

Strategic Plan

Towards 2026



Australia Day
Council of
Western Australia

Acknowledgement of Country

Auspire - Australia Day Council WA acknowledges our First Australians, the traditional custodians of country throughout Western Australia. We recognise their contribution, their continuing culture and connection to land, waters and community; and we pay our respect to their elders past, present and emerging.



We respectfully advise this document may contain names and images of Aboriginal and Torres Strait Islander peoples who have passed away.

Foreword

Auspire - Australia Day Council WA, is pleased to present this strategic plan, *Towards 2026*.

Since 1977, Auspire - Australia Day Council WA has had a steadfast commitment to fostering belonging and encouraging active participation in Australian citizenship. We have consistently envisioned a future where every member of the Australian community feels valued and connected, and our objectives have never changed.

- To encourage truthful reflection and acknowledgement of our history and diverse heritage.
- To champion respect for difference and coming together.
- To recognise inspiring role models that make positive contributions to our communities.
- To promote the Australian values of fair go, mateship, inclusion and respect.

This strategic plan has been developed across four key focus areas, that we believe will assist our goal for a national identity recognised for celebrating diversity, embracing inclusivity, and nurturing a profound sense of belonging for all Australians.

No matter where each of our personal Australian stories began - whether it was over 65,000 years ago, or a connection to our colonial past, or one of the many waves of migration that have helped build our nation, or as recent as today as a new Australian pledging your citizenship - we share a common future that we will create together.

This plan, *Towards 2026*, sets forth our strategy to grow capacity for inclusion through our programs, which provide opportunities for training, community development, empowerment, and respectful dialogue. Plus through our awards, which identify and promote role models, let diverse voices be heard, and create platforms for thought leadership.

Join us as we embark on this next stage of our journey, inspiring all Australians to embrace active citizenship and cultivate a national identity that we may all be proud to be a part of. Together, we can build a society where every individual finds belonging and where active citizenship paves the way to a brighter and more prosperous future.

Bradley Woods
Chairman

Morgen Lewis
Chief Executive Officer



About Us

Auspire is the Australia Day Council of Western Australia, a member-based association and registered charity. We are an independent, non-government organisation operating as part of the national network of eight State and Territory Australia Day Councils and the National Australia Day Council.

Our Purpose

Auspire's purpose is to acknowledge and celebrate Australia's engaged community members, problem solvers and positive change-makers who inspire active citizenship in others.

Whether born in Australia or choosing to become an Australian Citizen, active citizenship is about getting involved in the community and displaying behaviours and values that unify us as a nation. Values such as respect, inclusion, mateship and fair go can help create a sense of belonging and a unified national identity we can all be a part of.



Our Programs and Awards

Throughout the year, Auspire delivers programs and initiatives that promote active citizenship; identify, celebrate and promote people who are delivering community-strengthening outcomes; and grow our communities' capacity for social and cultural inclusion. These include:

- Australian of the Year Awards
- Community Citizen of the Year Awards
- Aussie of the Month Awards
- Auspire Ambassador Program
- Inspiring Australians' leadership forums and events
- Multicultural Leadership Program
- Aboriginal Cultural Awareness and Understanding training
- Intercultural Diversity and Inclusion training
- Understanding Civics and Citizenship workshops and forums

"I have never felt more Australian than during the months that followed the Australian of the Year Awards."

– Theresa Kwok, 2023 WA Senior Australian of the Year



Our Vision

We have a vision that Australia will be recognised as a socially and culturally inclusive society, where people feel a sense of belonging and a desire to contribute.

Our Mission

We seek to create pathways and grow capacity through our programs, initiatives and awards, by promoting role models, and engaging with the community to build connections and collective influence.

Our Values

Respect

We honour people's stories and achievements and provide a platform to amplify their influence.

Integrity

We act with transparency. We reflect honestly about our history and facilitate open dialogue about Australia's future.

Inclusiveness

We value all people for who they are, so that they may share a sense of belonging to our national identity.



Our Strategic Priorities

To achieve our vision and purposefully execute our mission we have identified four strategic priorities to guide our work and focus our efforts towards 2026.



Strategic Priority one



Develop community capacity for cultural diversity and inclusion.

Goal 1

Emerging CaLD leaders have opportunities to develop networks and inspire others.

Goal 2

Growth in awareness and understanding of First Nations' culture, belief systems and impacts of colonisation.

Goal 3

Be recognised as a trusted partner for advice and support for cultural diversity, inclusion and belonging.



“Auspire’s cultural diversity and inclusion initiatives have opened doors for my growth, granting me unparalleled opportunities for professional development.”

– Cema Santos,
Scholarship Participant,
Multicultural Leadership Program

Strategic Priority two



Foster thought leadership that helps shape our national identity.

Goal 1

A network of Ambassadors and Awards Alumni who advocate for Auspire's vision and mission.

Goal 2

Public conversations on relevant matters of national importance are simulated and activated.

Goal 3

Regional communities are engaged, involved and participate in Auspire's awards and events.

"I'm pleased to support Auspire's goal for broader community engagement, awareness and understanding of Aboriginal culture."

**– Danny Ford, Principal
Kambarang PTY LTD**



Strategic Priority three



Expand reach and engagement with our Awards.

Goal 1

Australian of the Year Awards (WA) attract high-quality nominations, finalists and recipients.

Goal 2

Community Citizen of the Year Awards are future-proofed and sustainable.

Goal 3

Aussie of the Month Awards are nationally recognised as the premier, primary-school student awards.



“Aussie of the Month encourages our students to be active citizens, whilst supporting our humanities and social sciences curriculum.”

– Louise Carroll, Principal,
Somerly Primary School

Strategic Priority four



Build the organisation's resilience for sustainability.

Goal 1

Clear, credible and valued brand positioning.

Goal 2

Engaged and active Membership, which advocates for and partners with our programs and events.

Goal 3

Nurture and protect reserves for times of need.

Goal 4

High-functioning Board leadership and senior management.

“Being named a Young Community Citizen of the Year launched GOSAC on a trajectory towards greater awareness and impact.”

– Dean Morris, Founder, Give Our Strays a Chance





Australia Day
Council of
Western Australia



For further information, contact the
Chief Executive Officer.
Auspire - Australia Day Council WA
PO Box 33 Nedlands WA 6909
Phone: 0499 111 944
Email: admin@auspire.org.au

Joint Patrons

His Excellency The Honourable
Chris Dawson AC APM,
Governor of Western Australia,
and Mrs Darrilyn Dawson

Vice Patron

The Honourable Roger Cook,
Premier of Western Australia

Auspire is proud to support a First Nations' business for the printing of this brochure.

