

Alola Australia Strategic Plan 2018 – 2020

VISION: **Strong Women, Strong Nation shared** with Fundasaun Alola *Feto Forte, Nasaun Forte*

Purpose: To partner with Fundasaun Alola (FA) in enabling women and families in Timor-Leste to build a strong future by:

- Raising awareness, funds and creating links within Australia;
- Building a strong and sustainable organisation in Australia;
- Reviewing organisational functions to ensure continual improvement.

OBJECTIVES	WHAT WOULD SUCCESS LOOK LIKE	STRATEGIES	MEASURES OF SUCCESS	TIMELINE	RESOURCES
1. CONTINUE TO STRENGTHEN, ENRICH AND ENHANCE THE COLLABORATIVE RELATIONSHIP BETWEEN ALOLA AUSTRALIA (AA) AND FUNDASAUN ALOLA (FA).	Energetic and open conversations about the purpose and vision of both organisations.	Increase the level and quality of communication between AA and FA	Increased number of meaningful conversations between AA and FA	2 pa	Board Time
			Annual visits and/or meetings between AA and FA are undertaken	Annual	Board Time Costs
			The use of Skype video linking is used for communication	On-going	IT capabilities
			English language support for FA managers	Offered & as required	Board + Skilled Volunteers
		Build a common understanding of an equitable relationship	Partnership agreement is reviewed jointly	Annually	Chair Time
			The partnership agreement is reviewed by the Board biennially.	Biennially	Chair + Company Secretary
			Partnership agreement is a part of Board member orientation and all members are provided with a copy of the agreement.	On-going	Chair
		Facilitate and support FA to connect with organisations in Australia	Increased number of contacts facilitated	Annual Plan FA CEO Visit	Chair & Board Costs
			Number of meetings supported increases	On-going	Chair & Board
		AA and FA strategic plan are aligned and	AA planning process follows the annual FA planning process	Annual	Chair

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		inclusive of both organisations	Clear participation of both organisations in planning	Annual	Chair AA, other nominated Board members, Chair FA, CEO FA
			FA given opportunity to comment on AA Strategic Plan	Jan 2018	Chair
		AA's decision-making is informed by FA's strategic directions	Provide maximum untied funds to enable FA to make their own decisions	2018 Budget Quarterly transfers	Treasurer Finance Portfolio Holder
			Fundraising campaigns are linked to FA strategic priorities	Annual Planning	Chair
			Newsletter is informed by FA's priorities and directions.	Annual Quarterly	Newsletter Coordinator + Comms Volunteers
2. RAISE FUNDS TO SUPPORT THE WORK OF FA BY CONTINUING TO RAISE COMMUNITY AWARENESS OF FA'S WORK AND THE LIVES OF TIMOR-LESTE'S WOMEN AND CHILDREN	An engaged network of organisations that support TL, particularly women in TL and FA	Develop a Stakeholder Engagement Strategy; and Communication Plan	Delivery of planned, regular communications with the AA/FA supporter base that: <ul style="list-style-type: none"> • Supports the fundraising strategies • Promotes the work of FA • Communicates the challenges faced in TL 	Quarterly + When appropriate + Ongoing	Board + Comms Volunteers
		Increased supporter base and increased support for FA			
	Raise at least \$120,000 per annum to transfer to FA	Develop a Fundraising Strategy/Plan that includes meeting & mutual communication with FA Comms Team	A resource efficient fundraising strategy that maximises funds raised for the input of effort	Annual	Board Time Comms and other volunteers
			Transferring at least \$120,000 per annum to FA	Quarterly	Treasurer + Finance Portfolio Holder

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3. STRENGTHEN AA'S COMMUNICATIONS AND SOCIAL MEDIA CAPACITY	Greater social media capacity, and innovative fundraising strategies to increase funds raised for FA	Review and revision of Media Policy to guide AA's communication and media objectives	Achievement of fundraising targets (see also Objective 2 above)	Quarterly	Board Volunteers Supporters
			Full attendance at AA hosted events	Event Coordinator	Board Volunteers Supporters
			Communication from supporters via channels utilised by AA (Facebook, email, etc)	On-going	Comms Volunteers + Admin Coordinator
		Develop a Communication Plan (as in 2)	Delivery and implementation of plan	Annual	Board + Comms Volunteers
			Increased engagement with AA's social media platforms	On-going	Comms Volunteers
	Better understanding of how our supporters engage with our comms/social media efforts (newsletter etc)	Review and analysis of Salesforce data	Comprehensive report of Salesforce data presented to the Board	Annual	Admin Coordinator + Board
			Review of Stakeholder Engagement Strategy & Communications Plan incorporating insights and learnings from Salesforce data report	Annual	Board Comms Volunteers
		Develop a Stakeholder Engagement Strategy (as in 2)	Enhanced and expanded relationships with strategic partners and stakeholders	Annual	Chair + Board
	Communication and media messages that engage our existing supporter base enhances their involvement with AA/FA, and increases our supporter base.	Recruitment of volunteers with specialist communications and/or media expertise	Skilled team of additional volunteers recruited To enhanced social media, communications, events + campaign results	Annual	Board Volunteers
	4. FORMALISE PARTNERSHIPS WITH LIKE MINDED ORGANISATIONS TO FURTHER THE WORK	Greater purposeful interaction with likeminded organisations (collaborative sharing and learning)	Actively pursue opportunities to increase AA's policy advocacy with partner organisations	Active additional alliances or partnerships formed with at least two organisations within the next three years	2020

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OF AA IN SUPPORTING FA		Invite key speakers to present to the Board and/or other AA events to further enhance our collective understanding of the issues facing women and children of TL	Organise a minimum of four key speakers to present at an AA events (including Board meetings)	Annual	Chair Board
			AA Board invited to present to stakeholders and/ or the wider community on the work of FA/lives of women and children in Timor-Leste (mutual exchange of learning)	2 pa	Board
5. ENSURE OPTIMAL ORGANISATIONAL STRUCTURE AND PRACTICE	Decisions by the Board take into consideration best practices for organisation structure on an ongoing basis. Alola Australia adopts a strengths based approach where Volunteer and Board skills are aligned with tasks to ensure optimal use and efficiency	Implement strategies in Strategic Plan Annual Board Plan Annual Board Plan review	Achievement of other objectives in Strategic Plan	Annual	Board