

STRATEGIC PLAN FOR

5/7 BATTALION (MECHANIZED), THE ROYAL AUSTRALIAN REGIMENT ASSOCIATION 2015-2020

18 JANUARY 2015

Introduction

In 2002 Matthew Travis was living in Sydney, and on ANZAC Day he was in the city, and as a veteran of INTERFET in 1999, he wanted to march. He was a 5/7 RAR (MECH) man and proud of it, so if he could not march under the 5/7 RAR (MECH) Association banner, he wasn't marching at all. This was a similar experience for many of us that year. As he walked around the city to the Rocks, he ran into numerous ex 5/7 RAR (MECH) soldiers who were also unwilling to march under someone else's banner. Over a few beers it was decided to form an association to represent 5/7 RAR (MECH), for ANZAC Day, to get mates together and to provide a support network. Every other RAR Battalion seemed to have an association so why couldn't 5/7 RAR (MECH)?

So through word of mouth, advertising in papers, ringing and emailing the first meeting was held at Moorebank Sporties Club in 2002 and the Association was formed. In 2003 members marched under the 5/7 RAR (MECH) Association banners for the first time on ANZAC Day. The Association owes a great legacy to its founding President, Mr Tony Blake, an ex-7 RAR member who, having never served in the Battalion offered his assistance to establish the Association. The Association then grew and went on to become a National Association under Ross Langford's leadership.

The intent for the association was for everyone who had served in the Battalion, no matter what era, job or corps, to have an association to call their own, catch up with their mates and to look out for each other.

Aim

This strategic plan sets out the plan for the association 2015-2020 and sets the longer term strategy for 2020-2030.

5/7 RAR Association Committee

The 5/7 RAR Association Committee elected 6 December 2014 (and subsequently supplemented throughout 2015) is made up of the following positions and appointments:

- President - Steve Brumby
- Vice President - Ross Langford
- Secretary - Matthew Travis
- Assistant Secretary - Greg Bond
- Treasurer - Matthew Shea
- Assistant Treasurer - Mark Wicks
- QLD Representative – Ross Langford
- NSW Representative - James Thorpe

- ACT Representative – (Greg Bond)
- Victorian Representative – Dwayne Henley
- Tasmanian Representative – Ric Rees
- SA Representative – Paul Jordan (subsequently replaced by Chris Shannon)
- NT Representative – TBC
- WA Representative – Matthew Shea
- Membership officer – Matthew Travis
- Webmaster / social media / communications manager – Trent Smith

It is proposed that a representative is also identified to represent the interests of the decades of the battalion:

- 1970's Representative –
- 1980's Representative –
- 1990's Representative –
- 2000's Representative –

Nominations will be called from Association members to fill the role of era representatives. The era representatives would represent the views of that era and ensure the capture of the history of their era.

Sub committees for the purpose of organising specific events, reunions, memorials or special projects will be formed as required.

Note: INTERFET/UNTAET Battle group 20 year Reunion is proposed to be in Dili ANZAC Day 2020. A subcommittee would be authorised by the committee to arrange the event. Another example would be a Steering Committee for the writing of the Battalion Official History would be a subcommittee of the Association.

Aims of the Association

The objects of the Association are to:

- perpetuate the close bonds of comradeship and esprit de corps created by service in the 5th/7th Battalion, The Royal Australian Regiment;
- guard the good name and preserve the interests of the Battalion;
- preserve the memory of those who died on service with the Battalion;
- provide referrals to relevant welfare agencies and/or welfare advice to Association members who request or require it;
- support any successor battalion(s) to the Battalion, in whatever way is practical and appropriate for the Association;
- watch over the interests of members and dependants of deceased members and to help those of them requiring assistance;
- promote and provide facilities for re-unions and social events for members and their families, dependants and descendants of deceased members;
- become a Registered Charitable Organization should it become desirable to do so consistent with and in furtherance of the objects of the Association;
- raise monies by lawful means and receive gifts of any nature and / or bequests to be used in furtherance of the objects of the Association; and

- make donations to any worthy cause consistent with the objects of the Association.

Membership of the Association

Membership of the association should be extended to all corps and services who served on the unit strength either as a member of the posted unit establishment in Australia or as a member of a battle group or combat team commanded by a battle group headquarters or combat team based on 5/7 RAR unit or subunit. Membership should also be extended to civilian agencies assigned to the unit or subunit.

It is proposed to heighten the profile of the association through several means as outlined below. Additionally the President will correspond directly with high profile ex battalion members such as the Governor General to seek their support and patronage via honorary membership.

