



THE
ORDER OF AUSTRALIA
ASSOCIATION

Strategic Plan 2024 - 2026

Version 8 – 02 October 2023

Preface

Purpose of the Order of Australia Association (The Association) is 'To celebrate and promote outstanding Australian citizenship'.

The Order of Australia (OA), instituted by Her Majesty Queen Elizabeth II on 14 February 1975, was established as "an Australian society of honour for the purpose of according recognition to Australian citizens and other persons for achievement or for meritorious service". Those who receive such honours are entitled and encouraged to join the Order of Australia Association (OAA).

The Association is an incorporated body of recipients of honours and awards or appointments in the Order of Australia. The Association needs to be robust, flexible and responsive to the members' needs and to serve as a model for community engagement.

It is important that the Association has value to members. We need to encourage and allow all members to contribute, according to their skills and competencies, to the Association and to the community. We must inspire others to flourish in the Association and continue to strive for a better Australia. OAA is a members' organisation where people can get together and celebrate what they have achieved, but just as importantly enjoy a good time together. The strategic plan, whilst seriously considering and acknowledging continuing service, must also respect and enhance the social aspect of the association.

The Strategic Goals

Membership: To grow the value of membership of the Association.

Promotion: To encourage and promote nominations and support diversity in nominations for invaluable contributions to the community.

Growth: To build membership for the future of the Association.

Community: To invest in community partnerships and projects.

This plan is the Strategic Plan which will govern National and Association activities.

All Branches should choose the relevant components of the Plan to suit their own circumstances, membership and localities, and form a local plan accordingly.

Blank templates are included for Branch use.

Order of Australia Nominations

Every person recognised through the Order of Australia (OA) has at least one thing in common - someone has taken the time to nominate them for recognition.

Nominating someone worthy is a way of recognising and celebrating the outstanding contribution that they have made, including their achievements, service and the impact that they have made on their local community, their state/territory or internationally.

There are resources to assist in the preparation of quality OA nominations: an electronic toolkit, including social media assets, national power point presentation, editorial and videos, a printable factsheet and guidance about the process, including the answers to commonly asked questions.

Links to these and other resources are provided in the Appendix.

	Strategy	How achieved/ Action required	Priority	Enabled by	OAA Officer responsible	Other Contributors	How to recognise this has been achieved
2	Make better use of technology to connect with members (Branches/Regions very important)	<p>Video and audio-conferencing using Zoom, Teams, or similar platforms for webinars.</p> <p>Use of social media to establish internal networks for conversations, wellbeing checks with appropriate safeguards.</p> <p>Production of podcasts for members.</p>	<p>High</p> <p>Medium</p> <p>Medium</p>	<p>Remember that post and telephone are important for those without use of a computer.</p> <p>Make use of OAA Teams licence and training to ensure professional presentations. these facilities.</p> <p>Speakers – preferably members. With over 8000 members that should be achievable</p>	<p>Branch and National Committees</p> <p>Regional Coordinators</p>	<p>IT support as required.</p> <p>National Membership office.</p>	Uptake in connectivity
3	Advertise clearly across the Association and with new award recipients what benefits are and develop a comprehensive membership package	<p>THE ORDER (National Magazine) pages are allocated to Branches.</p> <p>Newsletters from Branches and Regional Groups. Ensure content includes diversity that covers culture, gender mix and ages.</p> <p>OAA national and Branch website pages. Ensure event content and those of Regional Groups are current and informative. Need more than an event date and location.</p> <p>Personal contact</p> <p>Welcome pack for new Members</p>	High	<p>THE ORDER may be the only communication the Association has with some members who do not have an email address noted on the Association database.</p> <p>Personal letter from National Chairman, then Branch Chairs with information regarding upcoming events and website link. After Branch letters are mailed, Regional Groups have the opportunity to write to award recipients with an explanation of how the region works and the benefits of membership with an invitation to next regional function included.</p> <p>Benefits of membership information (see appendix).</p> <p>TV interview with Governor General.</p> <p>You-Tube videos from Governor General (see appendix).</p>	<p>Branch Membership Officer</p> <p>Branch/Regional Coordinators</p> <p>State and Board Committees</p> <p>National Board National</p> <p>Marketing Committee</p>	Encourage all members to talk to new awardees in their area about the benefits.	<p>Increase in Membership</p> <p>Testimonials from Members</p>

