

## **MISSION STATEMENT**

To uphold and defend the DEMOCRATIC RIGHTS of Queenslanders

To prevent the FORCED amalgamation of the Stanthorpe Shire and other Queensland Shires

To achieve the REPEAL of this repressive forced amalgamation legislation

*Strategic Planning Document  
&  
Action Plan 2007*

**ANTI AMALGAMATION ARMY  
STANTHORPE BRANCH**

**PREPARED BY:-**

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**4<sup>th</sup> September 2007**

## **Introduction**

At a meeting on Monday 27<sup>th</sup> August 2007, a group of concerned citizens of Stanthorpe met to discuss actions that may be taken to overturn the decision to amalgamate Stanthorpe Shire and Warwick Shire. The meeting workshopped some strategies that could be used to form the basis of a strategic planning document, and would form the basis of a presentation to the wider group on Thursday 30<sup>th</sup>. The information gathered on the night forms the basis of the next section in this document, and although it is in dot point form captures the essence of the feeling of the committee on the night. This document will expand on these issues as time progresses but in essence is a starting point and a method to record further meetings and the basis from which the Chairman can develop his agenda. This document will become a "live work in progress document".

## **Strategic Direction**

Notes were gathered on the night of 27<sup>th</sup> August and the meeting concluded that the following points were necessary to achieve a "Strategic Direction"

- Press Campaign
- Contact all Shires
- Communications
- Advertising calling for like minded people
- Mission Statement
- Mou
- Radio campaign
- Elect a Spokesperson
- Lobby Politicians – delegations
- Web Site
- Keep public informed
- E-Newsletter
- Open Letter to Peter Beattie
- Fighting Fund Target \$1,000,000
- RSL
- Referendum campaign
- Information releases.

The Committee met on the following Monday and began to collectively Group these Strategies so that an achievable action plan could be developed. It was agreed by general consensus that we needed to work immediately on what we could achieve now, and document and further document as more information came to light.

The action plan was documented and the earlier strategies were condensed into the plan.

## **ACTION PLAN**

It was agreed earlier that a fundraising team should form the basis of this strategy, and this team would advise if assistance was required as they formulated the strategy.

### **1. Fundraising**

- i.** Break down the list collected at the rally and use as the basis of the initial campaign
- ii.** Fundraising Committee to report back on further strategies by the next meeting.

### **2. Media**

Anne Lindsay has been appointed our advertising manager and will liaise with the president Malcom Balch as the need arises. Her input will form the basis of the media campaign. The following points form the basis of strategies that will be adopted as a live campaign.

- i.** Print Media Anne's Proposal here
- ii.** Television would be based on monies collected
- iii.** Rallies
- iv.** Web site was a method that all forms could be collated and would be controlled primarily by the Webmaster.
- v.** Telephone marketing would be used by all as a strategic tool.

### **3. Website**

Darryl Bartlet has designed a website with a url [www.saveourshires.stanthorpe.net](http://www.saveourshires.stanthorpe.net) . The website can be used to:

- i.** Market the cause
- ii.** Send an e-newsletter
- iii.** Collate minutes
- iv.** Inform the public by posting information releases
- v.** Advertise our Mission Statement
- vi.** Collect Data bases and store mailing lists
- vii.** Have other similar minded people contact us.

It is beneficial to have a regular e-newsletter and as such will require someone that is prepared to perform this task. For this task to achieve maximum impact it will need to be performed clinically and religiously on time. Someone will need to adopt this task. It was suggested that Trevor Cooper become involved as either moderator or assistant Web Master.

## **Anti Amalgamation Army**

It has been brought to the attention of the group that Bob Ansett has began the Anti Amalgamation Army and the group considers that rather than us trying to reinvent the wheel we should join forces and get behind this movement. Trevor Cooper and Malcolm will liaise with Bob and as events materialise the group can formulate new strategies. In the meantime the group recognises that AAA needs to:

- i.** Approach other Shires either through the council or through interest groups
- ii.** Use video conferencing, tele conferencing as methods of communications with these people and or groups
- iii.** Contact high profile people to join the campaign.
- iv.** Conduct strategic rallies as required
- v.** Acknowledge that Noosa may be the key as they are further down the track and better resourced than us.

## **Other Methods**

- i.** Promotions via core flute signs all over the district and other districts
- ii.** Use the political arena whenever possible especially the up coming federal elections.
- iii.** More strategic rallies

## Fundraising

<b>ITEM</b>	<b>DETAILS</b>	<b>ACTION REQUIRED:</b>
1.	Break down the list collected at the rally and use as the basis of the initial campaign	Peter Watters will report back to Malcolm and or next meeting
2.	Fundraising Committee to report back on further strategies by the next meeting.	
3.		
4.		
5.		

## Media

<b>ITEM</b>	<b>DETAILS</b>	<b>ACTION REQUIRED:</b>
6.	Print Media Anne's Proposal	Anne Lindsay
7.	Television	
8.	Web site	
9.	Telephone marketing	
10.		

## Website

<b>ITEM</b>	<b>DETAILS</b>	<b>ACTION REQUIRED:</b>
11.	Market the cause	
12.	Send an e-newsletter	
13.	Collate minutes,	
14.	Inform the public by posting information releases	
15.	Advertise our Mission Statement	
16.	Collect Data bases and store mailing lists	
17.	Have other similar minded people contact	

## Anti Amalgamation Army

ITEM	DETAILS	ACTION REQUIRED:
18.	Approach other Shires either through the council or through interest groups	Chris Wren to be contact spokesperson
19.	Use video conferencing, tele conferencing as methods of communications with these people and or groups	Malcolm's shop would be the most likely place for this to happen.
20.	Contact high profile people to join the campaign.	People who know these high profile personality to be nominated to make an approach. Bob Ansett, Billy Moore, Wayne Bennett,
21.	Conduct strategic rallies as required	
22.	Acknowledge that Noosa may be the key as they are further down the track and better resourced than us.	Vic and Trevor to travel to Noosa and meet with Bob.
23.	Bob Ansett	As above

## Other

<b>ITEM</b>	<b>DETAILS</b>	<b>ACTION REQUIRED:</b>
24.	Promotions via core flute signs all over the district and other districts	
25.	Use the political arena whenever possible especially the up coming federal elections.	
26.	More strategic rallies	
27.		
28.		

## CONTINGENCIES

<b>ITEM</b>	<b>DETAILS</b>	<b>ACTION REQUIRED:</b>
29.	Support Nationals to win the next election	
30.		
31.		
32.		
33.		