

Consulting

National Australia Day Council

January 2016 Board meeting

Jan, 2016

Strategic planning for 2016



1. *Protect the brand and legacy of NADC*

Initiative	Status	Details / Next steps	Resp.
A. Maintain independence of AOTY selection process	Underway	s 45 and s 47G(1)(a)	
		s 45 and s 47G(1)(a)	
C. Increase support for AOTY finalists and recipients	Underway	s 45 and s 47G(1)(a)	
		s 22	

2. Tell the stories of great Australians

Tell the stories of
great Australians

Initiative	Status	Details / Next steps	Resp
s 22			
D. Quality before quantity	Underway	s 45 and s 47G(1)(a)	
E. Explore opportunities to increase nomination numbers via digital/social media campaigns and strategies	In 2016	s 45 and s 47G(1)(a)	

1. Protect the brand and legacy of NADC

**Protect the brand
& legacy of NADC**

Australia Day award recipients

- Maintain independence of selection process
- Due diligence on all finalists

s 45 and s 47G(1)(a)

s 45 and s 47G(1)(a)

s 22

s 22