	Strategy	How achieved/ Action required	Priority	Enabled by	OAA Officer responsible	Other Contributors	How to recognise this has been achieved
4	Consider sponsorship of events to provide benefit and keep costs for members reasonable.	<p>Offer opportunities for members to advertise in THE ORDER (National Magazine)</p> <p>Establish a good working relationship with TAFE colleges that offer hospitality training for students, offering the flexibility of a-la-carte dining or function service.</p> <p>Pursue opportunities for members to obtain discounts for goods and services.</p> <p>Offer opportunities for members/organisations to provide sponsorship for activities</p> <p>Need a National, Branch and Regional sponsorship proposal and process to ensure recognition and action is reported and shared.</p>	<p>Medium</p> <p>Low</p> <p>Low</p>	<p>The National Editor</p> <p>Contact members in the Branch/Region to see if they can organise a 'deal' with venues regarding hire cost and also ask for cash bar service for drinks.</p> <p>Sponsorship from companies for NationalConferences and Branch/Regional events</p> <p>Many councils offer Community use of Town Halls at 50% venue hire. There is an Acquittal Form online to apply.</p>	<p>Conference Coordinators</p> <p>National Board</p> <p>Branch Committees</p>	<p>Local Contacts</p>	<p>Reasonable costs for Members, Branches, National Conference and other OAA events</p>

Promotion: Encourage and promote nominations and support diversity in nominations for invaluable contributions to the community

	Strategy	How achieved/ Action required	Priority	Enabled By	OAA Officer Responsible	Other Contributors	How to recognise it has been achieved
1	Work with Governor General's (GG) office to ensure consistency of approach to nominations	Ongoing contact and discussion Distribute GG Office material and information. Space in THE ORDER (National Magazine) for GG	Medium	Communication with GG office Access GG social media	National Chair NMD	National President	Records of mentions/discussions
2	Engage with wide range of local community groups, including multi-cultural groups and Indigenous organisations to promote the Order of Australia Honours and Awards	Contact multi-cultural groups, Indigenous groups and those of all abilities	High	Increase member knowledge to enable OAA Representatives to speak at various functions different to our own association. (Service Clubs, Professional Associations, special interest groups, multicultural organisations, retirement villages schools, etal). Speaking at community groups; networking with members of other Organisations and at all functions Speaking at functions, meetings and groups. Use of medal board and explain what an award means	Branch Membership Officers Branch Chairs Branch and Regional Coordinators	Members of Branch Committee, All Members	Increase in nominations Reports to National Committee Reports from Regional groups and Branches

	Strategy	How achieved/Action required	Priority	Enabled by	OAA Officer responsible	Other Contributors	How to recognise this has been achieved
3	Develop marketing materials appropriate to diverse communities	Develop marketing plan to match strategic plan. Check brochures, website are up to date	Medium Medium	A specific person tasked with producing and reviewing the material.	National Board Marketing Committee	Branch committees, Regional Group Convenors and other members encouraged to use and distribute materials. Branch Membership Secretary	Utilising assorted Marketing material Regular reviews
4	Raise awareness among senior schools, colleges, TAFES and universities	Liaise with educational organisations and institutions. Establish social media according to National Policy.	High High	Members Region Convenors Branch Committee Members who have knowledge to address groups.	Branch Membership Secretary Regional Convenors	Media All Members	Increase in nominations. Reports from Members and Regional Convenors Media Broadcasts
5	Seek to understand the work and nomination processes of other organisations that recognise achievers (existing) that would be appropriate to OAA. Look for an opportunity for these organisations to make slight changes to their nomination form to fit OA nomination process and share the name of their category recipients and distinction awards if applicable	Identify appropriate organisations, web searches	Low	Being members of other organisations. Networking with members of other groups.	Branch Committee Branch Regional Convenors Coordinators	All members	Reporting back to Branch Committees Guest speakers at functions Profile individual members in THE ORDER (National magazine) and Branch and Regional newsletters from time to time.

Growth: To build membership for the future of the Association

	Strategy	How achieved/ Action required	Priority	Enabled By	OAA Entity Responsible	Other Contributors	How to recognise it has been achieved
1	Build financial strength for the future	Events overall at least cost neutral or make a small profit to cover admin costs, gifts to speakers, postage, printing, etc.	High	Sound financial planning and investment. Put effort into planning and make useful contacts. Branches should prepare an annual budget	Treasurer Event Organisers	Branch Treasurers Event Organisers	Financial records of events Responsible expenditure from the BAG and retained funds.
2	Develop and strengthen leadership within the organisation for the future	Provide training for new and existing Officers in systems that OAA use. Regular 'get together' of equivalent officers from all branches	Medium Medium	Regular Face to face workshops so that all Committee members, and where applicable, Regional groups are informed of the roles of members and the importance of knowledge with regard to the OOA structures and The Order of Australia Progressive planning	Branch Chairman National Board	All Branch Office Bearers Branch and Regional Groups	'New blood' constantly coming through.
3	Planned succession for seamless role handovers, on National Board, Branch and Regional Committees	Identify and cultivate future leaders of the organisation	High	Succession planning on every committee agenda as a standing item. Target specific people using strengths, skills, diverse culture, age and genders.	National Board Branches		'New blood' constantly coming through. Succession plans in place. Staggered renewal date of Term of Office ensuring there is a staggered committee
4	Ongoing collection of information about members activities to make better informed decisions and to promote pride in the Order of Australia Honours & Awards	Establish common location and feedback on all activities from all branches	Medium	OAA website THE ORDER (National Magazine)	Website Manager National Editor of THE ORDER All Committees	Branch Membership Secretaries	News stories locally and nationally Regional Group reports

