

STRATEGIC PLAN
2023

STRATEGIC
FOCUS

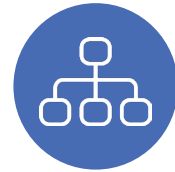
KEY
DELIVERABLES



GOVERNANCE

RSL Queensland will build upon and continue to improve governance understanding, systems, processes and standards to deliver the highest practical level of compliance and risk management.

- Create Good Governance Guide and RSL Governance and Education plans
- Audit program to maintain charitable status
- Deliver on ACNC reporting requirements & Sub-Branch review program
- Create PD Program for Directors and State Councillors



STRUCTURE

RSL Queensland will review organisational structure to support the strategic mission and vision for the organisation.

- Establish skills-based Board and a State Council
- Complete structural and constitutional review



GROW SERVICE DELIVERY & MEMBERSHIP

RSL Queensland will grow its service delivery, focusing of areas of greatest need, to both members and clients.

- Conduct evidence-based research to inform service and delivery models
- Review Service Delivery strategy
- Complete Sub Branch structural review
- Develop Membership eligibility engagement program



ENTERPRISE MODEL

RSL Queensland will be agile, innovative and flexible in its business operations, to maximise earnings in accordance with the organisation's Risk Appetite Statement.

- Develop income and investment diversification strategy
- Create strategic finance plan
- Invest in Art Union Lottery business & 5-year plan



BRAND & PERCEPTIONS

RSL Queensland must educate the community on what the brand represents, and meet community expectations of the brand.

- Develop clearly articulated Brand Position & Purpose for RSL Queensland
- Include improved communications to Districts and Sub Branches in RSL Queensland marketing strategy
- Conduct independent research to monitor, inform and guide brand and marketing strategy



PARTNERSHIPS

RSL Queensland will continue to develop strong relationships, partnering with organisations who have similar missions and visions.

- Foster open working relationships with State/Local Governments; National/State RSL Branches; ADF and DVA
- Continue to support medical research into veteran issues
- Work collaboratively and openly with ESOs who share our mission and vision.