



TINGIRA
AUSTRALIA



TINGIRA
AUSTRALIA
ASSOCIATION

STRATEGIC
PLAN
2018 - 2021

Part One



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TINGIRA
AUSTRALIA



STRATEGIC PLAN

2018 - 2021

DISTRIBUTION

Tingira Committee, Members & Stakeholders
As addressed only

FEBRUARY 2018



*Of all the words written of Tingira Boys,
these seem to hit home to every one of us.*

*“The standards of Tingira Boys
have seldom been reached
and never, surpassed”*

TINGIRA

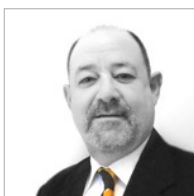
COMMITTEE 2017-2020



Vice Admiral
Rus Crane AO, CSM RANR
Tingira Aust Assoc Patron



Lance Ker
President



Stephen Beal
Vice President



Chris Parr
Treasurer



Mark Lee
Secretary



Darryn Rose
Committee



David Rafferty
Committee





Tingira Old Boys Association



TINGIRA Australia Association

"Tingira - will live on forever"

1. EXECUTIVE SUMMARY

On the first day of January 2011 when Tingira Patron Vice Admiral, Rus Crane, and Secretary, Mark Lee, established the new founded Tingira Australia Association, they stumbled across some quotes in materials they had gathered on all things tingira and Leeuwin. One of those quotes had some very strong overtones to those about to take on this new Tingira Australia Association. From an old monthly newsletter the 'Open Sea' from the Tingira Old Boys Association, this quote was discovered "Tingira will live on forever".

Alas our Secretary struck some luck and found the last Tingira sailor, Dan Bowden, and interviewed him three weeks before he met his final fate at age 101. Dan said "they never really had a plan, they were not really focused as one organisation and they didn't see the value in the 'Leeuwin Kids' becoming members." What our predecessors failed to do during their 30 odd years of existence was to recruit and grow their organisation. According to old Dan, they were a splintered Sydney v Melbourne organisation, it was a sad day when they handed their books and shackles into Canberra Navy Office as numbers grew less over the final years.

I say "let's not let history repeat itself".

Our new committee have spent some time over the past months on forging ahead with this static plan. It will give us direction and focus, we are a national association and will work towards a brand and image with that required national recognition. Easy to look back in hindsight at the old Tingira boys, it's all about clear thinking, good decisions, the crystal ball to set and navigate a strong course for the associations future, I am confident we have the right team on duty at the helm

I hope we have it right in these plans and there lies the our first direction, the ability to change! If it's wrong, fix it sailor! Sure I have heard the odd chief scream that one in my ear over the past years. Every six months the committee will update this document with a review process to reset the marker buoys and adjust the course if required, this is the Tingira future, we must deliver to our members more than a lapel badge.

May I sincerely congratulate all my committee members for their dedication and endeavours to produce this document and set the directions at this pinnacle point in our associations first decade of foundation.

We welcomes members ideas and feedback, no green request forms required, just a short email to the Secretary please, our gangway is always open.

"Tingira will live on forever" - I like that!

Lance Ker
President

Tingira Australia Association



Our strength will be in numbers - Our future is numbers!

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2. MEMBERSHIP ANALYSIS

641
TINGIRA
MEMBERS 2018

MEMBERSHIP 1st Jan 2018	Total	%
HONORARY LIFE	11	2
FOUNDATION LIFE MEMBER	271	42
ASSOCIATE FOUNDATION LIFE MEMBER	20	3
GENERAL MEMBER	290	45
ASSOCIATE GENERAL MEMBER	49	8
TOTALS	641	AVGE 107 per year

