



2009 STRATEGIC PLAN

Adopted – 18th July 2009

EXPLANATORY NOTES –
SISTER CITIES AUSTRALIA
STRATEGIC PLAN

This document should be read in conjunction with the strategic plan outline attached. These notes simply serve to provide a little more background on the objectives and activities as outlined.

1. **Develop Sister Cities Australia**

- a. Grow Membership base including assessment of membership fees – continue to seek initiatives to attract new members and also ensure appropriate facilitation of service to existing members. It is important to ensure the relevance of Sister Cities Australia (SCA) to the whole of the Sister Cities Community in Australia. Annual update of membership database is critical.
- b. Facilitate Annual Sister Cities Conference – does this need to be annual or perhaps bi annual particularly if State based forums (see 3 below) gain support. Notwithstanding, it is essential that SCA maintains a strong rapport with members Councils who will host the Annual Conferences into the future.
- c. First contact point - it is important to foster the fact that SCA possesses a library of information to assist with a vast range of preliminary and more advanced enquiries.
- d. Difficult, but, the Board must continue to seek out financial support through sponsorship and grants. What can we offer?

2. **Develop and Maintain a Key Marketing and Communication Strategy**

- a. SCA On- Line Forum – with such a geographically dispersed membership, implementation of an on-line forum for the membership base and broader community would expand our reach.
- b. Publications – the SCA Newsletter and the Sister Cities News are vital marketing tools. It is essential that the membership is encouraged to continue to make submissions to these journals which provide both essential and interesting reading.

- c. The Website- in the current electronic age this is the greatest single vehicle for effective promotion and information. The Board has employed a Web Master. It is now essential that this Website does not suffer the same fate as many others but not continuing to up -date the information. Further, the site should be expanded to include numerous links.
 - d. Awards Programme – a strong a viable programme is essential to provide recognition for the efforts of local coordinators.
3. Establish Links with Government Agencies, Business & Kindred Organisations
- a. State based forums – With the ever increasing pressure on demand for fiscal and human resources and with Board members located across the nation, the Board will examine the concept of creating State based forums. The members in the respective states could be invited to 'local meetings whilst the SCA Board member could Chair those meetings. Local membership forums could also provide an opportunity for facilitating alliances with other organisations.
 - b. Ongoing links with DEFAT amongst others – A challenge for the Board to seek meetings with various Govt. Ministers to establish a point of contact to facilitate discussions about economic development and other potential opportunities.
4. Encourage the Involvement of Young People in Sister Cities.
- a. The designation of a Youth Specific component at the Annual Conference is a success story and must be continued.
 - b. Promotion of Youth programmes within the Sister Cities movement need to be promoted. Board needs to determine a strategy to make this attractive through submissions to the Newsletter/s. Also the emergence of Face Book may well be the primary initiative.
 - c. A Youth Board Member (Again). Despite the problems associated with this role in the past, the Board should seek to revisit this concept.

STRATEGIC OBJECTIVE	ACTIVITIES TO ACHIEVE OBJECTIVE	TIMING/RESPONSIBILITY
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Develop Sister Cities Australia Inc.

Grow membership base including assessment of membership fees

BOARD

Facilitate annual Sister Cities Australia (SCA) conference

BOARD, In cooperation with host Local Government Authority

Be recognised as a "first contact point" for advice regarding sister city matters, a referral and advice service

BOARD

Develop key protocol documents relating to various international etiquette

BOARD

Seek sponsorship and funding opportunities including grants

BOARD

STRATEGIC OBJECTIVE	ACTIVITIES TO ACHIEVE OBJECTIVE	TIMING/RESPONSIBILITY
Develop and Maintain a Key Marketing and Communication Strategy	Produce & distribute SCA Newsletter	BOARD SECRETARY
	Publish & distribute Sister Cities News	BOARD – TWO EDITIONS PER YEAR
	Website –Utilisation & Currency – link to other related sites and also develop an on-line forum	BOARD - Continuous
	Maintain and promote Sister Cities Australia's Awards Programme	BOARD - Annual

STRATEGIC OBJECTIVE	ACTIVITIES TO ACHIEVE OBJECTIVE	TIMING/RESPONSIBILITY
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Establish Links with Government Agencies, Business and Kindred Organisations.

Seek to establish ongoing links with relevant State & Federal Departments such as DEFAT

BOARD - Continuous

Develop State based forums

BOARD - longer term proposal, scope to be developed

Maintain strategic relationships with kindred international organisations

BOARD – Direct liaison with Chair

Continue to ensure a maintenance of economic focus & outcomes for Sister Cities

BOARD – liaise with Annual Conference organiser to ensure economic activity elements are a part of conference agenda

STRATEGIC OBJECTIVE	ACTIVITIES TO ACHIEVE OBJECTIVE	TIMING/RESPONSIBILITY
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Encourage the Involvement of Young People in Sister Cities.

Continue to provide youth specific agenda & forum at the Annual Conference

BOARD and host city for annual conference

Ongoing contribution to SCA Newsletter

BOARD – liaise with Youth at 2009 Conference to seek a person to be publicity contact for youth matters within the Sister cities

Revisit the concept of a youth position on the SCA Board

BOARD to discuss at 2009 Conference.

Seek to determine the existence of other youth forums whereby SCA can promote its activities.