FRAMEWORK FOR THE FUTURE

Australian Men’s Shed Association

STRATEGIC PLAN

2017—2019
The Australian Men’s Shed Association was founded in 2007 as an organisation to provide support through the sharing of information to develop the Men’s Shed concept as a means of preventing social isolation amongst older Australian males.

The success of AMSA over our ten years of operation is reflected in the growth of the Men’s Shed movement both in Australia and internationally.

For AMSA, keeping pace with the growth of the movement has been a challenge. But we have risen to the task with enthusiasm to achieve our goals of promoting positive male health outcomes through providing places where men can contribute to their communities, and have a sense of belonging and meaningful purpose.

The experience and dedication of the people behind AMSA has been invaluable to the organisation’s success and to the positive growth of the Men’s Shed movement.

So, where to from here?

Our Framework for the Future has been developed in consultation with member Men’s Sheds, using data from our member surveys as well as the findings of our 2016 Siggins Miller evaluation.

A new strategic direction acknowledges the exponential growth of Men’s Sheds around the world, and the arising needs of the Men’s Shed environment.

This direction recognises that AMSA finds an evolved place in the Men’s Shed movement – operating across four key pillars—shed support, advocacy, men’s health, and giving—to continue our current services and grow our offer to make a positive impact for the benefit, development and sustainability of Men’s Sheds in Australia, and beyond.

Our Framework for the Future will see fresh challenges and opportunities emerge. With the number of new Men’s Sheds subsiding in recent years, our focus moves towards the sustainability of the movement and the facilitation of better health and wellbeing outcomes for men.

We will continue to develop new partnerships and funding opportunities, through which we are able to provide members with access to an ever increasing amount of resources and programs for the benefit of the shed, and shed members.

In addition to these sources of support, our core funding from the Federal Department of Health places AMSA and our Men’s Sheds on a firm footing for the future.

This Framework for the years ahead is diverse as it is ambitious, with health and wellbeing as well as sustainability being key priorities for us, we will see Men’s Sheds continue well into the future.

David Helmers
Executive Officer
Australian Men’s Shed Association
OUR VISION
Australian men have the opportunity to improve their health and wellbeing through participation in the Men’s Shed movement.

MISSION
To advance an effective Men’s Shed movement – strengthening communities and bringing men together to facilitate positive lifestyle choices and outcomes.
PILLARS

**Shed support** | We provide Men’s Sheds with resources and programs to support the practical operations of the Men’s Shed, as well as facilitating skills, knowledge and networks to enable those Men’s Sheds to thrive.

**Advocacy** | We act as a national voice and speak publicly on issues that affect and/or promote the interests of shedders, member Men’s Sheds and the Men’s Shed movement – in government, corporate Australia and the wider community.

**Men’s Health** | We form partnerships and deliver programs to enable positive health and wellbeing outcomes for men.

**Giving** | We give back to our members, and act to support our member Men’s Sheds (and their members) through giving, programs and services.

GOALS | 2017—2019

- Implement national initiatives and facilitate relevant education, research, activities and services for the benefit of shedders, member Men’s Sheds and the Men’s Shed movement.
- Promote positive male health and wellbeing outcomes for Australian men.
- Lead best practice standards for Men’s Sheds.
- Continue effective governance and operations of AMSA.
PRIORITIES

AMSA AS AN EFFECTIVE ORGANISATION

MEN’S HEALTH

SHED OPERATIONS

COMMUNICATIONS

PARTNERSHIPS

DIVERSIFY FUNDRAISING
In today’s competitive environment every organisation, including not for profits and associations, must operate effectively and efficiently to remain relevant and continue adding value to members and the community.

AMSA must ensure effective structures—inside and out—to support the delivery of services and the achievement of our goals.

With the right structures and roles in place, we will be in a position to monitor and demonstrate our performance.