RECRUIT BASE No's

HMAS
TINGIRA
2,700
RECRUITS
1912 - 27

HMAS
CERBERUS
325
RECRUITS
1963 - 65

HMAS
LEEWIN
12,675
RECRUITS
1960 - 84

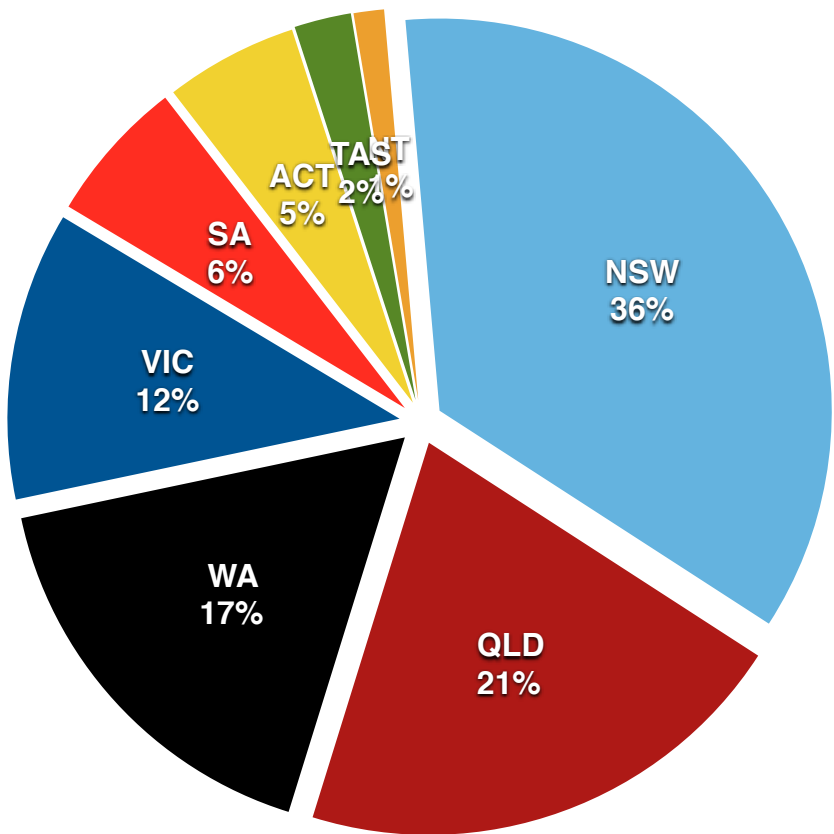
OFFICER
CANDIDATES
255

NIRIMBA
APPRENTICE
299

OVER
12,000
JR's and
Associates
can be
recruited
to the
TINGIRA
Australia
Association

AUSTRALIA WIDE ...

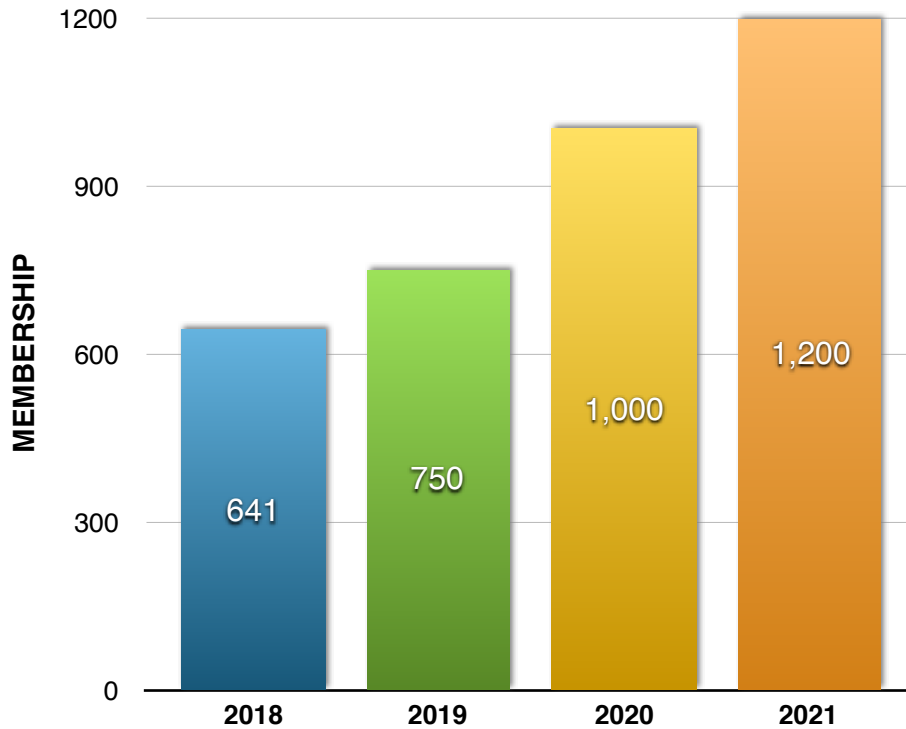
STATEWIDE Numbers 2018	Total	%
NSW	227	36
QUEENSLAND	132	21
WESTERN AUSTRALIA	104	17
VICTORIA	74	12
SOUTH AUSTRALIA	38	6
ACT	35	5
TASMANIA	15	2
NORTHERN TERRITORY	8	0.5
Over Seas	8	0.5
	641	100



