Providing Fellowship and Representation for the Wellbeing of the RAR family

Core Functions

Refine our approach to providing fellowship and representation for the wellbeing of the RAR family.

- Develop a clear message on who we are and what we do. [Record Our Message (see Be Relevant enabler) on all web sites by Feb 18]
- Create an RAR Network via personal contact, the web and social media. [Ongoing - continue to build]
- Emphasise that Battalion Associations are the first port of call for our RAR family. [Being done]
- Promote and provide opportunities for comradeship with current and past serving men and women and their families. [Record all events in the activities calendar on Group web site by Feb 18 and maintain]
- Commemorate significant RAR battles, operations and events. [Include post-Vietnam operations. Record them in the activities calendar on Group web site by Feb 18 and maintain]
- Co-ordinate RAR participation in national remembrance events. [Being done. Record in the activities calendar]
- Represent the interests of current and former serving members at State and Federal levels. [Being done]
- Facilitate wellbeing support to former members and their families through lead agencies. [Provide link to RSL Qld ESO web site on the Group web site by Feb 18]

Opportunities

Maximise membership from current and former Members of the RAR and their families.

- Obtain regular feedback on what current and former members of the RAR and their families want from their Association. [Use digital polling. Web master to develop poll by 30 Apr 18. Advise web master of poll questions by Feb 18]
- Provide options for automatic membership for all current and former members of the RAR and their families. [Promote free membership and newsletters. Seek and encourage donations or dues to cover overheads. Make it easy to pay and provide automatic renewal]
- Develop strategies to ensure the financial viability of Battalion and State Associations. [See enabler. Associations responsibility. By Feb 18. National to investigate the potential for a drop shipping supplier to provide an online central merchandise store with commission paid direct to the relevant association, ie hand off income]
- Encourage parent battalions to provide a representative on the executive of their associations. [After communications strategies are bedded down. > 12 months]
- Communicate mainly via web sites, Facebook, email, and where appropriate, Twitter. [Centralise and standardise where possible. By Oct 18]
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Enhancement

Be recognised as a trusted and competent voice on wellbeing services for veterans and their families.

- Ensure that the RAR family is aware that the RAR Association represents their interests at state and national level. [This is clear from Our Message.]
- Utilise the fact that current and former members of the RAR and their families represent a significant lobby group. [National and states to use for leverage. Becomes more potent as the network grows]
- Ensure that all representations are non-partisan, issues based and have broad member support. [Engage push polling to determine hurt points and to gauge support]
- Ensure that representation is conducted directly by the RAR Association for matters specific to the RAR. [National board to determine RAR issues and will poll where necessary]
- Except when decided otherwise by the National Executive, representation on broad national issues will be conducted through peak bodies such as ESORT, PM’s Advisory Council, RSL DPFC and ADSO. [RARC may poll to determine member interest in national issues]
- Encourage the use of online forums for comradeship, feedback and discussion on issues relevant to the RAR Family. [Utilise the Duty First online forum and RAR Facebook site]
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**Capabilities & enablers**

Be relevant

**Our Message:**
The RAR Association comprises individual State, Territory and Battalion associations, it is a member’s based organisation that offers automatic membership to present and past members of the RAR, and their families. Its role is to provide camaraderie, advocacy and to commemorate significant events in the RAR Commemorative calendar. It will also facilitate wellbeing support through lead agencies.

- Engage push polling to determine the needs of our RAR Family.
- Act as the first point of contact to facilitate wellbeing support from relevant agencies and services providers.
- Develop and maintain a calendar of commemorative events on the national and association web sites.
- Use non-partisan advocacy to achieve relevance and a connection between former and current serving members.
- Embrace technology to get feedback about what members want from their Association.
- Provide frequent, professional, relevant and consumable content on matters that are specific to the Battalion, State or Territory association as well as more generic content of relevance to the RAR Family.

Create trust

**Trust.** The obligation imposed on us to deliver on our objective promises to the RAR Family and their confidence that we can deliver.

**Reliability:** Be known as a trusted source.

**Inclusiveness:** Family centric. Seek member views and respond to their needs and wishes.

**Communication-based:** Keep members informed with accurate information, give explanations for decisions, and be transparent in all our actions.

**Integrity:** be fair just and non-partisan.

**Dependability:** Do what we say we will do consistently and dependably.

**Measurement:** Seek member feedback and monitor our performance from solicited and unsolicited content analysis of social networks (i.e. Twitter, Facebook, etc.) and web analytics. In advancing the wellbeing of our RAR family we are committed to trust, respect, caring, transparency, inclusiveness, fairness, honesty, integrity, equity and justice in all matters.

Standardise where possible

**Content.** Content must be consistent, professional, relevant and consumable. Authorise the Association Web Master to populate the Battalion, State or Territory association websites.

**Standardise web sites.** To enable efficient downloading of content, web sites should be standardised.

**Inter-connectivity.** Ensure that key individuals are authorised across all networks.

**Amplification.** Create links to key networks both internal and external to the RAR Family.

**Auto-feeding.** Use auto-feeding to maximise the willing few’s time to reach as many platforms as possible.

**Implementation.** Find informed, motivated, IT proficient, active volunteers.

Embrace connecting technologies

**Engagement.** Conduct push polling to determine the needs of our RAR Family.

**Amplification.** Harnessing key networks, both internal and external, to the RAR Family.

**Multiple Platforms.** Embrace FaceBook, YouTube, Twitter, Instagram, Websites; communicating where our audience is listening not necessarily only where we are comfortable to operate.

**Cut out paper.** Convert to email and online messaging.

**On-Line Conferencing**

**Use of Video Briefings**

**Use On-Line forums**

Become financially sustainable

**Identify revenue needs.** Best done by reviewing past expenses and identifying the new cost of doing business. All expenses should be critically evaluated.

**Identify the expenses that can be recovered through event attendance charges (i.e. user pays).** Add an overheads amount for event charges.

**Prepare a budget:** Identify a suitable reserve of funds for contingencies.

Create an environment for succession

**Culture:** Our culture creates succession. Show a willingness to be innovative and adapt to the times

**Mentorship/development.** Most, if not all, young veterans will need to work. Recognise this and take time to enhance their skills and develop future talent.

**Perception is reality!** Show young veterans that we don’t just want them because they’re young, we want to train them and use them on committees.

**Be selective.** If we buy in to everything/all veteran issues we will create a view of jack of all trades master of none. Let the members decide the issues.

**Maintain relevance.** Provide what the members want.

**Adopt the “keep it simple stupid” (KISS) principle.** Systems perform best when they have simple designs rather than complex ones.