



THE
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ASSOCIATION LTD

Strategic Plan



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- Update on the Strategic Plan
- The process from here
- An exciting new initiative



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- Maintaining the structure
- Currently: 4 Goals
 - Membership
 - Growth
 - Promotion
 - Community



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- New Plan: 4 Goals
 - Membership and Growth
 - Promotion
 - Community
 - Organisation Development



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- Suggested strategies for each goal
- OAA Priority Strategies
- Feedback from Branches



- Example:
 - Organisation development

	Strategy	How achieved	Priority	Enablers [Constraints]	OAA officer responsible	Others responsible	Recognise that this is achieved
3	Succession Planning	Talent identification Gaining relevant experience	High	Breadth of talent available Nurturing teams	National and Branch chairs	Regional convenors	Full teams at all levels



Leaders in Action

A national initiative celebrating leadership, service and contribution across Australia in collaboration with





About Menzies Leadership Foundation

The Menzies Leadership Foundation is a non-partisan philanthropic foundation and system entrepreneur dedicated to fostering outstanding leadership for the greater good. The Foundation strengthens the capacity of individuals, organisations and communities to connect, collaborate and act collectively in the face of increasing complexity, grounded in the belief that leadership is not positional authority, but a shared and developed capability.

Established to honour the legacy of Sir Robert Menzies, Australia's longest-serving Prime Minister, the Foundation has evolved over more than four decades from individual leadership development to catalysing leadership capacity at scale. Through convening, insights and strategic partnerships, it works to build the conditions for a more resilient, ethical and collective future.

WHY THIS MATTERS NOW

Australia needs visible examples of leadership

At a time of declining trust in institutions, increasing division, and growing uncertainty, Australians are looking for leadership that is practical, values-based and grounded in service.

Across the country, members of the Order of Australia community demonstrate exactly this kind of leadership every day.

Leaders in Action exists to elevate these stories and inspire others.



Leaders in Action



THE INITIATIVE

- NATIONAL PODCAST SERIES X 2
- EVENTS + CONVENING X 2
- AUSTRALIAN LEADERSHIP CAMPAIGN

EVENTS + CONVENING

Invitation-only gatherings bringing together leaders across generations and sectors for meaningful dialogue on Australia's future.

- Hosted by Her Excellency, The Hon. Sam Mostyn
- Canberra, Sydney
- Interactive discussions on leadership and service

NATIONAL PODCAST SERIES

Conversations with distinguished Australians recognised through the Order of Australia system.

- Hosted by The Hon. Vicki O'Halloran AO CVO

- **Exploring:** Leadership in practice, Service and contribution, Values and responsibility, Lessons from experience, Leadership for future generations



LEARN
MORE



AUSTRALIAN LEADERSHIP CAMPAIGN

Digital platform + campaign featuring Community Honours recipients.

- Short video interviews with OAM/AM recipients
- Themes - contribution, community and leadership journeys
- Dedicated Web and National Social Media Campaign Showcase

WHY THE ORDER OF AUSTRALIA ASSOCIATION

Trusted voice. National reach. Extraordinary people.

The Association is uniquely placed to help surface stories of contribution, integrity and service from every part of Australia.

This initiative creates a platform to:

- Celebrate members' impact
- Share wisdom and lived experience
- Connect generations of leaders
- Strengthen civic culture
- Build relevance for the future



Leaders in Action



PROGRESS TO DATE

Strong momentum underway

- Positive support from the National Board
- Interviewee outreach commenced
- Strong early responses from participants
- Podcast planning progressing
- Positive discussions with Government House regarding future conversations/events
- National partnership model taking shape



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LOOKING AHEAD

An invitation to members

This initiative will be strongest with the support and participation of members across Australia.

Ways to contribute:

- Recommend outstanding interview guests
- Share leadership stories
- Attend future conversations
- Help champion the initiative nationally



Leaders in Action

Together, we can
elevate leadership
through service.

SCAN ME