Association Routine and Memorial Events

In order to establish a Battle Rhythm for the Association and the Committee the following yearly reoccurring dates are proposed:

DATE	EVENT	ASSOCIATION
1 March	Army Birthday	Membership renewal date.
21 April	Memorial 2 LT M.J. Jorgensen	
25 April	ANZAC Day	State marches and reunions. A method of subsidising attendance of financial members to be investigated. Distribution will be via state reps.
4 May	Memorial L/CPL W.R. Barnfield	
23 May	Memorial PTE P.A Wallpole	
27 June	Memorial PTE J.P. Wilts	
1 Jul	New Financial Year	
23 September	Memorial Malaysia Accident	
4 November	Memorial CPL B Taylor	
23 November	Regimental Birthday	
3 December	5/7 RAR (MECH) Birthday	AGM, State Drinks and Christmas Parties Association Report and Newsletter

Table 1-Association Routine Events..

Significant Events

A list of significant events that are important to the four Eras of the battalion is proposed. This will allow for the association to plan to rally the association around significant events. It is proposed that we celebrate 10 year, 15 year, 20 year, 30 year, 40 year 50 year Anniversaries of the significant events. Significant events will be open to attendance by financial and non-financial members with a discount offered to financial members of the association.

Membership of the association will be rewarded whilst no one will be excluded if they are not a member. For example a dinner might be \$70 for members and \$100 for non members

The 5/7 RAR (MECH) significant events to be celebrated as a Battalion are proposed as:

Significant Event	Year	10 Years	15 years	20 Years	30 Years	40 Years	50 Years
Linking parade	1973						2023
Cyclone Tracey	1974						2024
Mechanisation Trials	1976					2016	2026
Hilton Bombing	1978					2018	2028
Full Mechanisation	1985				2015	2025	2035
Bicentennial Tattoo	1988				2018	2028	2038
Move to Robertson Barracks	1999			2019	2029	2039	2049
INTERFET	1999			2019	2029	2039	2049
Operation RELEX Defence of Australia	2001		2016	2021	2031	2041	2051
UNTAET	2002		2017	2022	2032	2042	2052
SECDET	2003		2018	2023	2033	2043	2053
RAMSI	2004		2019	2024	2034	2044	2054
AMTG I	2005	2015	2020	2025	2035	2045	2055
AMTG II	2006	2016	2021	2026	2036	2046	2056
OOBG II	2006	2016	2021	2026	2036	2046	2056
RTF 1	2006	2016	2021	2026	2036	2046	2056
Delinking Parade 2006	2006	2016	2021	2026	2036	2046	2056

Table 2-Significant Events List. The significant events list has aims to capture significant events from each era of the battalion and the events would be guided by Era Representatives. This list is not exhaustive and should be viewed as a starting point for the Era Representatives.

Proposed Calendar

From the significant event table and in recognition that we wish to rapidly grow the Association membership the following calendar is proposed:

DATE	EVENT	LOCATION	ASSOCIATION
2015	ANZAC Day	Adelaide	AMTG I - 10 Years INTERFET/UNTAET All Tours - 15 Years Full Mechanisation – 30 Years
2015	Battalion Birthday	Singleton	AGM and Colour Viewing at Singleton
2016	ANZAC Day	Darwin	IRAQ Reunion All Tours – 15 Years Border Protection / Defence of Australia All Tours – 15 Years
2016	Battalion Birthday	Sydney	AMTG II – 10 Years OBG II – 10 Years RTF I – 10 Years Delinking – 10 Years Mechanisation Trial 40 Years
2017	ANZAC Day	Melbourne	UNTAET – 15 Years (A Coy Melbourne recruited)
2018	ANZAC Day	Brisbane	SECDET All Tours 15 Years.
2018	Hilton Bombing	Sydney	Bicentennial Tattoo – 30 Years Hilton Bombing – 40 Years
2019	ANZAC Day	Darwin	RAMSI / All Peacekeeping– 15 Years Move to Darwin – 20 Years INTERFET – 20 Years
2020	ANZAC Day	Dili	INTERFET / UNTAET All Tours – 20 Years
2021	ANZAC Day	Sydney	IRAQ Reunion All Tours - 20 Years Border Protection / Defence of Australia All Tours – 20 Years
2022	ANZAC Day	Canberra	

DATE	EVENT	LOCATION	ASSOCIATION
2023	ANZAC Day	Hobart	
2023	Battalion Birthday	Sydney	Linking – 50 Year Celebration
2024	ANZAC Day	Perth	
2024	Cyclone Tracey	Darwin	Cyclone Tracey 50 Year Memorial Participation.
2025	Battalion Birthday	Sydney	Full Mechanisation – 40 Years

Table 3- Proposed Calendar. The aim of this calendar to is allow for maximum participation and so some dates have been adjusted to fall on similar dates that way only one subcommittee needs to be formed for the event.

