

**Australia Day Council
of South Australia**

Strategic Plan 2019-2021

To celebrate our identity and the values that unite us,
to illuminate the achievements of inspirational Australians,
and to promote a welcoming and inclusive society.

Objective 1:

**Recognise
inspiring
people &
communities**

- 1.1 ADCSA core activities
- 1.2 Awards program
- 1.3 Ambassador program
- 1.4 Whole year program

Objective 2:

**Stakeholder
driven**

- 2.1 SA community
- 2.2 Members
- 2.3 Sponsors
- 2.4 Government
- 2.5 Organisational recognition
- 2.6 National connection

Objective 3:

**Place
reconciliation
at the centre**

- 3.1 Open Circle group
- 3.2 Aboriginal Programs:
 - Smoking Ceremony
 - Kumangka Mukapainga Tampinga
 - ATSI Kaurna-led float
 - Aboriginal Women Impacting the World
- 3.3 Community Engagement
- 3.4 Creating partnerships with Aboriginal organisations

Objective 4:

**Celebrate
diversity
& unity**

- 4.1 Sense of belonging
- 4.2 Contributions of new citizens

Objective 5:

**Ensure good
governance
& financial
sustainability**

- 5.1 Board
- 5.2 Organisation
- 5.3 Finances



Australia Day

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**Strategic Plan
2019-2021**

Action Plan

Objective 1:

Recognise inspiring people & communities

1.1 ADCSA core activities

Ongoing actions:
Facilitate –

- Australia Day in the City (subject to funding from the City of Adelaide & Government)
- Australian of the Year Awards
- Australia Day Luncheon
- Australia Day Awards.

Priority action:

Ensure sufficient funding for these core activities.

1.2 Awards program

Ongoing actions:
Subject to ongoing funding –

- Citizen of the Year and Australian of the Year Awards assistance for Councils
- Public Service Medal administration
- Award for Leadership in Languages and Culture administration
- Inspiring SA Women's Award administration.

Priority action:

Increase the level of external funding for each of these award programs.

1.3 Ambassador program

Ongoing actions:
Continue with the Ambassador program.

Priority action:

Ensure our Ambassador representative group has a diversity which reflects and resonates with our community.

Priority action:

Mentor and support our Ambassadors to deliver a consistent message about the purpose and direction of ADCSA.

Priority action:

Drive further participation in SA regional communities.

1.4 Whole year program

Ongoing actions:
Continue to plan events/initiatives that amplify our alumni and vision.

Priority action:

Evolve the ADCSA offer beyond traditional Australia Day related programs and activities, to become a whole of year engagement and build broader awareness and profile of ADCSA.

Objective 2:

Stakeholder driven

2.1 SA community

Ongoing actions:
Continue to maintain relations across community organisations.

Priority action:

Identify and activate ADCSA's role in leading the conversation around 'the date'.

Priority action:

Articulate our purpose to support promotion of ADCSA activities.

2.2 Members

Ongoing actions:
Provide membership benefits.

Priority action:

Promote retention and drive growth.

Priority action:

Board members to use their contacts to identify additional members.

2.3 Sponsors

Ongoing actions:
Attract and retain sponsors through provision of appropriate benefits.

Priority action:

Board members to use their contacts to identify additional sponsors.

2.4 Government

Ongoing actions:
Maintain good working relationships across all levels of government.

Priority action:

Build stronger relationships with the Australian and SA Governments at both the elected and administrative levels.

Priority action:

Pursue additional funding for ADCSA activities (programs 1.1 & 1.2).

2.5 Organisational recognition

Ongoing actions:
Promote the organisation and its achievements.

Priority action:

Build relationships and profile of ADCSA's roles and activities with the media.

2.6 National connection

Ongoing actions: Build strong relationships with the national network, continue to tap into their national resources for inspiring Australian recipients.

Work in partnership to achieve leverage across our body of work.

Objective 3:

Place reconciliation at the centre

3.1 Open Circle group

Ongoing actions:
Continue with the Open Circle group to guide Aboriginal content.

Priority action: engage Open Circle in all events that connect Aboriginal people, communities and thematic development.

Priority action:

Build meaningful engagement with individuals and broader communities.

3.2 Aboriginal programs

Ongoing actions:
Smoking Ceremony, ATSI Float, Aboriginal Women Impacting the World. Kurna Welcome or Acknowledgment at all events.

Priority action:

Facilitate ongoing engagement of Aboriginal communities and individuals to assist in shaping programs and events.

Priority action:

Seek ongoing advice from Aboriginal

leaders. Identify funding opportunities to build Aboriginal engagement.

3.3 Community Engagement

Ongoing action:
Continue to maintain our existing relationships.

Priority action:

Identify individuals from communities and build upon relationships to ensure representative involvement in events and programs.

Priority action:

Seek funding opportunities for ongoing projects that involve regional areas and the engagement of individuals.

3.4 Create partnerships with Aboriginal organisations

Ongoing actions:
Continue to engage and invite ATSI organisations to participate in programs ie Aboriginal Women Impacting the World, as well as Australia Day activities including Smoking Ceremony.

Objective 4:

Celebrate diversity & unity

4.1 Sense of belonging

Ongoing actions:
Subject to partnering funding, provide the Belonging and Inclusion program.

Priority action:

Secure longer term funding for this body of work.

4.2 Contributions of new citizens

Ongoing actions:
Delivery of Australia A Country of Belonging – active citizenship workshops across metropolitan and regional Councils in South Australia.

Priority action:

Forge stronger relationships with the community, community organisations and Local Government around citizenship.

Priority action:

Engage new citizens in Australia Day in the City parade.

Objective 5:

Ensure good governance & financial sustainability

5.1 Board

Ongoing actions:
Continue to maintain strong engagement with the Board.

Priority action:

Implement a Board self-assessment process.

Priority action:

Conduct Board workshops to determine matters such as ADCSA's role in leading the conversation around 'the date'.

5.2 Organisation

Priority action:
Continue to strengthen the organisation's governance functions.

Priority action:

Improve policies and procedures, corporate knowledge, and systems

Priority action:

Consider models for managing organisational risks.

5.3 Finances

Priority action:
Adopt a clear definition of categories of programs (core and non-core) and their funding and reporting arrangements.

Priority action:

Adopt and implement a program to improve financial sustainability.

Priority action:

Identify opportunities for achieving higher levels of income from services and products.

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