The following objectives will be activated over the course of this strategic plan to provide frameworks for AMSA to act as an effective organisation:

1.1 Organisation Structure Review
1.2 People & System Capabilities
1.3 The Shed Network
1.4 Shed Support Volunteers
1.5 Measurement & Reporting

Priority 1.

AMSA AS AN EFFECTIVE ORGANISATION
1.1 Organisation Structure Review

With the size and geographical spread of the Men’s Shed movement and the logistical issues associated with the size of Australia, AMSA is required to provide support and service to member sheds nationally while operating within the tight constraints of the given budget.

AMSA’s organisational structure needs to be effective for the purpose of the work of the organisation meeting the needs of our stakeholders, compliance with legislative requirements and current best practice.

OBJECTIVE

Develop an organisation structure – including Board, employees and volunteer networks – suitable to providing best possible service and achieving strategic goals.

ACTIVITIES

- Review of AMSA’s governance and structure
- AMSA Board initiate changes that best meet organisation needs and will maintain the organisation as a unified body with a service delivery model that does not duplicate services through a centralised system
- Ensure adequate resources are allocated to developing a change management and implementation plan to

PERFORMANCE INDICATORS

- Findings of review implemented effectively, with minimal (if any) negative impact
1.2 People & System Capabilities

People are at the heart of AMSA’s service capacity and capabilities. AMSA must ensure employee and volunteer roles and responsibilities match new structures and organisational objectives, and that employees and volunteers have the resources they need to deliver on these objectives.

**OBJECTIVE**

Ensure employees and volunteers are positioned to deliver on strategic goals and operational service.

**ACTIVITIES**

- Review current employee and volunteer positions and associated roles/responsibilities
- Perform a capacity/capability gap analysis to identify any development or outsourcing requirements
- Identify and document core processes to ensure the delivery of core services and mitigate key person risk
- Review and enhance IT systems to support employees in their operational and strategic activities

**PERFORMANCE INDICATORS**

- All employees/volunteers have the capacity and capability to manage areas of responsibility
- Employees/volunteers understand their roles and responsibilities and how they contribute to the success of AMSA
- IT systems support employees/volunteers to efficiently and effectively perform their roles
1.3 Shed Support Volunteers

Regional based zone groups were conceived as a means of AMSA communicating and providing practical support to Men’s Sheds at the local level. Regional based AMSA representatives were appointed or elected to service the member sheds in the allocated area. These groups have evolved into a strong network supporting the immediate needs of member Men’s Sheds.

The responsibilities and titles of these positions will be reviewed to reflect changing needs of AMSA and avoid the misunderstanding of an elected representation role of member sheds.

OBJECTIVE

Roll out of nationwide network of “Shed Support Volunteers”. These volunteers will be trained AMSA representatives that will visit and liaise with sheds in their area, to provide on the ground assistance. Shed Support Volunteers will relay feedback, queries concerns and ideas to AMSA. Shed Support Volunteers will also assist in organising regional Men’s Shed events and programs.

ACTIVITIES

- AMSA to introduce the role of National Volunteer Coordinator to liaise, train and support Shed Support Volunteers
- Identify regional zone areas and recruit volunteers as AMSA representatives
- Roll out of the training package for Shed Support Volunteers

PERFORMANCE INDICATORS

- Trained Shed Support Volunteers
- Satisfaction rating of shed events run by volunteers
- Number of shed events run by Shed Support Volunteers
- Turnover of Shed Support Volunteers
### 1.4 The Shed Network

With the increased number of Men’s Sheds now operating throughout Australia and the combined experience gained complimented with numerous government, NGO’s and corporate entities wishing to work with Men’s Sheds, the role of the Men’s Shed network is increasingly vital to AMSA.

Improving the network and communications between sheds supported by AMSA is essential to the future sustainability of Men’s Sheds and aims to facilitate greater information sharing and collaboration between AMSA and member sheds.

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**OBJECTIVE**

Provide a platform for Men’s Sheds to communicate with other sheds so they can share skills, resources and experiences which is supported by AMSA and Shed Support Volunteers to ensure information provided is accurate and relevant to Men’s Sheds’ needs.