Communications

In order to grow the Association it is essential that we communicate effectively.

- **Website**

A new website will be built in Q1 2015 that is easy to use and protects all the content of the existing site whilst being new and vibrant.

A key deliverable of the new website will be an automated online membership and merchandise purchasing process that will make becoming a member and tracking the financial nature of members easier.

- **Social Media**

Social media should be used to drive traffic to the main website. The association does not intend to establish a social media presence but rather leverage off pre-existing social media sites such as the 5/7 RAR Facebook page. In order to drive traffic to the website the amount of information contained within the social media channels needs to be moderated and limited. Announcements made on Social media should drive the party to the Website and if they are not a member their access will be restricted.

- **Facebook**
- **Twitter**
- **Instagram**
- **E Newsletter**

The E Newsletter twice yearly would be based on Tiger Tales and would be posted out to those members who are not online. It is not intended for the newsletter to be sent out in hard copy to all members. It would be by exception only.

Merchandise

A key fund raiser will be the sale of 5/7 RAR (MECH) merchandise. Merchandise if not selected carefully can become a financial burden on the Association. In order to allow for easy sales the merchandise store will have PayPal and Credit Card payments linked to the accounting software.

Museum

The 5 RAR Museum at Robertson Barracks is the main area that the history of 5/7 RAR (MECH) will be housed and maintained. It is important that the Association contributes generously to the 5 RAR Museum to ensure the ongoing care and protection of the history of

the battalion. The association will identify a History Rep to act as an LO with the 5RAR museum to ensure the curator can source 5/7 RAR (MECH) info as required.

Financials

It is proposed that Bank Accounts will be opened with the Commonwealth Bank of Australia (CBA) to allow for easy access and management nationally. An online bank account will be established integrated with the accounting software Xero which will be used to manage the Association financials. The membership record will also be maintained in Xero with the online merchandise store integrated with the Xero.

- Commonwealth Bank
- Xero – Accounting Software - \$50 per month (\$600 per year)
- Carry the One – Integration Software - \$37 per month (\$444 per year) (Subject to merchandise store)
- Online store - \$29 per month (\$348) (Subject to merchandise store)

The costs per year are \$1392 per year for financial management tools and online store (TBC). The committee will seek practical solutions that suit the needs of the association based on value for money.

Welfare

There are other organisations better financed and resourced to provide welfare support to Association members. It is envisaged that the Association would provide strategic fund raising for these other organisations so that we can refer Association members to these organisations.

A member of the committee will be identified as the Welfare Support Organisation Liaison Officer (WSOLO) to ensure the association is linked into appropriate support associations and that referrals are best available.

Suitable associations will be identified and given a priority for financial support.

NOTE: Due to the national nature of the association and the various eras with different requirements it may be necessary to support a number of welfare organisations. It would be anticipated that a Welfare subcommittee headed by the WSOLO for this fund raising would be organised by volunteers.

An Official History of 5/7 RAR (MECH)

A key deliverable for the association is an Official History of the 33 year career of 5/7 RAR (MECH). The target date for publication of the Official History should be 2020 to allow 5 years to raise the money to engage a full time historian and give them time to record the 33 year history and write the history.

Operational Tasks

In order to achieve this strategy the immediate operational tasks are:

- Incorporate the association in NSW – Steve Brumby.
- Adopt the 5 RAR constitution with amendments for 5/7 RAR - Steve Brumby.

- Grow the association by 100 new members per year as a minimum whilst maintaining the existing members – ALL.
- Develop a new website with easier membership process – Matthew Shea.
- Establish new financial system on incorporation – Matthew Shea.
- Identification and recruitment of Era Representatives – Steve Brumby, Matt Travis, Matt Shea.
- Identification of 5 RAR museum LO (should be Darwin based if possible).
- Identification of appropriate Historian to write The Official History of the 5th / 7th Battalion (Mechanized), The Royal Australian Regiment, Mechanized Tigers – Steve Brumby and Patron.

Conclusion

We, the members of the Association have, by virtue of our willingness to support the perpetuation of Battalion's legacy, inherited a responsibility to ensure our Battalion's efforts throughout its powerful 33 years' service to our great country are honoured and commemorated in such a way that befits the blood, sweat and tears that each and every member of the Battalion sacrificed during its existence. How will we be remembered? Who will remember us? The goal of this strategic plan is an association better equipped to serve the needs of its membership and deliver a definitive official history published before the 50th Anniversary of the linking of the Battalions.