NATIONAL %

East... 76%
Central... 6 %
West... 18%

PREDICTED MEMBERSHIP GROWTH ...



HOW WE GROW ...

1. Improve **website directions** to membership - tap bar on top of page
2. Monthly FACEBOOK (FB) **membership notice** with merchandise flyer
3. 2018 Q4 - Notification of the **2020 Diamond Jubilee JR Reunion**
4. **TAA Annual Report** with all merchandise orders
5. Website to become more **widespread** links to other associations and FB pages
6. Embrace the Statewide LJR's with **recruiting** responsibility and rewards
7. LJR's to partner with a statewide **cadet** units - **Staff** to be associate members
8. Liaise HMAS **Cerberus Recruit School** - Tingira Flash for future recruits?
9. Drive membership to sign partners to become **associate members**
10. Membership drive for General members to convert to **Foundation status**
11. **Membership numbers** should increase towards and after the next 2020 JR Reunion

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3. COMPETITOR ANALYSIS

RECRUIT AGE No's

13 July 1960
First intake
155
Junior Recruits
who will turn
74
years of age
in 2018

3 April 1984
Final intake
40
Junior Recruits
who will turn
50
years of age
in 2018

62

*The average age of JR's in
2018*

*We must recruit and
welcome the next
generations*

COMPETITORS ...

1. **TIME & HEALTH** - As we grow older, our average age in 2018 will be **62**
2. **COMMUNICATION** - Getting our **brand** and **image** to former Junior Recruits
3. **SERVICE ASSOCIATIONS** - Cross marketing with other associations for awareness, TAA needs to be **attractive, economical and active**.
4. **TAA ENERGY** - Committee must remain **active**, driving the duties of this plan

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4. SWOT - STRENGTHS - WEAKNESS - OPPORTUNITIES - THREATS

STRENGTH ...

1. As many naval associations are losing members to health, merging due to low numbers and funding, Tingira is still growing monthly with recruiting and awareness of our activities of **ANZAC Day, Tingira Day** and **JR Intake reunions** driving the future strength of the association.
2. The **Tingira website & merchandise** products display strong loyalty and awareness of the association to the general community and former JR's who are not already Tingira members.
3. The new committee is **strong and focussed** with enthusiasm to move forward as a group and see greater success in all our activities.
4. The LJR **NATIONAL network** is just starting to take shape nationally, boys take ownership of their two major state activities will help the drive on all things Tingira

WEAKNESS ...

1. **Time and energy** are the 'bloodlines' of all associations and the driving force is usually a small group of one or two individuals on the executive committee that make dreams into reality, we have this as a very strong positive asset.
2. Tingira has a few very entrepreneurial members and needs to **drive down** into the membership and **find others sooner rather than later**; future persons will be required to step into some big shoes in future years and continue the drive and focus of the association.
3. Events we must continue to deliver on **above the costs** and move forward to build **future reserve funds** for the next decade.

