

From: Alan Lyons
Sent: Sunday, 19 January 2020 4:02 PM
To: Jonathan Black
Subject: Strategic Plan

Jon,

As I said at the meeting I would send you my thoughts on the plan.

The Case for Change.

The idea that Wealthy sub-Branches and particularly Self Interest is offensive. The sub-Branches that are "wealthy" are so by circumstance. They, and I include Rockdale in this, have supported the less wealthy sub-Branches (particularly country ones) for some time as it was not clear what Head Office (HO/RSL NSW) was doing with the sub-Branch Assistance Fund.

You are right to say that many sub-Branches do not trust HO. There has been quite a track record of HO trying to get the assets of sub-Branches. The matter of Concord comes to mind.

The main reason for change as we see it are times have changed (membership) and HO's money problems. Combined with that the RSL as a whole is seen to not be pro-active with military matters (either DVA or supporting the ADF) hence the explosion of ESOs.

The concept of Veteran Sponsors is limited by HO's idea that they are not going to keep the sub-Branches up to date on matters that concern them. The idea of a catalogue is not supported by the statement that sub-Branches are on their own with respect to ACNC etc. HO is abdicating any responsibility.

Many Clubs have been burned in the past by previous administrations and are not that financial any more.

The sub-Branches were built by the community over the first half of the RSLs life. Community events that the sub-Branch may be involved in are many and varied but we are restricted in who we can donate to. The community sees us as both a charity and charitable. Example – Rockdale is involved with and supports the "Knights of St George" which is a charity run to support St George Public Hospital which many of our members will go to if they are sick. We want them to get the best care possible.

The "new ANZAC House" is seen by many as a trophy that James Brown has left us with and is draining the ANZAC House Trust fund.

DVA are a problem child because they have imposed restrictions on many 'advocates/pension officers' because of the training requirements. Example – Ashfield has an advocate level 4 under the old scheme and he has been told that he has to do levels 1 – 4 under the new scheme rather than do an updated on level 4. He is quitting.

WBI has DRG status and yet HO are winding it down – Why? No good reason is offered.

The most important thing is how and who is going to pay for this. You said at the meeting \$20m - \$25m over 5 years. This is not quite true because the plan/or equivalent will be ongoing beyond the 5 years .

Strategic Goals

What is the order of importance of the goals?

Our Shared Values

Motherhood statements

General Comments

How are we going to staff it. Many members have volunteered in the past to help. Will this be included as it will not cost anything?

Where is HO going to be situated in the future and will it house the people required to put this in place?

Publicity. – What ideas do you have. Are members going to be asked to submit ideas? Will members be asked what community events publicity that are going to work in their area?

RSL Queensland. They are taking dollars from RSL NSW with their lottery as they advertise as RSL not RSL Queensland. They are also on a take over of RSL Australia.

HO has a responsibility to provide sub-Branches with the up-to-date changes and provide them with instructions/guides not only on the things that are outlined in the plan but also the other matters that got us into strife in the first place.

Regards

Alan

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