

Menzies Memorial Scholars Association, Strategic Plan for July 2014 – November 2015

Core Purpose of MMSA for this Strategic Plan: To establish a lively, engaged and active community of current and former Menzies scholars, which also supports and helps to further the vision of the Menzies Foundation.¹

Main Objectives:

1. To enhance engagement among and networking between members of the MMSA
2. To enhance engagement between the MMSA and the Menzies Foundation
3. To provide opportunities for members of the MMSA to contribute to the work of the Menzies Foundation
4. To provide the MMSA with direction and focus
5. To raise the profile of members of the MMSA and the Foundation

Responsible Persons:

MMSA President:	Dariel DeSousa	MMSA Secretary: Adrian McCallum
MMSA Sub- Committee:	Mark Darian-Smith (Victoria, Law 1984) Adrian McCallum (Queensland, Engineering 2007) Anne-Marie Hill (WA, Allied Health 2008) Francis Williams (Queensland, Law 1996)	Dariel De Sousa (Victoria, Law 1993) David Bond (UK, Engineering 1994) Stephanie Wilkins (SA, Law 2008) Liisa Laakso (Queensland, Allied Health 1991)
Menzies Foundation:	Sarah Hardy (CEO), Pam Shearman (Office Manager), Anne-Maree Arthur (Office Administrator) and Sandra Mackenzie (Board member, MF)	
Review date:	July 2015	

¹ The Menzies Foundation Vision is: "As a catalyst for achievement, we identify and promote the next generation of Australian leaders, invest in world class health research and advance initiatives of national importance".

Objective(s)		Strategic Action/ Activity	Person(s) responsible * Primary person/s	Outcome(s)	Deadline(s)	Financial resources	External resources
<i>SHORT-TERM HORIZON (0 – 6 MONTHS)</i>							
All objectives	1.	Prepare and finalise a MMSA Strategic Plan	MMSA President* MMSA Secretary* MMSA Sub Committee Menzies Foundation Staff	To provide the MMSA with a practical purpose and function	Submitted to Board for endorsement in May 2014. Finalised and formally adopted by MMSA Sub-Committee by June 2014. Provided to MMSA once finalised in June 2014, for information.	N/A	N/A
Objective 1	2.	Develop marketing and communication plan to secure greater participation/ attendance at AGM and	Communications Consultant* MMSA President*	Increased attendance at MMSA AGM and Annual Dinner	July 2014	Menzies Foundation to cover costs of overall plan	Communications Consultant

Objective(s)		Strategic Action/ Activity	Person(s) responsible * Primary person/s	Outcome(s)	Deadline(s)	Financial resources	External resources
		Annual Dinner ² .	MMSA Secretary* MMSA Sub Committee Menzies Foundation Staff			In addition, 3K form MMSA account to cover any extra promotion, if necessary (yet to be determined)	
Objective 3	3.	Develop a program to encourage commitment from MMSA members to present Dimboola Centenary Prize in Jeparit each year.	Communications Consultant* MMSA President* MMSA Secretary* MMSA Sub Committee	Increased engagement among MMSA members	July 2014	2K from MMSA account, if necessary (yet to be determined)	Communications Consultant

² Increased attendance at the Annual Dinner may mean that a venue other than Clarendon Terrace will be required. Other venues (e.g. law firm premises) may need to be explored in the short to medium terms. This option could be explored in the context of initiative 9 below.

Objective(s)		Strategic Action/ Activity	Person(s) responsible * Primary person/s	Outcome(s)	Deadline(s)	Financial resources	External resources
			Menzies Foundation Staff				
Objective 4	4.	Develop a policy outlining expenditure of MMSA funds to ensure that the purpose and objectives of the MMSA can be achieved.	President to prepare draft guidelines, for approval by Sub-Committee.	Provide a sound financial basis for: - Project prioritisation and implementation in accordance with the MMSA Strategic Plan - Policy to reflect funds projection for 2014 – 2015 and beyond.	Provided to MMSA once finalised in June 2014, for information.	N/A	N/A
Objective 1	5.	Revise format and content of Menzies	Communications Consultant*	Increased interaction and engagement	November 2014	Menzies Foundation to cover costs of	Communications Consultant

