



National Australia Day Council Corporate Plan 2017 – 2020



Introduction

'I believe wholeheartedly that each of us have a role to play in making our country a place to be proud of, and a place to call home.'

Our culturally diverse society is one of this nation's greatest strengths and no matter where we come from, where we live or who we are, - Australia Day is a day where everyone can participate'.

*Ben Roberts-Smith VC MG
Chairman, National Australia Day Council*



Purpose Statement

Our purpose is to inspire national pride and spirit to enrich the life of all Australians.

Our Work

Participation

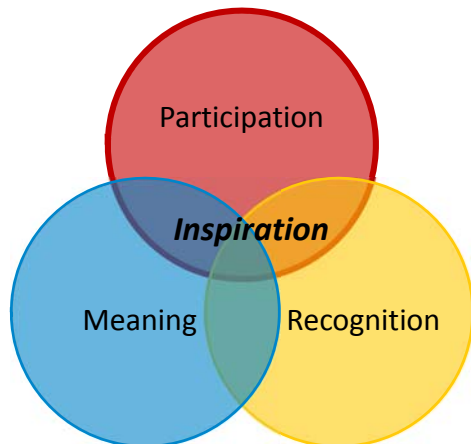
To unite all Australians through celebration and reflection

Meaning

To promote the meaning of Australia Day

Recognition

To acknowledge active citizenship and achievement.



About The NADC

The core mission of the National Australia Day Council (NADC) is to actively promote our national day to all Australians with a view to inspire national pride and increase participation and engagement across all sectors of the community.

The NADC is a national body and a Commonwealth owned company limited by guarantee based in Canberra. The NADC is part of the Australia Day National Network (Network). The Network is an affiliate group of State/Territory organisations working with the national body to facilitate the celebration of Australia Day and being Australian, and recognise inspirational Australians through the Australian of the Year Awards.

The NADC strives for continual improvement in our existing core programs:

- The celebration of Australia Day
- The Australian of the Year Awards

The NADC continually explores all appropriate opportunities to expand our programs and play a more influential role in discussions relevant to our purpose and mission.

We Value Our People

The NADC provides an encouraging, supportive and equitable environment for all employees to ensure the fulfilment of individual roles and responsibilities which underpin the achievement of the overall NADC purpose and mission. The NADC encourages its employees to be high performing, innovative and to take personal responsibility for achieving results.

The NADC prides itself on motivating and rewarding employees through recognising their value and contribution. Each employee has their performance assessed annually against an agreed performance framework. Performance agreements provide a clear line of sight between individual responsibilities and the overarching objectives and purpose of the NADC.

Corporate Planning Framework



Our Environment

The NADC operates under the legislative framework of the *PGPA Act* and the *Corporations Act 2001*. The NADC is a company limited by guarantee and the objectives and powers are defined through its Constitution.

The operations of the NADC are overseen by a Board. The Board has the power to do all things necessary or convenient to be done for, or in connection with, the performance of its functions. The Board is responsible under its charter to the Government for the overall strategy, governance and performance of the NADC.

The day to day operations of the NADC are managed by the Chief Executive.

The NADC operates in an environment where the expectation is that all its programs will be undertaken in an effective and efficient manner; where careful financial management and budgeting is critical to success; and where governance and risk is continually assessed.

The NADC annually receives almost \$7 million total funding from Government and sponsors (in cash and contra arrangements). Continuous improvement is integral to our operations. We therefore continually review our programs to ensure they are efficiently managed. Our financial results and operations are regularly reported to our Audit Committee and Board and made public through our Annual Report.

Risk Management

Our risk management processes play an important role in ensuring the ongoing success of the NADC. The NADC considers that it must maintain appropriate systems of risk oversight, management and internal controls in order to build a strong risk management culture. The NADC maintains an overarching risk management plan and assesses risks for all main programs. The Audit and Assurance Committee monitor risk through a Risk Dashboard Report provided to each meeting.

Performance, Planning and Reporting

We have an integrated planning, budgeting and reporting process aligned to our Corporate Plan.

The NADC strives for excellence in everything we do. Our performance is regularly assessed through:

Board and Government Reporting

The NADC regularly assesses its operations and reports the results to the NADC Board and the Department of Prime Minister and Cabinet.

Annual Report

The operations of the NADC are formally reported every year. This includes the annual financial statement audit conducted by the Australian National Audit Office (ANAO).

Assessment against Business Plans

The NADC prepares business plans for each core program and conducts regular assessments against these plans.

Our Values

The NADC values transparency, integrity, accountability, collaboration, excellence, trust and respect in everything we do.

Our Strategic Themes

Inclusive

- Actively include all Australians in recognition of the cultural, geographic and social diversity of the nation
- Foster positive Australian identity and social cohesion
- Promote civic knowledge and citizenship to people of all ages
- Recognise the qualities and people that inspire our nation

Quality

- Demonstrate excellence and accountability
- Pursue innovation
- Ensure we consider risk
- Demonstrate sensible financial management
- Ensure appropriate governance
- Demonstrate leadership

Networked

- Facilitate community engagement, participation and connection
- Play a coordination and leadership role for the State and Territory Network
- Build and maintain productive relationships with key stakeholder groups

Relevance

- Leverage and position our brand
- Strive to connect with all Australians
- Catalyst for discussion and debate
- Understand the needs of all key stakeholders

Our Performance Drivers

We will measure ourselves against the following performance measures. They will guide our actions and motivate us to achieve results:

- ⇒ Maintain awareness of the Australian of the Year Awards at 51% of all Australians
- ⇒ Achieve one million viewers for the broadcast of Australian of the Year Awards
- ⇒ Secure \$5 million per annum in partnership and expand our reach internationally
- ⇒ Increase nominations of the Australian of the Year by 10% year on year
- ⇒ Increase to and maintain a 60% participation rate in Australia Day activities
- ⇒ Increase pride in being Australian

Our Strategic Priorities

We will deliver in the following three Key Result Areas:

1. Protect the brand and legacy of the NADC
2. Tell the stories of great Australians
3. Evolve the celebration of Australia Day

Focus Areas

1.0 PROTECT THE BRAND AND LEGACY OF THE NADC

- 1.1 Maintain the independence of the AOTY selection process
- 1.2 Review due diligence processes for all AOTY finalists and recipients
- 1.3 Increase support for AOTY finalists and recipients
- 1.4 Review and monitor programs
- 1.5 Leverage the AOTY Alumni at events across Australia (and globally) on Australia Day
- 1.6 Deliver operational excellence through good corporate governance
- 1.7 Build the brand
- 1.8 Consolidate existing partnerships and explore opportunities for growth

2.0 TELL THE STORIES OF GREAT AUSTRALIANS

- 2.1 Connect with school-age children

- 2.2 Share rich content aligned to current and previous recipients
- 2.3 Put quality before quantity
- 2.4 Increase nomination numbers via digital/social media campaigns and strategies

3.0 EVOLVE THE CELEBRATIONS OF AUSTRALIA DAY

- 3.1 Maintain consistent elements of Australia Day
- 3.2 Identify and implement bold ideas
- 3.3 Engage the Nation
- 3.4 Lead the conversation