OPPORTUNITIES ...

1. Continues merchandise sales via website as we continue to grow numbers on national annual **ANZAC and Tingira Day** activities
2. The 2018 **Rose Bay TINGIRA MEMORIAL Renovation** project will bring great opportunities for national exposure if approved.
3. Current feasibility study for the **2020 Diamond Jubilee 60th JR Reunion** will open doors to increase in association membership numbers and potential sale of new merchandise opportunities
4. Can we get a new ship named **HMAS Tingira** in the future?
5. Can we get the '**TINGIRA Flash**' back onto the shoulders of HMAS Cerberus recruits?
6. Extend promotion of **Stonehaven medal** winners

THREATS ...

1. Without growing **membership and funds** every association faces the treat of closure, this is what happened with the TOBA (*Tingira Old Boys Association*)
2. *Events must be run **as professional** as possible and with the **approval and authority** of the committee*
3. *All accounts and event directions must run from **one central national committee** and **national bank account** ,so no **SPLINTER** groups evolve*

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5. MISSION & VISION STATEMENTS

MISSION Statement ...

'Training Is Our Tradition'

*The Tingira Australia Association was commissioned on 1-1-11 with the NSW Department of Fair Trading with this above motto as our part of our **registered crest**.*

*The inaugural steering committee agreed that the **training** ships HMAS Tingira, HMAS Leeuwin and HMAS Cerberus were and still are the '**cradle of the navy**' with Australian civilians trained and inducted into the navy way of life, preparing them for training courses and future careers at sea in Her Majesties Australian Ships. Training is our theme by birth and nature. The **coloured signal flags** were added as part of a revised logo for the 2015 JR Reunion held in Sydney.*

The Tingira Australia Association will endeavour to nurture all past and present naval recruits and descendants of these naval training ships. The avenue to take the Tingira back to the shoulders of future HMAS Cerberus recruits should be investigated as an urgent action item.

VISION Statement ...

'Tingira will live on forever'

From an old monthly newsletter the 'Open Sea' the Tingira Old Boys Association, this quote was discovered "Tingira will live on forever".

*How can we not continue with this as our vision? We are the living Tingira Boys and must endeavour to carry on in the great traditions of the navy and our former shipmates of the Tingira Old Boys Association - **Tingira will live on forever!***

Quote to be used and quoted where ever possible in all Tingira publications and events.

CREST ...



Official Crest with Motto Flags of the Tingira Australia Association

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6. KEY STRATEGIC GOALS

2018 ...

The Tingira Australia Association will endeavour to...

- Push forward on present plans and proposals to fundraise and promote the possibility and feasibility to fully renovate the **Tingira Memorial**, Rose Bay, Sydney. The restoration is designed to become a permanent fixture to last a lifetime as a Nautical Memorial to the history of Clipper Ship Sobraon, Nautical School Ship Sobraon, navy training ship HMAS Tingira and the Junior Recruit Training Scheme at HMAS Leeuwin and HMAS Cerberus representing the period from 1864 to 1984
- A national Tingira representation at all capital cities for **ANZAC Day, Tingira Day and Remembrance Day**
- Launch website and **2020 Diamond Jubilee JR Reunion**
- Form new partnerships with **AWM, ANMM, Fremantle and East Fremantle Councils**



2019 ...

The Tingira Australia Association will endeavour to...

- Promote the envisaged **2020 Diamond Jubilee Reunion**
- A national Tingira representation at all capital cities for **ANZAC Day, Tingira Day and Remembrance Day**
- TAA membership drives for **Foundation & Associate** members in cross promotion with 2020 JR Reunion
- Strengthen new partnerships with **AWM, ANMM Fremantle and East Fremantle Councils**



2020 ...

The Tingira Australia Association will endeavour to...

