

# Our Vision

## Advance a Sustainable Quality of Life in Retirement



**independence matters**

Association of Independent Retirees

### Strong Community Support

### Governance and Financial Management

#### **Marketing & Promotion**

Grow AIR'S profile to be the primary provider of information for those people seeking independence in retirement

- Implement a Marketing and Promotion Strategy based on quantitative and qualitative research
- Increase the media coverage gained by AIR National, the Divisions and Branches through training and networking with media outlets
- Through research determine innovative methods to engage with and inform potential members of the benefits of membership

#### **Grow & Engage With Members**

Grow membership and engagement with existing members

- Develop a Membership Growth Plan to increase AIR membership
- Develop an On-line Engagement Action Plan to improve flexibility in membership participation
- Engage with members through AIR Active and On-line mediums to inform members of opportunities to enhance their independence in retirement
- Work with the Divisions and Branches to provide opportunities for members to gain knowledge and skills
- Develop innovative face to face and On-line forums
- Develop a directory of membership-based events as a Branch resource
- Develop new membership services and benefits

#### **Advocate On Behalf Of Our Members**

Advocate on behalf of members to improve their lifestyle retirement options

- Work with the Divisions and Branches to determine key barriers to improving retirees' well-being and advocate for outcomes
- Actively engage with government at all levels to be at the table when developing new initiatives for self-funded retirees
- Work with aligned organisations to raise the profile of topics and issues for members and other retirees
- Implement a framework for effective advocacy which reflects a consultative model
- Develop a list of authoritative and influential speakers who can advocate on behalf of people seeking independence in retirement

#### **Quality Governance**

Robust Corporate Governance at all levels of AIR

- Maintain and continually improve the governance of the organisation to ensure systems are transparent and robust
- Have a clearly documented policy and procedure framework, which has as its base a consultative method of development and implementation
- Provide support/incentives/training for the Branches and Divisions to expand their leadership capabilities
- Ensure compliance with current Governmental Acts and Regulations
- Communicate the Governance framework, policies and procedures to the Divisions and Branches

#### **Financial Management & Diversity**

Grow the diversity and sustainability of AIR's income streams

- Manage the AIR National budget to allow for growth, is sustainable and has a strong documented delegations framework which defines responsibilities for decision making and expenditure
- Target National, Division and Branch level sponsors which will benefit the organisation's membership whilst avoiding conflicts between each level of AIR
- Liaise with Divisions and Branches to determine potential joint income streams including events, grants and joint initiatives
- Develop yearly budgets at Branch, Division and National level which are accepted and implemented