

THE WAY FORWARD ON TAX-DEDUCTIBLE DONATIONS

Since the previous edition of the Sub-Branch Signal, State Branch has been working hard on the detail to ensure Sub-Branches can attract tax-deductible donations, now that RSLWA has Deductible Gift Recipient (DGR) status as a new Public Benevolent Institution (PBI).

RSLWA CEO, John McCourt, said the team at State Branch has been liaising closely with legal advisers, the Australian Taxation Office (ATO) and guidance from the Australian Charities & Not-for-profits Commission (ACNC) to ensure that detailed information to all Sub-Branches is both foolproof and expansive.

"It has taken a little longer than anticipated," Mr. McCourt said. "But we want to make sure we get it absolutely right so that Sub-Branches and members can have absolute confidence and transparency in the process of attracting tax-deductible donations. A detailed Question & Answer document plus a donations flowchart will be sent out to all Sub-Branches by the end of March."

RSLWA CENTENARY BALL HAS BEEN CANCELLED

Please see Page 2 for the details and reasons why, as well as plans to host a military-style ball during 2019.

Centenary of Armistice Grant Support

Sub-Branches are reminded that submissions for grant support to commemorative/celebrate the Centenary of Armistice must be submitted by email to State Branch by no later than 4pm on **Thursday 22 March 2018**.

It's a tight turnaround given the need for submissions to reach Lotterywest in time for its next funding approvals round.

Applications by email need to be sent to Karen Cleverly at accounts@rslwa.org.au

Queries can be directed to Martin Holzberger at opsmanager@rslwa.org.au



LOTTERYWEST FUNDING FOR ANZAC DAY

Sub-Branches would by now have received notification of Lotterywest approval for the 2018 ANZAC Day grants. Notification was somewhat later than usual due to RSLWA needing to amend the Constitution to comply with compliance provisions. A total of \$849,498 was approved which reflects a 22.9% reduction of the State Branch budget with all Sub-Branches to receive the same amount as was acquitted for ANZAC Day 2017. The fall in grant funding comes in the lead-up to the end of the centenary years with Lotterywest also supporting November's Centenary of Armistice by way of limited grants.

From the President



State President, Peter Aspinall

Dear Colleagues,

RSLWA Directors recently jumped on a train and headed off to Kalgoorlie for the first of what I hope to be more Board meetings in regional areas of WA again in 2018 and beyond.

City of Kalgoorlie-Boulder Mayor, John Bowler, gave up his chair and the Council Chambers for our meeting. The full story is in the coming *Listening Post* due to publish later this month.

Meanwhile your Board has had a busy start to 2018, not least of which has been putting into effect the strategic objectives determined by a special workshop held late last year. Key objects are to develop:

- * Secure and new income streams.
- * Improved Sub-Branch governance and financial systems.
- * New innovative services to veterans and their families.
- * Increased membership and developing new partnerships.



2018 CONGRESS UPDATE

Mark it on your calendar! RSLWA's 102nd State Congress takes place on **Saturday 16 June 2018** in the Government House Ballroom.

Congress will commence at 0800 with access to the Ballroom from the Perth City Council laneway on the western side of Government House. This year's Congress will see a new WA Governor in attendance.

The morning will see presentations and guest speakers while the afternoon will focus on the Annual General Meeting. Service members are reminded that medals are to be worn for the morning session only.

Importantly, Sub-Branches are reminded that all motions to State Branch or RSL National, including adequate preamble and support material, need to be submitted to RSLWA State Office by 4pm on **Friday 4 May 2018**.

Motions for consideration by State Congress must be approved by a majority vote at a properly-constituted meeting of your Sub-Branch and signed by not less than five financial members of the Sub-Branch present at that meeting.

For more information you can contact Nola Keen, Executive Assistant to the State President and CEO on (08) 9287 3799 or at ea@rslwa.org.au

BALL CANCELLED

After careful consideration it has been decided to cancel the planned Armistice Centenary Ball that was scheduled for November this year.

At the most recent Board Meeting it was resolved that the Ball be postponed until State Congress 2019 as part of an overall marketing strategy for RSLWA.

Despite the hard work of the Armistice Ball Committee there had only been a small number of tickets sold and November was not considered an attractive time of year to also allow the Ball to be a fundraiser.

There is a suggestion the Congress Ball in 2019 could take the form of a Western Australian Military Ball. The timing would also provide the opportunity for regionally-based members to attend Congress as well as the Ball.



