



## **FUTURES DAY COMMUNIQUÉ**

The OAA Futures Day was attended by Directors and Branch Chairmen. The detailed PESTEL/SWOT analysis completed prior to the Futures Day yielded commentary on a wide range matters of importance both to successful current operation and to the future of our Association. Significant future policy matters will require further consideration by the National Board

The following policy matters were identified for consideration by the National Board and include a summary of comments offered by participants.

### **STRATEGIC**

#### **Purpose of the Association**

The purpose as stated in the OAA Constitution requires review to ensure its relevance to future activities

#### **National Organisation**

It is acknowledged that a major strength of the Association is its standing as a National organisation and its wide membership coverage in all parts of Australia. Future planning should include continuation as a single cohesive organisation.

#### **Interaction with Other Awards**

Noting that other award recipients may join as Affiliates, this opportunity has not been widely exercised. Cooperation with other honours-listed awards is seen as providing much-needed growth.

#### **'The Order' Magazine**

The magazine is seen as a vital component in maintaining national cohesion. It remains the largest single expenditure of the Association. Ways need to be found to continue to improve the appeal of the magazine, produce and distribute at a reduced cost and integrate it into a wider member and community communications strategy.

#### **Fee Structure**

Work is required to ensure that the fee structure best meets the future needs of the Association. Important considerations should include attention to the scale of fees, the marketing appeal of membership, impacts on the income of the Association and the management of the Life Member category



## **GOVERNANCE**

### **Short Tenure of Directors**

Both Branch and Member Nominated Directors are elected annually (excluding the National Chairman). This impacts adversely on the continuity of director experience. Extension of tenure should be considered, with staggering of retirement to ensure continuity in decision-making.

### **Board Skills Matrix**

Frequent turn-over of directors makes difficult the retention on the Board of the appropriate skills required. Extension of tenure together with Branches nominating directors who meet a skills requirement may ameliorate this.

## **OPERATIONAL MATTERS**

In addition to the above matters requiring Board attention, several 'operational' issues were identified as requiring shorter term action at National, Branch and Regional Group levels. These should be addressed through normal liaison within the Association.

### **Use of Member Skills & Volunteer Fatigue**

A considerable wealth of talent exists throughout the Association that can contribute to activities at National, Branch and Regional levels. Calls for skilled volunteers as a need is identified is preferable to continuing to load those already prepared to commit to work.

### **Appeal to Younger Persons**

Younger member recruiting will require the provision of age-appealing activities and the exploitation of new technologies including social media.

### **Merchandise**

The existing merchandise range requires extension and modernisation. It is acknowledged that work is in progress on this matter.

### **Community Promotion**

The Order of Australia remains a well-kept secret. More recipients in the Order should increase community awareness and an increase membership of the Association. Material is being provided as a part of a wide marketing strategy and active engagement with the community at all levels is required.

### **Member Engagement**

Active involvement of members is relatively low. Opportunities are seen to enlist in activities both those with appropriate skills and those seeking the opportunity for fellowship.

### **Exploiting New Technologies**

New and emerging technologies provide the opportunity to enhance timely communications and reduce costs. Their exploitation in all aspects of Association activity at all levels is warranted.



## THE ORDER OF AUSTRALIA ASSOCIATION

### **Media/Public Relations Strategy**

A proactive approach to media and public relations will require guidance by experienced member volunteers. This should be integrated into a broad communications strategy that permits timely responses to events.

### **Data Security**

Increasing legislative requirements with respect to data security, as well as increased cyberthreat, require a proactive strategy to include professional advice, selection of technologies, adequate training and appropriate policies.

### **National/Branch Interface**

Continued attention to the separation between policy and operational activity is required, with the Board tasked to provide policy guidance and the EC working with Branches in the operational aspects of execution.

### **Policy Guidance**

Policies have been developed, or are planned, for the major activities of the Association. Policy documents include both a statement of the scope of policy and are accompanied by guidance on implementation. Policy statements on the OAA website are required to ensure 'transparency'