Community: To invest in community partnerships and projects

	Strategy	How achieved/ Action Required	Priority	Enabled By	OAA Officer Responsible	Other Contributors	How to recognise it has been achieved
1	Establish award programs that will promote the OAA e.g., OAA Foundation, School Students Award, Senior Citizen Awards, Police Academy project	Identify opportunities. Connections with schools/colleges/universities	High	Education on National Awards added to all government, private and catholic education curriculums. Active promotion with a variety of education institutions e.g., parent groups, school assemblies, school councils and Alumni. Medal boards available	National Board Any available member with the history and knowledge of the awards and Association as a whole	National President	Reports from branches of awards established, talks provided. Foundation scholarships.
2	Mentoring (formal and informal) in a wide variety of areas (Not just through the Foundation)	Invite students to some functions where guest speaker and/or other members may be beneficial to their ongoing education.	Medium	Developing contacts with educational institutions Matching up mentors and mentees as closely as possible Make reference to OAAF and the opportunity to invite scholarship recipients, donors and mentors to speak.	Regional Convenors Branch Functions Coordinators Branch Committee	Members who would be aware of student's interests. Being aware of students applying for school Student Awards	Reports to Branch Committees Informal and formal reports from mentors/mentees
3	Partake in local Community activities, projects, and events. (Branch Committee members and Regional Convenors seen and active within their community, wearing badge and promoting Awards where possible	High	In large regions, Convenors need to be aware of some of the Community activities of members in their local community. Branch Committee offer to speak at community function, and hand out brochures with permission of event organiser	Regional Convenors and Branch and Regional Functions Coordinators	Committee members All members to wear badge whenever possible.	Relationships formed between Branch/Regional Convenors and local Councils, MPs and other influential people. 'Word of Mouth'

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4	Liaise with local Federal and State MP's, local Councilors, and local important identities	Branch Committee members and Regional Convenors being seen in community. Contact sitting members yearly and at election time.	Medium	Branch members and Regional Convenors being aware of what is taking place in their local communities and regional areas. Inviting Mayors, Councilors, and MPs to Branch and Regional functions as guests. Contacting Mayors (in person or in writing) to consider hosting Civic Welcomes to new Award Recipients. Personal contacts and friendships in the Community encouraged.	Regional Convenors and Branch and Regional Functions Coordinators Branch Committee. All members		Reports from Branches of activities undertaken.

Explanatory Notes

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- **How Achieved/Action Required:** These are the actions required to achieve the relevant strategy. There may be more than one action required to achieve the Strategy. All the relevant actions should be captured.
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Appendices

OAA Website Links:

- Home Page : <https://theorderofaustralia.asn.au/>
- Governance: <https://theorderofaustralia.asn.au/national/governance/>
- Order of Australia Award Nominations: <https://theorderofaustralia.asn.au/about-the-award/>
- Branch dedicated pages : <https://theorderofaustralia.asn.au/national/home/>
- OAA Foundation: <https://theorderofaustralia.asn.au/foundation/>
- National Magazine 'THE ORDER' <https://theorderofaustralia.asn.au/national/the-order/>
- OAA Membership: <https://theorderofaustralia.asn.au/membership-application/>
- Wearing Your Award: <https://theorderofaustralia.asn.au/national/faq/>

Governor General Website Links:

- Home Page: <https://www.gg.gov.au/>
- Australian Honours and Awards: <https://www.gg.gov.au/australian-honours-and-awards>
- Nominate someone for an award: <https://www.gg.gov.au/Australian-honours-and-awards/nominate-someone-award>

Templates for Branch and Regional Use

Membership: To grow the value of membership of the Association

Strategy	How achieved/ Action required	Priority	Enabled by:	OAA Officer responsible	Other contributors	How to recognise this has been achieved

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