



THE ORDER OF AUSTRALIA ASSOCIATION

INTERIM POLICY

COMMUNICATION WITH NEW RECIPIENTS

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Drafter	M.Crane/H. Bender
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Table of Revisions

Version	Date	Reason for Modification	Person Responsible
1.0	Jun 19	Original	M.Crane/H. Bender

Authorisation

P.L. MORRALL AM, CSC
National Secretary

1. Introduction

1.1 Purpose

The purpose of this Interim Policy is to provide guidance to Branch Chairmen on communicating with new recipients, pending development of a broader communications policy for the Order of Australia Association (the Association).

1.2 Applicability

The policy and procedures outlined in this document apply to all Branches of the Association.

1.3 Policy Basis

The basis of this policy is the By-Laws of the Order of Australia Association, which at paragraph 31b provide, *inter alia*, that the National Membership Director is responsible for membership matters.

2. Policy Statement

The Association will communicate with new recipients of honours and awards in the Order of Australia to congratulate them on their achievement and invite them to join the Association.

The Chairman of the Board will write to new recipients as soon as possible following the release of each Australia Day and Queen's Birthday Honours List.

Branch Chairmen will also write to new recipients following the release of each Honours List, but must wait until advised that the National Chairman's letter has been sent before doing so.

Branches have discretion regarding how often and for how long they follow up with invitations to join the Association, but should strike a balance between providing ample opportunity and respecting a recipient's decision not to join.

3. Responsibilities

The Board is responsible for ensuring that an appropriate policy on communication with new recipients is in place and appropriate compliance.

The National Membership Director is responsible to ensure that:

- this policy is reviewed and updated with appropriate frequency; and
- information brochures and membership application forms are up to date and available to Branches and Regional Groups in sufficient quantity.

The National Membership Officer is responsible to carry out duties as outlined in the procedures below.

Branch Chairmen are to:

- make contact with new recipients as outlined below;
- follow up as appropriate; and
- make contact with new members as outlined below.

4. Procedures

4.1 New Recipients

Following the publication of each Honours List, staff at Government House, Canberra, will provide the National Membership Officer with a list of new recipients and their postal addresses.

The National Membership Officer will prepare congratulatory letters for the National Chairman. Once the letters are approved by the National Chairman, the National Membership Officer will mail them to new recipients, enclosing a copy of the Association's combined invitation/application brochure. The National Membership Officer will advise Branches when the letters have been sent. This process may take up to a week.

In parallel, the National Membership Officer will break the Honours List down by state and territory, and forward the appropriate list to points of contact nominated by the Branches. Branches may then prepare congratulatory letters for their own Chairmen, but these must not be sent until the National Membership Officer advises that the National Chairman's letters have been sent.

Branches will have their own style and emphasis in framing their congratulatory letters, but should consider including the following:

- acknowledgement of the National Chairman's letter;
- congratulations on the honour/award;
- details of the Branch's next reception for new recipients, if known. In order to save on postage costs, Branches may wish to defer sending the letters until reception details are confirmed, provided there will not be a significant delay. Alternatively, a separate invitation to the reception will need to be sent;
- an invitation to join the Association and instructions on how to join;
- a request for the recipient's email address in order to facilitate communication;
- brief details of the Branch program; and
- a copy of the Branch's most recent newsletter.

Subject to capacity, Branches may wish to tailor letters to the individual concerned (eg "congratulations on being awarded the Medal of the Order of

Australia for service to horticulture”). A tailored letter is also appropriate when an individual receives a second or subsequent honour in the Order (eg is appointed a Member, having previously been awarded the Medal of the Order). Further, experience shows that some new recipients join the Association almost immediately after the announcement of their Honours List. Should the National Membership Officer advise that a new recipient has joined before the Branch congratulatory letter has been sent, the individual’s letter will need to be tailored accordingly. Since new members are required to provide an email address on joining the Association, the Branch may also wish to consider saving on postage by sending the congratulatory letter by email.

An example Branch congratulatory letter is at Annex A.

4.2 Following Up

It is a matter for each Branch to judge how and how often to follow up with new recipients to encourage them to join the Association.

- Branch receptions are an ideal opportunity to reiterate our invitation. Branches and Regional Groups should have a supply of the Association’s combined invitation/application brochures on hand at their receptions.
- Too many additional letters may be seen as annoying, but if an individual is known personally to Branch or Regional Group members, a phone call, email or visit might be appropriate.
- While arrangements vary from Branch to Branch, as a general guide, new recipients who have not joined by the time the next Honours List is published should be regarded as having decided not to join the Association. This decision should be respected, and such recipients should not be pursued further.