**ACTIVITIES**

- Support the development of regional based zones
- AMSA to provide support and develop resources for annual zone meetings
- Further support the linkages between member sheds and appropriate government, NGOs and corporate entities
- Provide opportunity for Men’s Sheds to participate in social media networks

**PERFORMANCE INDICATORS**

- Communication activities occurring between AMSA and member sheds on a zone basis
- A strongly supported scheduled calendar of regional events, meetings and activities
- Increased shed participation in social media communications
1.5 Research, Measurement & Reporting

Understanding the environment relevant to Men’s Sheds, measuring our performance and understanding our impact are all vital to the continued success of AMSA.

OBJECTIVE

Develop a program of internal and external research, review and reporting practices to measure and demonstrate organisation effectiveness.

ACTIVITIES

- Implement annual membership survey and report on findings
- Identify key success measures for quarterly reporting and performance measurement
- Introduce a biannual report as a means to keep all stakeholders informed of the performance and direction of AMSA.
- Develop program of research to identify issues relevant to shedders to inform operations and activities
- Introduce biennial report publication during Men’s Shed Week 2017 as a part of AMSA 10 year anniversary, and maintain on a biennial basis

PERFORMANCE INDICATORS

- Survey members and report on findings annually
- Regular internal reporting and review
- Reporting outcomes communicated to members and stakeholders at last annually
The Australian National Male Health Policy (2010) states male health in Australia can, and should, be improved but it can only happen if governments, health organisations, communities and individuals work together to take action.

When it comes to promoting health and wellbeing in a male-friendly environment, AMSA and Men’s Sheds have played a vital role in applying practical measures in achieving the expressed outcomes of the Male Health Policy.

Participation in Men’s Sheds has been shown to improve participants health and wellbeing by reducing their social isolation and increasing their social support network, as well as improved access to services and understanding of mental and physical health and wellbeing.

As an element of increasing health literacy amongst older males, AMSA introduced the Spanner in the Works? male health screening program and interactive website. The “Machine Man” image associated with the Spanner in the Works? program has become an effective and recognisable male-friendly brand associated with achieving the preventative goals of the Male Health Policy.

In recent years there has been a growing focus on the physical and mental health of men in Australia. Men continue to be a greater risk of a range of preventable conditions and the male life expectancy is notably shorter than that of women.

Working with male strengths through male-friendly initiatives such as Spanner in the Works? and environments like Men’s Sheds, we are positioned to make positive contributions in identifying ways to reduce the risk of poor health outcomes and take the opportunity to encourage men to make positive behavioural changes.

The following objectives will be activated over the course of this strategic plan to provide frameworks for AMSA to grow a presence in the men’s health space:

2.1 Grow Spanner in the Works? Offering
2.2 Grow Spanner in the Works? Reach
2.3 Active Participation in Men’s Health Week
2.1 Grow *Spanner in the Works?* Offering

Using the *Spanner in the Works?* platform, AMSA will look to grow the offer of programs and health information available to Men’s Sheds.

**OBJECTIVE**

Develop the *Spanner in the Works?* program and encourage Men’s Sheds to hold health events.

**ACTIVITIES**

- Continually develop new partnerships with health agencies relevant to the program
- Develop a variety of *Spanner in the Works?* packages and review associated manuals
- Actively promote *Spanner in the Works?* to Men’s Sheds
- Build initiatives to promote and address positive mental health outcomes in sheds
- Implement methods to actively collect information about how sheds are participating in the men’s health space, and conducting *Spanner in the Works?* events and attendance

**PERFORMANCE INDICATORS**

- New health partners and services as part of the *Spanner in the Works?* program
- Publication of associated manuals
- Increased participation of Men’s Sheds holding *Spanner in the Works?* events
- Increased mental health awareness and support programs delivered to Men’s Sheds
2.2 Grow *Spanner in the Works?* Reach

Using the *Spanner in the Works?* platform, AMSA will look to grow the reach of programs and health information to extend to the corporate and broader community.

