



# STRATEGIC PLAN

## 2014 – 2017 and Future

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## Executive Summary

### **Why the Bundaberg & District Ex Servicewomen's Association needs a plan?**

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The Bundaberg & District Ex Servicewomen's Association has a long history of representing and supporting its members, and also women of the ex service community.

Every organization needs to plan for success. The Bundaberg & District Ex Servicewomen's Association 2014 - 2017 and Future Strategic Plan will establish an agenda over a three year period to lead the organization into a promising future.

The Association exists to serve its members, and to help promote an environment that is conducive for friendship, camaraderie and social inclusion to prosper, as well as providing opportunities for commemorating military service and events.

The strategic plan will continue with some of our prior objectives as well as incorporate fresh ideas and provide a real focus for the management committee. It is important that the Association clearly articulates to members its purpose, values and direction which will assist in harnessing the collective talent of members, to enhance the outcomes for all our members and the ex service community.

### **How the Association will use this plan**

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The Bundaberg & District Ex Servicewomen's Association Strategic Plan 2014 - 2017 and Future will inform and provide guidance to all key decisions made by the elected management committee.

Importantly, the plan will guide the allocation and utilization of our resources.

The plan has been developed by the management committee and belongs to all members.

The strategic plan is a working document; any and all feedback is welcomed and can be directed to the management committee.

## Vision

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**The Bundaberg & District Ex Servicewomen's Association will be a viable and effective association that produces outstanding outcomes for its members, with an enviable reputation.**

## Mission

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**The Bundaberg & District Ex Servicewomen's Association delivers outcomes and value for members through advocacy, representation, communication, commemoration, friendship, social inclusion and camaraderie.**

## Objectives

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These are the broad outcomes the Bundaberg & District Ex Servicewomen's Association aims to achieve to substantially advance the organization towards the vision.

There are seven objectives in the Strategic Plan 2014 – 2017 and Future; each objective is supported by a number of key strategies.

1. Ensure association continues to be a viable and effective association.
2. Operate a productive and proactive association through the leadership of the volunteer management committee.
3. Implement annual business plans.
4. Complete the Australian service nurses memorial wall project.
5. Plan and conduct Centenary of ANZAC event.
6. Plan and conduct the 50th Anniversary Reunion.
7. Publish the history of the Association.

## Key Strategies

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These are the key strategies the management committee will use, in striving to achieve the objectives and vision of the Association.

Objective 1 Ensure Association continues to be a viable and effective association:

- a. Effective management committee
- b. Appropriate calendar of events
- c. Seek new members
- d. Promote the association
- e. Association represented at ex service organisation forums
- f. Opportunities identified for association
- g. Remains relevant to younger ex servicewomen
- h. Be financially sustainable

Objective 2 Operate a productive and proactive association:

- a. Management committee has clear roles and responsibilities
- b. Members able and willing to serve as committee members
- c. Succession planning for executive committee members
- d. Policy & procedures are reviewed regularly
- e. Members able to assist with one-off activities
- f. Attain fundraising targets for the ASN and history projects
- g. Develop a program of bus trips to address social isolation
- h. Apply for grant for the bus trip program
- i. Develop a welfare plan

Objective 3 Implement annual business plans:

- a. Positive outcomes for members
- b. Attainment of yearly goals
- c. Foster sense of achievement
- d. Progress towards attaining three year vision
- e. Annual calendar of events
- f. Annual budget guidelines are met

Objective 4 Complete the Australian Service Nurses Memorial Wall:

- a. Complete the memorial wall project by August 2014
- b. Manage all stages of building the wall
- c. Plan and conduct a dedication ceremony
- d. Develop a budget for the project to ensure funds available

Objective 5 Plan and conduct Centenary of ANZAC event:

- a. Implement the concept plan developed in April 2013
- b. Plan and conduct event at War Nurses Memorial Park on 24 Sep  
2014
- c. Develop a budget for the event to ensure funds available

Objective 6 Plan and conduct 50th Anniversary Reunion weekend in July 2017:

- a. Concept of event developed
- b. Venues booked
- c. Budget guidelines determined

Objective 7 Publish History of the Association by July 2017:

- a. Write and publish the History of the Association as per TORs
- b. Develop other commemorative materials as per TORs
- c. Seek additional funding sources

## Implementation Plan

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The Implementation Plan is at Annex A and contains the actions required to implement the key strategies of the objectives contained in the strategic plan.

The actions to be implemented are to be reviewed and updated at least annually as progress is made towards achieving each objective.

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❖ The best way to achieve our vision and fulfil our mission is to:

- a. Write and implement annual business plans
- b. Write and implement annual budget
- c. Write and implement specific action plans as detailed in the Implementation Plan
- d. Review and update the Strategic Plan 2014 - 2017 and Future at least annually

Annex A: Implementation Plan (for internal distribution only)

Approved and adopted at General Meeting held on.....