



ABC Friends National Committee - Strategic Plan October 2023

The National Committee of ABC Friends meet by Zoom every two months and hold one 'in-person' meeting each year.

These meetings are designed to develop and monitor a strategic plan which complements plans developed by State Friends organisations. There are five key areas of activity.

1. Advocacy and Campaigns

Goal: To advocate in support of our vision for a fearless independent ABC valued by all Australians and fully supported financially by the Federal Government.

Strategy:

1. Lobby key decision makers, particularly in government.
2. Communicate with the ABC on how ABC Friends might support its funding priorities.
3. Conduct research.
4. Campaign in federal elections.

2. Members and Supporters

Goal: To bring together and engage members of the community in support of the ABC.

Strategy:

1. Grow membership and strive for maximum retention.
2. Facilitate people of all ages to join and stay engaged.
3. Increase membership income.
4. Increase total number of supporters.

3 Communication and engagement

Goal: To communicate with and engage our supporters and the general public about the value of the ABC and our work in support of an independent and fully funded public media organisation.

Strategy:

1. Understand our members and supporters and the best way of communicating with them.
2. Reach out to new demographics and promote discussion about critical issues affecting the ABC.
3. Keep members and supporters informed and involved in ABC Friends activities.
4. Promote ABC Friends messages to the public and key decision makers.

4. Advance ABC Friends' effectiveness as a not-for-profit volunteer organisation.

Goal: Strengthen our base of existing and new supporters and their reasons for engaging with ABC Friends.

Strategy:

1. Strengthen our base of existing and new supporters.
2. Run fundraising appeals to pay for our ongoing operations and specific projects.
3. Better understand our supporters and their reasons for engaging with ABC Friends
4. Improve our process for reporting and thanking donors.

5 Governance and accountability

Goal: Establish and maintain robust and transparent processes to govern ABC Friends and its finances.

Strategy:

1. Strengthen ABC Friends governance and accountability framework.
2. Ensure full accountability for members and supporters' funds using rigorous financial systems, and public reports to the ACNC and other governance instrumentalities.

Joining ABC Friends is one way to make a significant contribution to the welfare of our nation by ensuring our democracy is enhanced by the work of the ABC.