

DEVONPORT RSA BUSINESS PLAN

Strategic Area	High Level Action	2012 Actions Completed	2013 Action Plan	2014 Indicative Action
Branding	1. Follow and develop the initiatives established by the National Office	1. New stationery in a standard format for the Society and the Trusts	1. Maximise use of new merchandise where appropriate 2. Renew the building façade naming to more effectively promote Devonport RSA in the new brand style	1. Maximise use of new merchandise where appropriate
Membership	1. Future benefits		1. Follow national initiatives	
	2. Grow local membership	1. Membership Sub-Committee established to actively pursue development of new strategies and concepts 2. Updated membership form	1. Initiate small scale but regular advertising in local media 2. Membership drive initiated 3. Establish a website to more actively inform existing members and encourage new members	
Welfare	1. Formally protect Poppy Day funds	1. Poppy Day Trust established		1. Review the working of the Trust and make changes if necessary
	2. Improve Poppy Day modalities	1. A more structured approach to the collection regime developed in consultation with Navy to optimise opportunities	1. Review the collections regime	1. Review the collections regime
	3. Improve members awareness of the support available	1. Flyer explaining operation of the Poppy Day Trust sent out with new membership cards	1. Conduct annual show and tell sessions for members to update them on the latest issues around welfare and pensions	
	4. Improve welfare support delivery	1. Operation of the Welfare vehicle reviewed and sent for sale	1. Establish TaxiCharge facility for irregular transport requirements	1. Support the training and development of additional Support Officers to expand delivery and provide cover during absences
	5. Improve interaction and relationships between members		1. Initiate a buddy-calling system among members to ensure regular contact with everyone so that the Support Officer is advised early of potential issues.	

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Advocacy	1. Develop community awareness of the Devonport RSA, what it does, what it represents and what it offers		1. Make more use of the media when donations are made, scholarships presented, etc.	1. Make more use of local events to establish a Devonport RSA booth with historical interest items that tell the RSA story and promote the ANZAC spirit
			2. Establish a cadre of storytellers to go to local schools and youth groups in late March-early April and explain the background and meaning of ANZAC Day	
	2. Encourage more community groups to use the premises for meetings		1. Contact groups, particularly those to whom we make donations, to offer the premises for their use. 2. Advertise on "Halls for Hire"	1. Advertise the availability of the premises for community activities
	3. Ensure Devonport RSA is seen as an active member of the community	1. Local tradesmen and professional services used wherever possible	1. Establish Devonian Hall as a Civil Defence Emergency Centre	1. Conduct and promote CD Emergency exercises involving the community
	4. Establish more active relationships with Naval Base personnel			
	5. Establish a Relationship Management Plan that monitors our community involvement with key community stakeholders and influencers	1. Liaison initiated with Devonport Rotary and Devonport Business Association for monthly exchange of plans and collaboration opportunities		

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Remembrance Projects	1, Develop awareness in the community	1. Remembrance Day ceremony initiated 2. Memorial Drive project reviewed	1. Investigate floodlighting the War Memorial as a WW1 centennial project	
Major Building Projects		1. Tenders called for: a. AV system b. Heat pump c. Smoke/Heat detectors d. Re-upholster window cushions e. Flagpole floodlight	1. Review Bar area for upgrading to modern hygiene standards 2. Review mezzanine area for upgrading	
Management Projects		1. Replaced HM and HRH portraits. 2. Installed Xero Accounting 3. Instituted a Donations Regime 4. Re-displayed presented burgees and banners 5. Upgraded Office area	1. Establish relational membership database	