4.3 New Members

In order to ensure an appropriate locally tailored message, welcoming new members to the Association is a Branch/Regional Group responsibility. When a new recipient joins, the National Membership Officer will advise the nominated Branch point of contact of the new member’s name and contact details. The Branch and/or Regional Group should then contact the new member, either in writing or in person.

Again, Branches and Regional Groups will have their own style and emphasis in framing their welcome, but should consider including the following:

- a welcome to the Association;
- a further invitation to the Branch/Regional Group reception for new recipients (if applicable);
- advice about any other imminent events;
- advice about communications work within the Branch/Regional Group;

- a copy of the most recent Branch/Regional Group newsletter (if applicable); and
- contact details for key Branch/Regional Group personnel.

An example Branch email to a new member is at Annex B.

5. Related Documents

This Policy is to be read in conjunction with:

- Constitution of the Order of Australia Association
- By-Laws of the Order of Australia Association
- A1 Records Management Policy

Annexes:

- A. Example Branch Congratulatory Letter
- B. Example Branch Email to New Member

EXAMPLE BRANCH CONGRATULATORY LETTER



THE ORDER OF AUSTRALIA ASSOCIATION [STATE] BRANCH

[BRANCH POSTAL ADDRESS]

[Recipient Name & Postnominals]

[Recipient Postal Address]

Dear [Recipient First Name],

As Chairman of the [State/Territory] Branch of the Order of Australia Association, I write to add my own congratulations to those of the National Chairman, [National Chairman's Name & Postnominals], on the [honour/award] you received in the [Year Australia Day/Queen's Birthday] list.

It is my pleasure to invite you to be our guest at the [State/Territory] Branch's next reception for new recipients, which is scheduled for [Time/Date] at [Venue]. This is an ideal opportunity for you to celebrate your [honour/award] with other new recipients and members of the Branch. You can register for the reception [instructions or link].

May I also take this opportunity to ask you to consider joining the Association. The Association seeks to foster love of and pride in Australian citizenship by conducting activities in support of the [State/Territory] community and providing opportunities for members to meet socially.

Here in [State/Territory], we offer events to suit a range of interests, including [list of annual Branch activities].

You can join the Association by accessing the national website (<http://www.theorderofaustralia.asn.au/membership-application/>) or by contacting the national office (T: 02 6273 0732; E: oaanatmbrofficer@theorderofaustralia.asn.au). Alternatively, you are very welcome to contact me if you have any questions (details below).

Warm regards,

[Branch Chair Signature]

[Branch Chairman Name & Postnominals]

Branch Chairman

E: Chair[State/Territory]@theorderofaustralia.asn.au

T: [Branch Chair Phone Number]

[Date]

EXAMPLE BRANCH EMAIL TO NEW MEMBER

[Member Name & Postnominals]

By email

Dear [Member First Name],

As Chairman of the [State/Territory] Branch, I write to welcome you to the Order of Australia Association.

It is my pleasure once again to invite you and a partner to be our guests at the next Branch reception for new recipients, which is to be held at [Venue], at [Time] on [Day/Date]. The reception is an ideal early opportunity for you to meet other members of the Branch and to celebrate with other recipients in the [Australia Day/Queen's Birthday] list. You can register for the reception [instructions/link].

The Branch newsletter is our primary means of communication with [State/Territory] members and I commend it to you. You can catch up with news at national level and in the other states and territories in our quarterly national journal, *The Order*. The national website also provides a wealth of information about the Association, its people and its activities (<http://www.theorderofaustralia.asn.au>).

Unless you request otherwise, we will send the newsletter, *The Order* and other correspondence by email. I'm sure you will understand that this saves our Branch considerably on time and other resources. I've attached a copy of our most recent newsletter.

I have copied in our Branch Secretary, [Name & Postnominals], and our Branch Membership Officer, [Name & Postnominals], and if you have any questions or concerns, please feel free to get in touch with them. Of course, I also welcome contact from our members at any time.

We do hope you will enjoy your membership of the Association and we very much look forward to meeting you and seeing you at our events.

Warm regards,

[Branch Chairman First Name]

[Branch Chairman Name & Postnominals]

Branch Chairman

E: Chair[State/Territory]@theorderofaustralia.asn.au

T: [Branch Chair Phone Number]