

STRATEGIC PLAN

AUSTRALIA DAY COUNCIL NORTHERN TERRITORY

Reflect. Respect. Celebrate



Australia Day

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**Northern
Territory**

THIS IS THE STORY OF AUSTRALIA - THE STORY OF AN EXTRAORDINARY NATION

Australia Day Poem

The story of Australia
Is the story of me
It's the story of you
It's the story of we

In parts it is painful
In parts it is raw
In others it's beautiful
Inspiring great awe

It tells of many people
From far and wide
And those who've been here
Since the beginning of time

It brings us together
And tears us apart
We all have our views
So where do we start?
By listening to each other
And sharing our part

WHAT IS AUSTRALIA DAY?

Australia Day is a day for all Australians

No matter where our personal stories began. It's a day to reflect on what it means to be Australian, to celebrate contemporary Australia and to acknowledge our history.

WHO ARE WE?

The Australia Day Council Northern Territory is a community based not-for-profit incorporated body. Established in 1986 we have been working with the Northern Territory communities for over thirty years.

VISION

Inspire Territorians to recognise and celebrate the diversity, achievements and lifestyle that makes Australia great.

MISSION

We do this by:

- Recognising Great Australians
- Encouraging engagement across our communities
- Collaborating with like-minded organisations
- Inspiring a "feel good" attitude towards Australia Day.

OUR STRATEGIC THEMES

Engagement | Recognition | Collaboration |
Sustainability | Feel-Good

“At its core, Australia Day is a day driven by community participation”

WE BELIEVE IN OUR VALUES

Respect

Diversity

Inclusion

A Fair Go

WHY ARE WE HERE?

Our Purpose
to work with and for the people of the Northern
Territory to:

- Unite through reflection, celebration and inclusiveness,
- Foster and recognise excellence and service within our communities,
- Embrace cultural diversity and promote our national day with respect and integrity,
- Facilitate productive relationships across the Territory, and
- Ensure our sustainability.

ENGAGEMENT

Evolve Australia Day Council NT (ADCNT) to ensure activities are inclusive and respectful of all Territorians.

- Work closely with the Office of Aboriginal Affairs and other stakeholders to ensure Aboriginal peoples, culture and history are acknowledged.
- Seek out opportunities to engage with the diverse groups that make up the NT.

Encourage and support Australia Day events across the Territory.

- Board members to engage with ADCNT events.
- Ensure that ADCNT events are respectful and inclusive.

Share the Australia Day message.

- Stimulate discussion and debate through public forums.
- Ensure events are held in all areas of the Northern Territory.

RECOGNITION

Identify and celebrate great Territorians who contribute to our community.

- Ensure that our awards programs are relevant, sustainable and inclusive so we reach as many people as possible.
- Ensure awards guidelines and criteria are inclusive and relevant.

Increase awareness of awards programs

- Ensure the ADCNT Marketing Strategy is current and relevant.
- ADCNT is to maintain close working relationships with NADC

Further engagement with Awards Alumni

- Continue to build the ADCNT Ambassador Program.

SUSTAINABILITY

Ensure the operational effectiveness of the organisation.

- Ensure the constitution remains current and relevant.
- Ensure Board members have relevant governance training.
- Approve the annual report.

Maintain a diverse and engaged Board

- Adhere to the Board Charter.
- Board members actively attend networking events throughout the year.
- Promote Board vacancies through a variety of platforms

Financial Independence

- Develop sponsorship agreements that exceed one year, where possible.
- Ensure the financial viability of the ADCNT.
- Maintain an annual budget to ensure revenue reserves.

Annual Review of strategy and charter.

- Ensure that goals remain relevant and deliverable.

COLLABORATION

Identify organisations that are strategically aligned with our organisations and will benefit both parties by sharing and enhancing activities.

- Continue to grow current programs and structures and look for opportunities to engage new partnerships.
- Develop strategic partnerships; both financial and in kind.

Build strong working relationships with our networks across the Territory and Australia.

- Support professional development opportunities for our Regional Network.
- Participate in NADC meetings and actively engage other states and Territories to be involved with events and programs.
- Engage with communities to develop a platform to share stories.

FEEL-GOOD

Ensure events and programs reflect the Australia Day Council NT values and purpose.

- Ensure there are appropriate mechanisms to evaluate ADCNT events.
- Ensure the OZ Run continues to enhance its “fun” aspect and not become a sophisticated race.
- Ensure our calendar of events appeals to a wide cross-section of the NT.
- Showcase our inspirational Australians at ADCNT events.



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