

LPA 2019 Strategic Objectives

Communications Focus



Steward a relevant,
agile, transparent and
sustainable organisation

Support the LGS
mission and its strategic
priorities

LAURISTON
PARENTS'
ASSOCIATION Inc.

Create a strong
pathway
connecting LGS
to OLA and the
Lauriston
Foundation

Build connections to the
School and within the
School community that
foster a strong sense of
belonging

1. Support the LGS mission and its strategic priorities

1.1 Foster debate and discussion within the parent community about the value of girls and young women being given opportunities to make the contribution to our society of which they are capable

- Source inspiring and thought-provoking speakers for key father/daughter events
- Develop Champions of Change program
- Develop & lead an initiative which enables girls in indigenous communities to enhance their education
- Work in partnership with school on STEAM initiatives
- Events- SS & JS Fathers Day breakfast, Father-Daughter dinner

1.2 Grow participation in school life with a particular focus on father engagement

- School/LPA Welcome cocktail event JS/SS.
- Support development of Friends of Lauriston Sport

1.3 Optimise opportunities at key entry levels of Prep, 5, 7 and post-Howqua

- Personalised contact with New Starters by Class Reps
- Create & test new opportunities for father/daughter engagement in target year levels.

2. Build connections to the School and within the School community that foster a strong sense of belonging

2.1 Position the LPA as diverse, inclusive and representative of the School community

- Proactively recruit members from key demographics

2.2 Promote participation in LGS life as collectively and individually worthwhile

- **Accelerate visibility** of the many and varied members of the LPA parent community through event, guest speaking and communication channels

2.3 Create & promote a range of financially accessible, 'friend-raising' social opportunities for parents

- Annual Year level cocktail parties capped pricing
- Huntingtower lunch
- Year level coffee/ event catch ups
- 2019 Summertime Fair
- 2020 Chinese New Year celebration
- 2020 Gala Dinner
- Establish an LPA honour Board
- Track & measure participation at all events

2.4 Efficiently deliver timely and relevant communications from LPA, subcommittees and cohorts

- Use the school newsletter & online calendar as **singular sources of communication**
- Compile and maintain a master doc of all events for reps to deliver accurate information with ease
- Class Reps email update at start and end of each term

2.5 Provide mechanisms to maintain parent connection to LGS and its community beyond Year 12

- Hold strategy meeting to further develop concept for 2020 implementation; e.g. incubating a career development system to support girls' post-school advancement; develop & trial comms and event plan

3. Create a strong pathway connecting LGS to OLA and the Lauriston Foundation



3.1 Share the stories of inspiring Old Lauristonians

- Collaborate with OLA & LGS to identify old girls to engage as guests at LPA parent events
- Elevate OLA presence at key LPA events

4. Steward a relevant, agile, transparent and sustainable organisation

4.1 Strong governance, transparency and financial accountability

- Streamline process for event budgets and invoice payments
- Surplus funds allocated to LGS through Innovation Fund process
- All events delivered on break-even or surplus
- AGM

4.2 Build reputation of LPA and benefits of member participation

- Implement succession planning for leadership roles
- **Develop tools & resources**, provide clarity of roles & deliverables for Class reps and key LPA roles
- Offer flexible opt-in opt-out opportunities to contribute
- Reorient meetings from reporting to forward-focused
- Provide support to accommodate members' varying levels of expertise

4.3 Respect and respond to time-pressures and cost burdens in the community

- Coordinate and oversight subcommittees, cohorts and LGS calendar of events
- Track and report on time and cost associated with LPA, its subcommittees & cohorts
- Investigate ways to optimize tax deductibility of payments/contributions through LPA
- Alternate meeting times between morning & evening