- **AGM** with national election of new committee for 2020-2023
- Conduct the **2020 60th Diamond Jubilee Reunion**
- A national Tingira representation at all capital cities for **ANZAC Day, Tingira Day** and **Remembrance Day**
- Provide a new range of **merchandise** for 2020 JR Reunion
- Strengthen partnerships with **AWM, ANMM Fremantle** and **East Fremantle Councils**



2021 ...

The Tingira Australia Association will endeavour to...

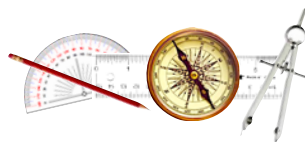
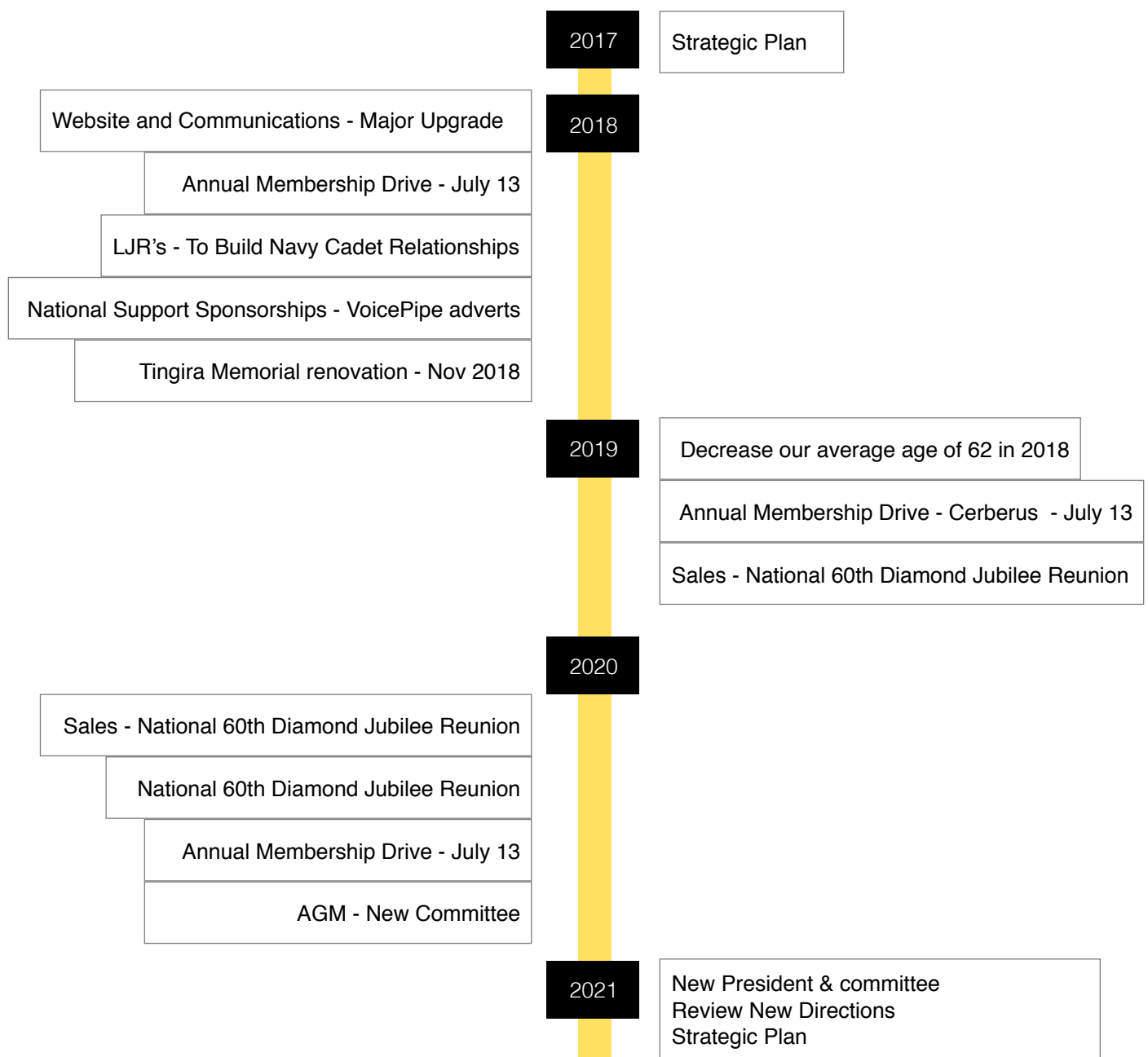
- A national Tingira representation at all capital cities for **ANZAC Day, Tingira Day** and **Remembrance Day**
- TAA membership drives for conversation of **Foundation & new Associate** memberships in cross promotion from follow up of 2020 JR Reunion
- Announcement and **fanfare event** for 2021 **Stonehaven Medal** winner
- HMAS Tingira and Sleuth **exhibition ANMW and AWM**



