

## **PROVISIONAL MHSA BUSINESS PLAN 2023-4**

### **Vision** (*a statement of what is, not what might be*)

The MHSA is the pre-eminent organisation that conducts Australian military history research through its network of State and Territory Branches and publishes scholarly articles.

### **Objectives** (*written as what we do*)

The Federal Council provides administrative and technical support for the Branches to assist:

1. Achieve intended outcomes via Branches through co-ordinated and professionally conducted regular activities
2. Form alliances with other national and international military history organisations
3. Promote the study and research into all aspects of Australian military history
4. Promote public awareness and improved knowledge of Australia's military history
5. Recognise the valuable contribution of the ADF and its predecessors in Australian history and to our society
6. Produce *Sabretache* regularly and other publications from time to time
7. Provide excellent customer service for the membership.

### **Key Result Areas (KRA)** (*measures of achievement relating to the Objectives*)

1. MHSA is recognised as a peak military history body through association with other national and international military and general history organisations, government, civil and academic institutions, military and community museums
2. MHSA Branches conduct regular member meetings and community activities such as national conferences and branch events to develop a public profile
3. MHSA Branches and the Federal Council develop programs of public awareness through regular media activities such as social activities and online and are called upon for expert commentary on military history matters
4. High quality research and publication of findings are sponsored by Branches
5. *Sabretache* is published quarterly
6. Websites and other public domain materials are current, relevant and informative, with the website using social media platforms
7. Membership through the Branches to be doubled by December 2024 and annual renewals remain above 90%

**Priorities** (*things that need to be done in order of importance*)

1. Recruit committed people on committees at Federal and Branch levels
2. Upgrade website including through the inclusion of selected social media
3. Enhance public awareness through Federal and Branch activities
4. Encourage high quality research and maintain the highest quality publishing standards
5. Generate administrative policies such as conflict of interest, induction, publication guidelines etc. to support the Constitution
6. Communicate on a timely basis including response processes at all levels

**Dominant Complimentary Priorities** (*vital areas requiring attention now and follow up with other priorities*)

1. Make the Branches more effective, including through website relevance and currency, better communication and timely responses
2. Create greater public awareness that increases membership at Federal and Branch level.

**Risk Management**

See **Annex A**.

**Annex A**

**RISK MANAGEMENT PLAN**

Potential constraints and risks associated with MHSA business, and how these might best be managed, are addressed below.

<b>KRA</b>	<b>Description</b>	<b>Urgency</b>	<b>Importance</b>	<b>Potential consequences of inaction</b>	<b>Risk reduction strategy</b>
1	MHSA is recognised as a peak military history body through association with other national and international military and general history organisations, government, civil and academic institutions, military and community museums	Moderate	Moderate	Become irrelevant and lose peak body status in Australia	Increase membership, publish, make appropriate public statements on topical military history matters, advertise MHSA
2	MHSA Branches conduct regular member meetings and community activities such as national conferences and branch events to develop a public profile	High	High	Membership becomes disenfranchised and loses interest; membership numbers drop	Offer events that are exciting, affordable, accessible on a well-advertised schedule with ample notice, based on contemporary and well-known Constitution and Rules
3	MHSA Branches and the Federal Council develop programs of public awareness through regular media activities such as social activities and online, and are called upon for expert commentary on military history matters	Moderate	Moderate	Public remains largely unaware of MHSA, and MHSA misses major opportunity to have impact upon the community	Advertise MHSA by various social media, and actively engage the commercial media with periodic media releases
4	High quality research and publication of findings are sponsored by Branches	High	High	Local sources of valuable material and publishing opportunities may be lost	Encourage branch level local publications and publishing in local media outlets as well as online via the website

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5	<i>Sabretache</i> is published quarterly	High	High	MHSA's track record of high quality and reliable publishing is compromised	Resource the Editorial function, maximise membership encouragement to contribute and ensure a Succession Plan/back up for the continuity of <i>Sabretache</i>
6	Websites and other public domain materials are current, relevant and informative	Moderate	High	Readership is not fully informed and organisation does not function as effectively as it should	Keep all material as current as is achievable through both adequate HR and internal checking processes
7	Membership through the Branches to be doubled by December 2024 and annual renewals remain above 90%	High	High	Membership and therefore relevance and impact diminishes, possibly to the Society's extinction	Ensure dedicated resources and a formal recruitment and retention strategy are provided and led by both Federal and Branch executives