



BALLARAT AND QUEEN'S OLD
GRAMMARIANS' ASSOCIATION

2024-2026 Strategic Plan

Introduction

The Ballarat & Queens Old Grammarians' Association was formed in 1974, shortly after the amalgamation of Queen's Church of England Girls Grammar School and Ballarat Grammar School to form Ballarat and Queen's Anglican Grammar School. The Association connects our network of more than 11,000 Old Grammarians spread across the globe through events and initiatives that align with their shared values and aspirations. It fosters good fellowship amongst the former students of all schools which came together to make up the School as it is today:

- Queen's College,
- Queen's Church of England Grammar School,
- Ballarat Church of England Grammar School, and
- Ballarat and Queens Anglican Grammar School.

The Association is the only official link between the School and its former students; providing active leadership for those fellow students who wish to make a positive contribution in the development of the School. Through nomination of representatives to the Board of Management of the School and to the Ballarat and Queens Anglican School Foundation, along with collaborative work, the Association also preserves the rich heritage of the School and its predecessors. To actively encourage present students at the School, the Association provides scholarships, bursaries, and other appropriate awards and recognition of their efforts.

Core Values

EMPOWERMENT

Providing opportunities for fellow alumni to engage with the Association and School, along with opportunities for current students to achieve excellence.

INTEGRITY

Consistent, ethical behavior and responsible decision-making while operating transparently on behalf of members under the Associations Incorporated Act, 1981.

Mission Statement

To create a vibrant and engaged alumni network by fostering connections, providing meaningful programs and resources, and promoting philanthropy that strengthens our school community and empowers future generations of Old Grammarians.

Vision Statement

To inspire a shared sense of purpose and pride in past students which encourages engagement with the life of the School, ensuring its continued wellbeing through the communion of collegiate life.



Strategic Goals and Objectives

GOAL 1: STAYING CONNECTED

Launch a redesigned BQOGA webpage by December 31, 2024, that significantly improves user experience and online engagement.

STRATEGIES & ACTION ITEMS:

- Conduct user research to better understand alumni needs and expectations for the website:
 - o Is easy to find, provides core details about the Association and its activities, Is a platform to easily express interest and update details and subscriptions via self-service, and
 - o Links to other relevant platforms.
- Develop a clear project timeline with milestones for content, design, development, and implementation.
- Ensure the redesigned webpage is mobile-friendly and accessible on various devices.
- Promote the launch of the new website to alumni through multiple channels.

EVALUATION & MONITORING:

- Track the number of page visits
- Track the update of details through self-service
- Annually review effectiveness of webpage

IMPLEMENTATION PLAN:

Resources required:

- Committee time and expertise in developing content for website,
- Support from School MarComms team to inform best practice and implement website changes, and
- Support from School Development team to connect with wider alumni community and to inform them of updates.

Committee to develop a Timeline for implementation and assign ownership for action items at Committee Meetings.

GOAL 2: VOLUNTEERING AND VISIBILITY

Increase the impact and value of BQOGA volunteer support to the School by 20% within the next two years.

STRATEGIES & ACTION ITEMS:

- Enhanced reunion presence: Develop a plan to ensure a consistent BQOGA presence at reunions and volunteer activities, by the end of 2024 (assign committee members for attendance).
- Heritage Football Match participation in 2024:
 - o coordinate branded BQOGA photo folders to present printed team photos to 1st XVIII teams, and
 - o organise hot beverages to provide for spectators at matches.
- Heritage Football Match participation in 2025:
 - o liaise with School to determine 2025 match dates,
 - o work with Development team to organise drinks and canape events in the Rintel to celebrate matches, and
 - o develop and communicate with mailing list of previous senior football/1st XVIII teams.
- Merchandise strategy: Review current items and survey satisfaction of association members. Develop promotion strategy for existing merchandise.
- Conduct surveys among volunteers and School staff to assess the value and effectiveness of BQOGA's support.
- Partner with the School to identify areas where BQOGA volunteers can provide the most significant impact.

EVALUATION & MONITORING:

- The number of volunteer hours contributed by BQOGA members at School events and the number of School events supported by BQOGA volunteers.
- The number of Old Grammarians participating in BQOGA's mentoring program (mentors and mentees).
- Positive feedback received from the School regarding BQOGA's volunteer support.
- Evaluate the impact of recommendations for Heritage Football Matches based on alumni feedback or participation data.
- Track sales or interest in new merchandise offerings.

IMPLEMENTATION PLAN:

Resources required:

- Committee time and commitment to plan and attend events, develop and review survey content, and partner with the school in volunteer capacity.
- Support from School in coordinating Heritage Matches and providing access to Rintel space (catering possibly).
- Support from School Development team in Mentoring program, event logistics, developing guestlists and communicating with appropriate alumni.
- Support from School Development and MarComms teams to promote merchandise sales.

Committee to develop a Timeline for implementation and assign ownership for action items at Committee Meetings.



GOAL 3: YEAR 12 OUTREACH AND ALUMNI PIPELINE

Increase Year 12 student awareness of BQOGA by the end of the 2025 school year, while strengthening connections and fostering a sense of belonging among graduating students.

STRATEGIES & ACTION ITEMS:

- Identify and create opportunities for Year 12 students to connect with current alumni mentors or young alumni representatives.
- Revise the Year 12 leavers' letter: The letter will be updated to highlight the value proposition of BQOGA membership, upcoming events, and mentorship opportunities.
- Investigate preparation of a hard copy Year 12 cohort photo in a branded BQOGA folder as a gift to new alumni.
- Increase awareness of the BQOGA Leavers Award: Develop strategies to promote the award to Year 12 students and the broader school community.
- Collaborate with the School administration and Year 12 team to find opportunities in the school calendar for BQOGA to support School events.
- Leverage social media platforms to connect with Year 12 students and promote BQOGA.
- Survey Year 12 leavers to find out how BQOGA can support them.

EVALUATION & MONITORING:

Conduct surveys among graduating students to gauge their awareness of BQOGA and their perception of its value.

Monitor website traffic or social media engagement metrics related to the Year 12 outreach program.

Track attendance at School events and interactions with current students.

RESOURCE ALLOCATION:

Resources required:

- Committee time and commitment to plan and attend events, develop and review survey content, and partner with the school.
- Support from School in identifying collaborative opportunities.
- Support from School Development and MarComms teams to promote School events and BQOGA Awards.

Committee to develop a Timeline for implementation and assign ownership for action items at Committee Meetings.