



Australia Day

Australia Day Council Northern Territory

Strategic Plan 2015-2018

Vision

Be bold in leading and achieving evolutionary change in celebrating an all-inclusive Australia Day.

Mission

Inspire Territorians to celebrate and recognise the diversity, achievements and lifestyle that make Australia great.

Values

- ❖ Respect
- ❖ Diversity
- ❖ Ethical
- ❖ Inclusiveness
- ❖ Transparency
- ❖ Integrity

Value Statement

The Australia Day Council Northern Territory embraces cultural diversity and commits to working with Territorians to promote our national day with respect and integrity.

Objectives

- ❖ Financial Independence with Stronger Corporate Governance
- ❖ Australia Day: Celebrate Your Way
- ❖ Advocate for Territory Involvement at a National Level
- ❖ Increased participation in Australia Day.

Objective 1: Financial Independence with Stronger Corporate Governance

Strategy	Action	Responsible Officer	Required Outcome	Status	Completion Date
<ul style="list-style-type: none"> Implement membership scheme 	<ul style="list-style-type: none"> Develop a membership package; Send invitation to become foundation members to existing ADC supporters; Launch package at a key ADC event. 	Chair, ADCNT	Revenue stream which is not tied to specific ADC events and expansion of ADC supporter base		
<ul style="list-style-type: none"> Reduce dependence on government support 	<ul style="list-style-type: none"> Analyse current activities and expenditure; Generate a return on Investment (ROI) analysis with man-hours invested vs. revenue received; Quantify base line operational budget and assess against current revenue budget; Identify quantum required from existing revenue streams less government grant income; Develop revenue generation plan to meet shortfall (this may include increasing non-government sponsorships); Improved leveraging of existing events and maximisation of revenue opportunities 	Treasurer	Financial Independence		
<ul style="list-style-type: none"> Formalise corporate governance framework 	<ul style="list-style-type: none"> Establish Corporate Governance sub-committee to oversight corporate governance process. Review existing policies and procedures in line with constitutional requirements Develop core set of governance policies eg board travel; board expenditure. Develop a Board induction pack including job description for each Board Member position. 	Chair, ADCNT Chair, Corporate Governance sub-committee	Robust Clinical Governance Framework to underpin all activities of the Australia Day Council NT		

<ul style="list-style-type: none"> Review current constitution to ensure currency 	<ul style="list-style-type: none"> Establish constitution subcommittee; Review constitution to identify gaps/deficits; Provide paper to Board detailing outcome of constitutional review and associated recommendations; Draft new constitution incorporating Board approved recommendations; Board endorsed draft constitution to be reviewed by legal representative; Ratify new constitution. 	<p>Chair, ADCNT</p> <p>Chair, Constitution Sub-Committee</p>	<p>Constitution that is current and relevant to the Strategic objectives of the Australian Day Council NT</p>		
<ul style="list-style-type: none"> An Australia Day Council NT Board able to support and meet the needs of the ADCNT 	<ul style="list-style-type: none"> Identify skills required to enable the Board to meet its obligations under the constitution. Conduct a skills audit of current Board membership to identify gaps. Identify candidates with the required skills and encourage application to Board vacancies. 	<p>Chair, ADCNT</p>	<p>A Board that is equipped with the necessary skills to enable the Australia Day Council NT to achieve its strategic goals and objectives</p>		

Objective 2: Australia Day: Celebrate Your Way

Strategy	Action	Responsible Officer	Required Outcome	Status	Completion Date
1. Identify events held across the NT and understand how they are relevant to the Australia Day Mission.	<ul style="list-style-type: none"> Identify and categorise the type of events held, including event organisers, objectives and funding Analyse event participation and identify gaps Identify and address barriers to participation. Develop an event program based on outcomes of the analysis. 	ED	Australia Day events that appeal to all Territorians		
2. Understand what Australia Day means to Territorians	<ul style="list-style-type: none"> Conduct an online survey on what Australia Day means across the Territory. Run a “post your Australia Day activities to our Facebook page” promotion. Conduct a competition asking Territorians to “dream” their ideal Australia Day event Analyse competition entries to determine community expectation/understanding of Australia Day Identify which ‘dreams’ can become reality; Establish annual ‘What Australia Day means to me’ competition in Territory schools. 	ED	Better understanding of what Australia Day means to the Territory community		

Objective 3: Advocate for Territory Involvement at a National Level

Strategy	Action	Responsible Officer	Required Outcome	Status	Completion Date
1. Ensure the Northern Territory is represented at national forums	<ul style="list-style-type: none"> Identify Australia Day national forums and events. Identify which Board member is best suited to attend which forum; Allocate responsibility to attend each event to individual Board members Board member to attend quarterly chair meetings. Executive Director to attend all network meetings. 	Chair, ADCNT ED	Increased profile of the Australia Day Council NT at the national level		
2. Invite Australia Day network members to all Northern Territory events	<ul style="list-style-type: none"> Review and refine Australia Day Council NT network members database; Establish annual event calendar for network members; Send event specific invitations to network members; Develop bi-monthly event calendar update to be sent to network members providing a review of events held and reminder of upcoming events 	ED	Increased profile of the Australia Day Council NT at the national level		
3. Advocate for rotational national meetings and conference	<ul style="list-style-type: none"> Lobby state/territory counterparts to support the concept of rotational national meetings and conference; Write to national chair and invite them to hold a board meeting in Darwin or Alice Springs. Express interest in hosting the next biannual 	Chair, ADCNT	More representative Australia Day Council events		

	national conference in Darwin or Alice Springs.				
4. Advocate for rotation of national Australian of the Year Award ceremony	<ul style="list-style-type: none"> • Lobby state/territory counterparts to support the concept of rotational Australian of the Year Award Ceremony • Lobby politicians • Identify target groups • Liaise with Australia Day Boards • Identify potential barriers 	Chair, ADCNT	Increased awareness of Australian of the Year Award		
5. Broad representation on the National Board	<ul style="list-style-type: none"> • Develop a position paper/policy document • Campaign/lobby elected representatives at a state and federal level 	Chair, ADCNT	More representative Australia Day Council		

Objective 4:

Increased participation in Australia Day

Strategy	Action	Responsible Officer	Required Outcome	Status	Completion Date
1. Expand stakeholder network to facilitate increase in Australia Day events across the Northern Territory	<ul style="list-style-type: none"> Develop database of current stakeholders; Identify opportunities for new Australia Day activities Identify stakeholder gaps and opportunities to engage with groups not currently targeted. Map stakeholders to activities (existing and new); Create stakeholder information package Develop meet and greet schedule with stakeholders, existing and potential, to market Australia Day activities and opportunities for participation 	ED	Increased participation and involvement by Territorians in Australia Day activities		
2. Implement a communication and marketing plan	<ul style="list-style-type: none"> Identify target audiences Develop key messages Articulate key goal and communication objectives; Create strategy to achieve identified goals and objectives incorporating timeline for completion and budget. 	ED	Increased profile of the Australia Day Council NT and better understanding in the community of Australia Day		