**OBJECTIVE**

Broaden the *Spanner in the Works?* program through actively pursuing a larger market including participation at public and corporate events.

**ACTIVITIES**

- Develop an operational plan to conduct *Spanner in the Works?* programs at regional and capital events that have a large male attendance (eg. Regional Agricultural Shows, V8 Events, camping and fishing shows)
- Develop a broader marketing plan for *Spanner in the Works?* aiming to increase awareness of the program to the wider public
- Develop a group of *Spanner in the Works?* ambassadors as guest speakers with the skills and abilities to deliver men’s health effectively, compile a speakers network list
- Implement strategies to effectively capture statistical data on the number of external organisations conducting *Spanner in the Works?* events and attendance

**PERFORMANCE INDICATORS**

- Increased public awareness of the *Spanner in the Works?* brand
- Scheduled program of *Spanner in the Works?* external events
- Develop and provide access to directory of *Spanner in the Works?* ambassadors
2.3 Active Participation in Men’s Health Week

Men’s Health Week is an important international opportunity to participate in conversations about men’s health. Participation in this week is important as AMSA’s role in advancing men’s health and wellbeing becomes more hands on.

OBJECTIVE

Play a leading role in the promotion of Men’s Health Week 2018 & 2019.

ACTIVITIES

- Identify and form partnerships with relevant organisations to strengthen Men’s Health Week participation
- Actively work with Department of Health to promote key messages
- Develop a specific campaign to promote Men’s Health Week
- Develop ways for member Men’s Shed to actively participate in Men’s Health Week events and activities

PERFORMANCE INDICATORS

- Increased participation of Men’s Sheds in Men’s Health Week
- Significant media engagement for AMSA and shed activities
Priority 3.

SHED OPERATIONS

One of the four pillars of our organisation is to provide practical support to member Men’s Sheds throughout Australia, increasing the value of AMSA membership.

Through the provision of meaningful activities and the development of a sense of belonging, Men’s Sheds play a crucial role in the prevention of social Isolation amongst older males that results an overall improvement in wellbeing and health of participating males.

The AMSA has successfully provided support to Men’s Sheds since 2007. With almost 1000 member Men’s Sheds in 2017 this support, like Men’s Shed themselves, has continually developed to meet current needs, the Department of Health as well as our corporate partners, health partners and our responsibility to the general public in the provision of information about Men’s Sheds and where they are located.

The following objectives will be activated over the course of this strategic plan to provide frameworks for AMSA to ensure shed operations continue to improve:

3.1 Shed Resources
3.2 Regional Outreach
3.3 Insurance
3.4 Sustainable Men’s Sheds
3.1 Shed Resources

AMSA was founded to share information and knowledge across the Men’s Shed community. AMSA is committed to the continued provision and development of relevant and valuable resources for Men’s Sheds, and for business, government, organisations and local communities working alongside Men’s Sheds.

OBJECTIVE

Provide direct support to AMSA Men’s Sheds, and information to the general public in support of member sheds.

ACTIVITIES

- Review the definition of a “Men’s Shed” and develop a compliance checklist
- Develop a Self assessment tool for Men’s Sheds to assist them in implementing best practice in compliance of the definition of a Men’s Shed (and AMSA member).
- Audit all existing support documentation ensuring that all information provided contains:
  - Language that is understandable to Men’s Sheds
  - Up to date with the current needs of Men’s Sheds
  - Compliant with current legislative and legal requirements

PERFORMANCE INDICATORS

- A compliance standard that protects the Men’s Shed brand
- Member sheds achieving standards that meet expectations of members as well as the general public
- AMSA publications are of a high standard and of benefit to member sheds
- All AMSA member sheds are:
  - Inclusive to all men
  - Focused on social as well as practical activities
  - Self sustainable (without becoming commercial competitors or business focused)
3.2 Regional Outreach

Regional outreach is vital to the success and sustainability of Men’s Sheds – particularly in rural and remote Australia. A program of activities to connect Men’s Sheds and to connect men with sheds, will ensure better accessibility to information and social networks, as well as promoting positive health and wellbeing outcomes for men and communities.

