



AFOPA BUSINESS PLAN (SUMMARY)

OUR VISION

To play an impactful role in achieving a just and equitable peace for Palestinians.

OUR PURPOSE

We exist to support the aspirations of Palestinians for justice, equality and human rights.

WE WILL	THIS INCLUDES
Strategic Priority 1: Information Provision, Education & Advocacy	
Provide information and education on Palestine and the Palestinian people	<ul style="list-style-type: none"> • Disseminating issues-based information and press releases through the AFOPA website, the media and a monthly newsletter • Organising the annual Edward Said Memorial Lecture • Organising quarterly “Palestine Talks” events
Advocate for equality, justice and human rights for Palestine and Palestinians	<ul style="list-style-type: none"> • Conducting weekly Boycott Divest Sanction (BDS) street actions and support national and international BDS campaigns • Lobbying South Australian and Australian politicians
Raise the profile of AFOPA’s work within the general community	<ul style="list-style-type: none"> • Proactively engaging with the South Australian Parliamentary Friends of Palestine and the media • Organising an annual Nakba Commemoration • Organising Run for Palestine to correspond with the International Day of Solidarity with the Palestinian people • Conducting a book launch event that highlights the injustices being perpetrated on the Palestinian people
Strategic Priority 2: Stakeholder Engagement (Communication and Engagement with members, supporters and networks)	
Increase membership and retain existing members	<ul style="list-style-type: none"> • Conducting targeted surveys to determine and act on members’ needs and interests • Focussing on marketing to attract and retain existing members; reviewing membership offerings; exploring an automated system for membership renewals
Strengthen engagement and relationships with members, supporters and like-minded organisations	<ul style="list-style-type: none"> • Redeveloping the AFOPA website • Providing co-ordinated, targeted, timely and innovative communication through social media, email, press releases and a monthly newsletter • Collaborating with like-minded groups on issues and in delivering events

WE WILL	THIS INCLUDES
Strategic Priority 3: Fundraising	
Support humanitarian programs and initiatives that improve the lives of Palestinian people in Palestine	<ul style="list-style-type: none"> • Accessing grant opportunities • Organising fundraising such as quiz nights, appeals, dinners and film nights • Supporting the Nathans medical missions to Palestine
Strategic Priority 4: Participation of Young People in AFOPA	
Connect with and attract the participation of young people in AFOPA's Executive Committee, as members and supporters	<ul style="list-style-type: none"> • Reaching out to young people in universities through presentations/lectures • Hosting interns to undertake research and assist with AFOPA activities • Investigating potential for an AFOPA subgroup at one of the three universities
Strategic Priority 5: Internal Governance	
Achieve Business Plan Strategic Priorities and objectives within allowable financial and human resources	<ul style="list-style-type: none"> • Conducting monthly Executive meetings, annual business planning and 6 monthly reviews of the Business Plan • Establishing at least 3 subcommittees to support the work of Executive – Scribes of Palestine, Parliamentary Friends of Palestine, BDS • Collaborating and working cohesively as an Executive to achieve our shared objectives for Palestine and the Palestinian people • Publishing an Annual Report and organising the annual AGM • Preparing an annual budget, monthly financial reports and budget plans for individual events

Why Palestine? Because it is a just cause, a noble ideal, a moral quest for equality and human rights. Edward Saïd

The Australian Friends of Palestine Association

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