Objective(s)		Strategic Action/ Activity	Person(s) responsible * Primary person/s	Outcome(s)	Deadline(s)	Financial resources	External resources
		Brief: - Include discipline-based contributions focusing on professional work, professional achievements and, possibly funding/ work opportunities - Interview scholars and write narrative pieces for the Brief	MMSA President* MMSA Secretary* MMSA Sub Committee Menzies Foundation staff *	between MMSA members		designing Brief format as part of overall development of a Style Guide and templates for all collateral. 5K from MMSA account to pay for journalist to collect and write scholar stories ready for media placement and the Brief (approx	Journalist

Objective(s)		Strategic Action/ Activity	Person(s) responsible * Primary person/s	Outcome(s)	Deadline(s)	Financial resources	External resources
						\$650/story)	
<i>MEDIUM-TERM HORIZON (6 – 18 MONTHS)</i>							
Objectives 1 and 5	6.	Establish a contact/networking list for MMSA members	MMSA President* MMSA Secretary* Menzies Foundation staff*	Increased interaction and engagement between MMSA members	March 2015	To be determined	Communications Consultant
Objectives 1 and 5	7.	Develop an online MMSA presence (e.g. through LinkedIn, Facebook and/or ResearchGate)	Communications Consultant* MMSA President* MMSA Secretary* MMSA Sub Committee	Increased interaction and engagement between MMSA members	March 2015	To be determined	Communications Consultant

Objective(s)		Strategic Action/ Activity	Person(s) responsible * Primary person/s	Outcome(s)	Deadline(s)	Financial resources	External resources
			Menzies Foundation staff One or more MMSA volunteers may be needed to sustain this initiative following its establishment				
Objective 1	8.	Establish a mentoring framework for all MMSA scholars ³	Communications Consultant* MMSA President* MMSA Secretary* MMSA Sub	Increased interaction and engagement between MMSA members Increased access to professional	June 2015	To be determined	Communications Consultant

³ In general terms, the mentoring framework will involve upwards mentoring. Dimboola and Fielding Scholars will be mentored by recent scholarship recipients. Recent scholarship recipients will be mentored by mid-career MMSA members. Mid-career MMSA members will be mentored by the "senior statesmen and stateswomen" among the MMSA. Beyond these basic aspects of the proposed framework, it will be necessary to identify the criteria for matching MMSA members with mentors and seeking agreement from possible mentors to participate in this initiative.

Objective(s)		Strategic Action/ Activity	Person(s) responsible * Primary person/s	Outcome(s)	Deadline(s)	Financial resources	External resources
			Committee Menzies Foundation staff *	opportunities			
Objective 5	9.	To establish Law Firm Alliance for Thought Leadership & Academic Excellence ⁴	MMSA President* together with a sub-committee of MMSA volunteers	Enhanced profile of scholars and the Foundation within the legal sector, particularly law firms and their clients	June 2015	To be determined	Communications Consultant
<i>LONG-TERM HORIZON (beyond 18 MONTHS)</i>							
Objectives 1, 2, 3 and 5	10.	Establishment of criteria, nomination and	MMSA President*	Increased interaction and	Announce the establishment of the	To be costed once details of	Communications Consultant

⁴ This initiative will be trialled in the legal sector. If successful, applying the model in other sectors (e.g. engineering) may be considered.

Objective(s)		Strategic Action/ Activity	Person(s) responsible * Primary person/s	Outcome(s)	Deadline(s)	Financial resources	External resources
		process for the MMSA Excellence Awards ⁵	MMSA Secretary* MMSA Sub Committee*	engagement between MMSA members and with the Foundation. Enhanced profile of the Foundation.	Excellence Awards program in November 2015	the Awards program have been fleshed out.	An alternative venue may be required (e.g. Law Firm) to accommodate numbers.

Blue Sky Ideas/thoughts for the future (post this Strategic Plan)

Idea	Person responsible	Possible timeframe

⁵ The MMSA Excellence Awards will be used to recognise individuals (whether former Menzies scholars or otherwise) who help to perpetuate the ideals and values of the Menzies Foundation. An Excellence Award will be awarded at the MMSA Annual Dinner.