OBJECTIVE

Develop a consistent schedule of regional events and programs utilising networks to develop sheds and reduce exposure to risks of misinformation.

ACTIVITIES

- Develop a regular program of regional Men’s Shed gatherings through zones as an effective method of communication and provision of services related to Men’s Sheds and men’s health
- Encourage sheds to apply for funds to deliver regional events that engage Men’s Sheds as well as the general public
- Apply a regular program of shed visits by AMSA staff to provide face to face support and improve AMSA relations with Men’s Sheds by addressing all Men’s Shed members as well as the management committees

PERFORMANCE INDICATORS

- Increased number and frequency of organised and AMSA supported Men’s Shed gatherings and events
- Improved communications and provision of support
- Increased awareness in the community of the objectives and contributions of Men’s Sheds
3.3 Insurance

It is within our remit to help Men’s Sheds ensure they are specifically covered financially in the event something goes wrong or someone is injured. AMSA will always negotiate the best cover and rates in the best interests of Men’s Sheds and their members.

OBJECTIVE

Provide the most comprehensive insurance package for Men’s Sheds, that mitigates Men’s Sheds and their members’ exposure to risk.

ACTIVITIES

- Ensure that all sheds not subscribed to the AMSA Insurance Policy meet AMSA’s insurance standards before being admitted membership
- Maintain a Group Insurance Scheme that is transparent and specifically tailored to the needs of Men’s Sheds
- Ensure costs are maintained as affordable to Men’s Sheds
- Distribute frequently asked questions regarding our insurance packages and market comparisons
- Encourage all sheds to have adequate health and safety policies in place

PERFORMANCE INDICATORS

- Implement a membership compliance testing process
- Increased awareness and understanding of AMSA policy details
- Growth of policy subscriptions
- Maintaining an acceptable level of preventable claims
3.4 Sustainable Men’s Sheds

The sustainability of individual Men’s Sheds is a challenge due to a variety of factors. In order for Men’s Sheds to continue to positively impact communities and achieve health and social benefits for Australians, AMSA will continue to grow an offering of information and activities to support longevity.

OBJECTIVE

Deliver information and activities to assist Men’s Sheds in their efforts to become financially sustainable.

ACTIVITIES

- Provide comprehensive information to Men’s Sheds on appropriate funding opportunities
- Identify and engage national corporate partners
- Communicate fundraising initiatives
- Develop the National Mens Shed Art Union (see Priority 7) to assist sheds in fundraising
- Continue the National Shed Development Programme
- Develop financial management tools catering directly to the needs on Men’s Sheds
- Continue to provide sheds with guidelines on effective shed management systems, including succession planning
- Develop and implement actions to assist Men’s Sheds in attracting and retaining membership

PERFORMANCE INDICATORS

- Increase in successful fundraising activities within Men’s Sheds
- Application of grant programs not developing a grant reliant culture with Men’s Sheds
- Improved shed financial management processes
- Improved shed management and succession planning
- Improving Men’s Shed member retention
With almost 1000 Men’s Sheds throughout Australia, communications are a vital component of AMSA operations. With the limitation of available resources and the logistical issues associated with geographical distances and the demographics of Men’s Shed members, provision of communications and active engagement are extremely challenging.

Providing and maintaining consistent communications with Men’s Sheds and sheds then conveying information to the individual members is vitally important. This needs to be addressed effectively using language that supports our goals and is easily understood, delivered across multiple channels in order to be heard and actioned.

This is equally important to AMSA communications with other stakeholders such as our government, corporate, health and community partners to promote the benefits of the Men’s Shed movement and to raise the profile of AMSA.

