.

5. Related Documents

This Policy is to be read in conjunction with:

- Constitution of the Order of Australia Association
- By-Laws of the Order of Australia Association
- A1 Records Management Policy