



Strategic Plan 2027-2029

At a glance

The Order of Australia Association, over the next three years, will focus on: **Building** stronger membership; **Promoting** more nominations; **Connecting** with community; and **Strengthening** how we work. This snapshot is what the OAA will focus on.

1 Membership & Growth

Making membership feel worth having through events and using technology more effectively to interact with other members, the website, *The Order*, podcasts, and other media.

2 Promotion

Reaching further into the community to encourage more nominations from all parts of society, ensuring that every outstanding Australian can be recognised.

3 Community

Building visible partnerships through award programs with schools and colleges; continuing enterprises that encourage citizenship and support emerging young leaders.

4 Organisational Sustainability & Development

Keeping the Association financially sound, growing our future leaders through succession planning, and communicating clearly and consistently across every branch.

Every member has a part to play. Interact with the OAA website and media; talk to your Branch Chair; have a conversation with a current member or new Awardee about how to get involved

This is a plain-language summary of the National Strategic Plan 2027–2029. The Board will monitor progress at least annually.

The full plan — with detailed actions and measures — is available from your Branch or the website.



Strategic Plan 2027-2029

National and Branch Action Plans

The National and Branch Action Plans turn the Strategic Plan into activity. The core activity is central to the plan's success. Other actions can be undertaken as resources allow.

1 Membership and Growth

Core: Ensure that the value of membership is clear in every communication. Encourage members to interact with the OAA website, *The Order*; podcasts; other forms of media.

As resources allow: Make more use of National social-media and communications templates.

2 Promotion

Core: Engage with a wide range of local community groups with diverse and rich cultural heritages.

3 Community

Core: Build on current initiatives to develop programs to promote the OAA, including partnerships, awards programs and local opportunities.

As resources allow: Active promotion with a variety of institutions.

4 Organisational Sustainability & Development

Core: Ensure sound financial management. Develop and maintain a Branch succession plan, reported at the Branch AGM, and create educational opportunities for more people to engage with technology.

Every Branch has a starting point. Talk to your Branch Chair about getting involved.

Full detail of the Strategic Plan—priorities, persons responsible and resourcing—is available from your Branch or the website.