The following objectives will be activated over the course of this strategic plan to provide frameworks for AMSA to establish and monitor effective communication practices and outcomes:

4.1 Communications between AMSA & Men’s Sheds
4.2 Men’s Sheds in the media
4.3 Web Presence
4.1 Communication between AMSA and Men’s Sheds

Effective communication practices and methods are vital to ensure that sheds are kept fully informed of all relevant new and information, and that the communications lines between AMSA and Men’s Sheds is effective in both directions.

OBJECTIVE

Utilise available channels and methods to improve the communications between AMSA and Men’s Sheds, ensuring the distribution of accurate information that is beneficial to Men’s Sheds.

ACTIVITIES

- Production and distribution of ‘The Shedder’ monthly newsletter as well as specific email news alerts for high priority information
- Actively seek Men’s Shed participation in developing content
- Develop a program of activities to facilitate conversations between sheds
- Develop and implement organisation narrative and language to support organisational goals and priorities
- Introduce ways to communicate directly with shedders
- Provide information that is directly relevant to the interests of shedders
- Establish a program of communications and events to position AMSA as a visible presence across all key stakeholder groups and the broader community

PERFORMANCE INDICATORS

- Increased distribution of the AMSA Newsletter containing shed relevant information
- Actively engaging in communications with and between Men’s Sheds
- Implementation of a program of AMSA shed visits and regional shed gatherings
4.2 Men’s Sheds in the Media

The profile of Men’s Sheds and AMSA has increased since 2007, the maintenance and improvement of the media profile of AMSA and Men’s Sheds, and social and health benefits, is important to increasing corporate and community awareness and support of the Men’s Shed movement.

With the role of Men’s Sheds and the associated advancement of male health outcomes becoming more pronounced, media interests has increased. Maximising this interest will increase the profile of AMSA and Men’s Sheds and assist in achieving our goals to secure future government and corporate funding.

OBJECTIVE

Develop a PR/Marketing Strategy to support increased media attention and the delivery of AMSA driven messaging to the broader community.

ACTIVITIES

- Maintain an active social media presence with regular postings and monitoring
- Increase engagement through our social media by sheds and shedders
- Develop a press release strategy covering Men’s Sheds as well as male health issues
- Where possible, act as a conduit between Men’s Sheds and major media outlets
- Develop closer relationships with main stream media in order to create more opportunities for positive media exposure
- Explore opportunities for future CSA advertising for both Men’s Sheds and Spanner in the Works?
- Explore possibilities for both print and TV media features (including major print publications features, TV productions)
- Explore the possibility of engaging high profile personalities to act as ambassadors for Men’s Sheds

PERFORMANCE INDICATORS

- Increase in social media profile, social media followers and contributors
- Regular media coverage of Men’s Shed and male health events
- Development and airtime of a new CSA and feature productions
- Engagement of AMSA ambassadors
4.3 Web Presence

The AMSA Website is the primary contact point for the community seeking Men’s Sheds. The website is also established as our facility for disseminating information to member sheds.

Expanding and enhancing the content and visibility of the AMSA and the *Spanner in the Works?* websites as a portal to Men’s Sheds as well as male health environments.

**OBJECTIVE**

Review AMSA and *Spanner in the Works?* websites to ensure effective presence, content and linkages.

**ACTIVITIES**

- Maintain the AMSA website visibility with searches related to relevant keywords utilising Google Adwords campaigns and linkages
- Maintain up to date information on website content including documents and resources located within the members only section
- Utilise the website for prompting partnerships
- Ensure that the Shed Locator page is accurately with up to date information on AMSA member sheds
- Provide relevant linkages to health partners, affiliated international Men’s Shed associations and government partners
- Review website content and usability

**PERFORMANCE INDICATORS**

- Increased web traffic using Google Analytics to gauge effectiveness of the AMSA website and traffic between linkages
- Member use of the resources located within the members only section
- Positive member feedback on the content of the website
Effective partnerships and sponsorships are key to the ongoing delivery of AMSA events, programs and activities. Partnerships with health, corporate and community organisations, as well as government and government bodies, are important to the success of AMSA.