OFFICIAL OPENING
0900 (be seated by 0850)
with medals

DRESS
Smart casual

AGM
After lunch at 1300
(no medals)

RECEPTION
At close of the AGM
(no medals)

AT YOUR SERVICE AT STATE BRANCH

RSLWA State Branch continues to strive to improve support for the needs of veterans and their families and, as such, supports Sub-Branches for the provision of the core services of well-being, welfare and advocacy. Recently there have been a number of new faces and new positions including the following:



Advocacy Coordinator, Sharon Briggs: Sharon's role of Advocacy Coordinator ensures that State Branch's Advocacy Services are coordinated and benchmarked to secure the best possible outcomes for veterans and their families. Sharon has a strong communications and planning background and heads a small, yet dedicated, team of professionals. She replaces Morgana Ramsey who resigned from the position late last year.



Financial Services Officer, Karen Cleverly: Karen joined the RSLWA team at the beginning of January this year, replacing long-time and much-loved Financial Services Officer, Helen Beech who retired after more than 10 years in the job. Karen comes with a wealth of experience in financial management and works closely with the Chief Financial Officer to provide sound financial management and financial compliance.



Strategic Communications Manager, Laura Yau: Laura joined the State Branch team in December last year and brings with her significant experience in strategic communication and fundraising. This is a new position that will help RSLWA secure new and enduring sources of income at a time when both State Branch and Sub-Branches are seeking to maximise the potential benefits of tax-deductible donations and gifts.

The operational function of State Branch supports the vision, goals and objectives of RSLWA, determined by the Board of Directors. Operationally, State Branch has three key components answering to the Chief Executive Officer. (1) **Operations** comprising Advocacy, Welfare, Commemoration and Membership and headed by Operations Manager Martin Holzberger; (2) **Finance & Corporate Services** headed by Chief Financial Officer Peter McGlade; and (3) **Marketing, Media & Fundraising** headed by Strategic Communications Manager, Laura Yau.

While Sub-Branches will soon be able to attract tax-deductible donations or gifts, there are a range of other fundraising initiatives that Sub-Branches can engage in that match what is also happening globally and especially in the electronic media space. Strategic Communication Manager, Laura Yau, recently attended a special Not-for-profit (NFP) seminar on marketing and fundraising for charities. Some tips for Sub-Branches are as follows:

Social Media fundraising

Target key demographics on Facebook.
Create sharable and viral-worthy content.

Engagement is the key

Activate current donors and capture new ones through volunteering, advocating and fundraising.

Switch to mobile optimisation

Mobile optimise your website and emails. Mobile giving makes up 17% of all online giving globally.

Video fundraising

Facebook and Snapchat has 8 to 10 billion video views a day.

Use SMS for communication and fundraising

Event reminders, show gratitude and donor engagement

VACANCY

RSLWA Claims Advocate

RSLWA State Branch is seeking applications for a full-time paid Claims Advocate to commence as soon as possible. The role provides advice and support for current and ex-service personnel on claims (including pensions and benefits) and assists with their applications to the relevant government departments to obtain the best possible outcome. The role also provides support for RSLWA Advocacy Services and RSLWA Sub-Branches including requests for information and assistance from Sub-Branch support officers.

The Role

This role reports to the Advocacy Coordinator, RSLWA Advocacy Services, with the following responsibilities and duties.

- Respond to requests for assistance from current and ex-service men and women and their families and offering advice and support in their applications to relevant government departments.
- Complete necessary paperwork, correspondence and communication with government departments and other bodies to help obtain the best possible outcome for the client.
- Visit locations as part of an overall strategy as requested by the Advocacy Coordinator.
- Other duties under the direction of the Advocacy Coordinator.

Specialist Skills, Experience and Qualifications

- Experience working with the Australian Defence Force or an understanding of the needs of Defence personnel and/or Veterans.
- Superior communication and customer service skills.
- Working knowledge of Microsoft Word, Excel, Access and Outlook.
- Sound working knowledge of, or willingness to learn, the Consolidated Library of Information & Knowledge (CLIK) system.
- Current Driver's License.

Please send your resume with a covering letter to email: opsmanager@rslwa.org.au by 4.30 pm **Thursday 29 March 2018**. Direct any queries you may have about this position to RSLWA's Operations Manager, Martin Holzberger, on (08) 9287 3799.



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Sub-Branch Signal Editorial

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MEMBERSHIPS

Please be advised that all membership cards have now been posted out and all information on member details has been updated.

Given many members have opted for multiple-year membership renewals the job for Membership Officer, Andrea Hunt, was a massive one and a great outcome was achieved. All in a timely manner.

If for any reason you have not received your Membership Card, please make sure you contact Andrea directly by phoning the State Branch Office on (08) 287 3799 or emailing Andrea at:

membership@rslwa.org.au