



# RAR Association Service Development Roadmap 2019-2025

## Opportunities

## Enhancement

### Core Functions

**Provide fellowship and representation for the wellbeing of the RAR family.**

Record a clear message on who we are and what we do on all websites.

Create an RAR Network via personal contact, the web and social media.

Emphasise that Battalion Associations are the first port of call for our RAR family.

Promote and provide opportunities for comradeship with current and past serving men and women and their families. Record all events in the activities calendars on Group and Association web sites.

Commemorate significant RAR battles, operations and events.

Co-ordinate RAR participation in national remembrance events.

Represent the interests of current and former serving members at State and Federal levels.

Facilitate wellbeing support to former members and their families through lead agencies via the RSL Qld ESO website.

**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. Where possible, use digital polling.

Provide options for automatic membership for all current and former members of the RAR and their families.

Develop strategies to ensure the financial viability of State, Territory and Battalion Associations.

Encourage parent battalions to provide a representative on the executive of their associations (after communications strategies are bedded down).

Communicate mainly via web sites, Facebook, email, and where appropriate, Twitter using centralised and standardised content.

Associations regularly post content which is relevant to their parent battalions as well as broader national issues. Post direct to the group web site with links to association sites.

Use the "RAR Network" to assist serving members and their families as they transition from the service and afterwards. Web based via RAR and veteran job network sites. > 12 months.

**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.

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, ADSO and DFWA. 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.

Service Developments

Capabilities & enablers

Be relevant

Create trust

Standardise where possible

Embrace connecting technologies

Become financially sustainable

Create an environment for succession



# RAR Association Service Development Roadmap 2019-2025

## 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 State, Territory or Battalion 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.

**Agencies and service providers.** Create a list of all agencies and service providers with the services they provide on the National web site.

**Outsource a central merchandise store.**

### 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.

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

**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.

Identify a suitable reserve of funds for contingencies.

Prepare a budget.

Identify the most efficient way to gain the revenue needed to achieve the budget

### 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.