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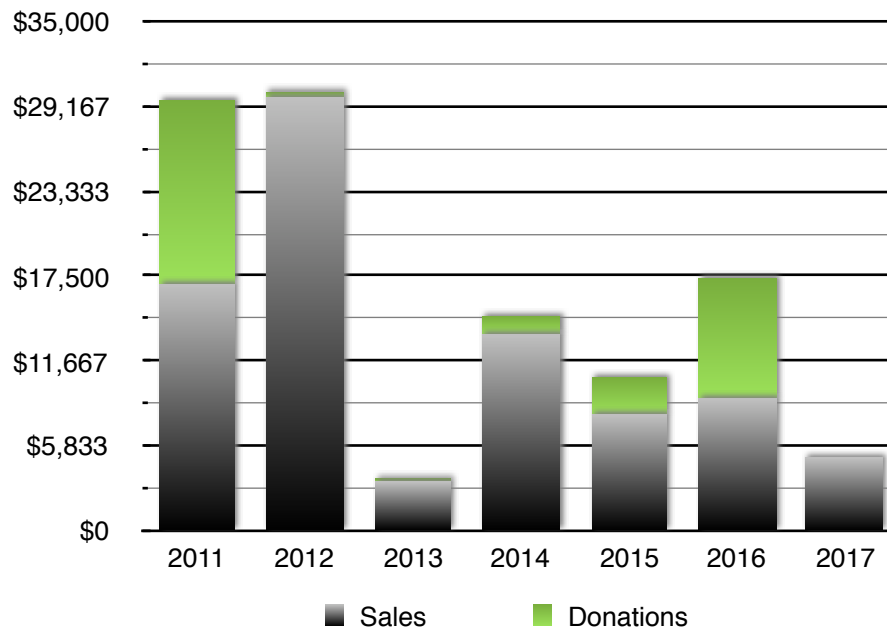
7. STRATEGIC TIMELINE



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8. FINANCIAL HISTORY - Sales & Donations



	2011	2012	2013	2014	2015	2016	2017	Totals
Sales	\$16,940	\$29,830	\$3,408	\$13,398	\$7,961	\$9,073	\$7,109	\$87,719
Donations	\$12,964	\$250	\$214	\$1,300	\$2,665	\$8,236	\$0	\$25,629

The Tingira Australia Association - Financial history ...

- **Sales** consists of all forms of **membership** and **merchandise items** sold via website
- Donations have been a welcome contribution with \$10k from working group of **Reunion 2010** and **RSL NSW sub-Branch Auburn** contribution in 2016 of \$8k
- Merchandise of **pole shirts, ties and caps** have continued as a steady stream from 2014 after the initial life membership provide initial input funds
- First JR Reunion, Sydney 2015 **drained funds** due to **insufficient predicted numbers** with costs on pre bookings for the commitment honoured to suppliers

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9. EXHIBITS

ANNUAL PUBLICATIONS



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10. EXHIBITS

2018 - SPECIAL PROJECT



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11. EXHIBITS

2020 - SPECIAL PROJECT

