

# Republican Party of Australia Strategic Plan: 2018-2021

## MISSION

To provide Members and Supporters et al with incentives to continue The Quest for an Australian Republic

## OBJECTIVES

- (a) To provide an electoral arm to The Australian Republican Initiative;
- (b) To maintain the standards and procedures of The Party;
- (c) To operate, maintain and improve The RPA's platform and
- (d) To provide Members with up-to-date information about The Initiative.

## 2018 Initiatives

- a. Conduct Member/Sponsor Networking events;
- b. Develop RPA Membership & Marketing Strategy via a new and/or revived Board;
- c. Develop Financial Funding policy by 31 July, 2018;
- d. Update and release a refashioned RPA Website;
- e. Update RPA Constitution and Ethics Statement;
- f. Revise/Compile contracts for Key Personnel and instigate a Succession Plan;
- g. New and/or contemporary policies to augment the existing Manifesto;
- h. Prioritise the forming of Regional (*not State\**) Chapters .

## Key Internal & External Drivers

### Internal

- National Director/CEO
- Deputy Director
- Register Director
- Board of Management
- Staff Commitment & Contribution
- Strong Governance
- Excellent Communication(s)
- Effective & Apposite Budget

### External

- Members
- Regional Chapter Teams
- Sponsors/Supporters
- ARM
- State Governments
- Federal Government
- Key Industry Stakeholders

## PURPOSE

1. Record the implementation of strategic activities and continue documenting RPA History over the next 3 years (2018 through 2021);
2. Involve Members, Staff and other interested organisations in The RPA's development;
3. Set clear directions and meet Members' expectations on which to base annual Business Plans and Budgets and
4. Assist in providing up-to-date information about The Republican Quest (in general) and The RPA engenderings (in particular) to media, prominent progressive-liberal think tanks and academia.

## OUTCOMES – Key Indicators

- Strategic Plan (The 'SNAPSHOT', per se) agreed to and accepted by Delegates to the 32<sup>nd</sup> Annual National Republican Convention [May,2018] held at the historic Federal Hotel in Nimmitabel, Southern Tablelands of NSW;
- Increase membership and retain involvement with well-packaged membership value propositions and, of course, prosecute the overALL 'SNAPSHOT' marketing plan.



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