Priority 5.

PARTNERSHIPS
OBJECTIVE

Develop a structured and strategic approach to partnerships for health, community, corporate and government organisations.

ACTIVITIES

- Define levels and categories of partnerships
- Develop a structured approach to health, community, corporate and government partnerships
- Continue to foster relationships with international associations and Men’s Sheds
- Deliver partnership with National Seniors
- Connect businesses with Men’s Sheds
- Act as a collective voice for sheds to government/Government bodies, corporate organisations and community bodies

PERFORMANCE INDICATORS

- Structured program of partnerships
AMSAs primary source of funding is drawn from the Federal Department of Health driven by the findings of the 2010 Male Health Policy. This funding includes $800,000 annually to provide direct financial support to Men’s Sheds by means of grant funding through the National Shed Development Programme (facilitated by AMSA).

Funding is also acquired through sponsorships and partnerships to deliver specific programs and activities for member Men’s Sheds.

Despite generous corporate sponsorships and Department of Health funding, AMSA operates on a tight budget to deliver valuable services and programs to the Australian Men’s Shed movement. To enhance the sustainability of AMSA, and AMSA-led services, events and programs, it is important to look at other sources of income generation and funding.

Additionally, AMSA discourages a grant reliant culture across Men’s Sheds, and therefore we look to introduce opportunities for member sheds to fundraise within the constraints of a not-for-profit community-based organisation and the definition of a Men’s Shed.

The following objectives will be activated over the course of this strategic plan to provide frameworks for AMSA and member Men’s Sheds to generate fundraising opportunities from a variety of sources:

6.1 National Art Union
6.2 Workplace Giving
6.3 Flagship Fundraising Events
6.1 National Art Union

Men’s Sheds have reported (AMSA Membership Survey 2013 & 2017) that they require further funding options, although sheds are resourceful and develop unique initiatives they also have a track record in fundraising through local raffles.

OBJECTIVE

Provide member Men’s Sheds with further capacity to raise revenue by introducing a Father’s Day biennial national Art Union offering a profit share arrangement for shed based ticket sales.

ACTIVITIES

- Develop a concept for Art Union to approach sponsors and launch at conference (for 2020 delivery)
- The Art Union will run every second year (in a non-conference year)
- Determine profit share arrangement with sheds
- Develop a marketing pack for purchase by sheds
- Open to AMSA member sheds only
- Implement ticketing system
- Attractive prize package and marketing support will be offered for shed participation on a sharing ticket sales income with AMSA.

PERFORMANCE INDICATORS

- Attract range of high quality prizes within theme
- Provide member sheds with an effective fundraising stream through participation in ticket sales
6.2 Workplace Giving

Workplace giving is a voluntary joint relationship between employers, employees and charities or not-for-profit organisations. Individuals make small, regular donations out of their pre-tax salary to a selected organisation each pay day. Workplace giving is an alternative income stream for division between AMSA services and programs and the AMSA Charitable Foundation.

OBJECTIVE

Establish a workplace giving program to market to national corporate organizations with a key relevance to any or all aspects of the Men’s Shed movement.

ACTIVITIES

- Develop a workplace giving information pack for potential partners
- Identify corporate partners and market the potential of a new (or integration within an existing) workplace giving program
- Develop annual workplace giving reporting for corporate partners

PERFORMANCE INDICATORS

- Establish a workplace giving program with at least three corporate partners
6.3 Flagship Fundraising Events

Flagship fundraising events targeted to the business and broader community raise both profile and funds to support the growth of AMSA and AMSA programs.

OBJECTIVE

Establish a suite of flagship fundraising events run by AMSA to attract funding and donations from businesses and individuals in the community.

ACTIVITIES

- Identify key relevant dates and opportunities for flagship events – Men’s Health Week and Men’s Shed Week
- Develop event templates and approach sponsors

PERFORMANCE INDICATORS

- Deliver two (2) flagship fundraising events per year