



United Nations
Association
of Australia
WA Division

Annual Report

2018



Additional Information

UNITED NATIONS ASSOCIATION OF AUSTRALIA (WA) INCORPORATED
MEMBER, WORLD FEDERATION OF UNITED NATIONS ASSOCIATIONS

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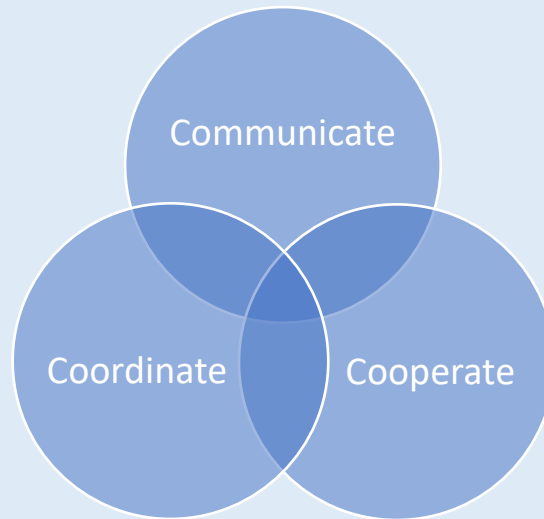
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COMMUNICATIONS REPORT

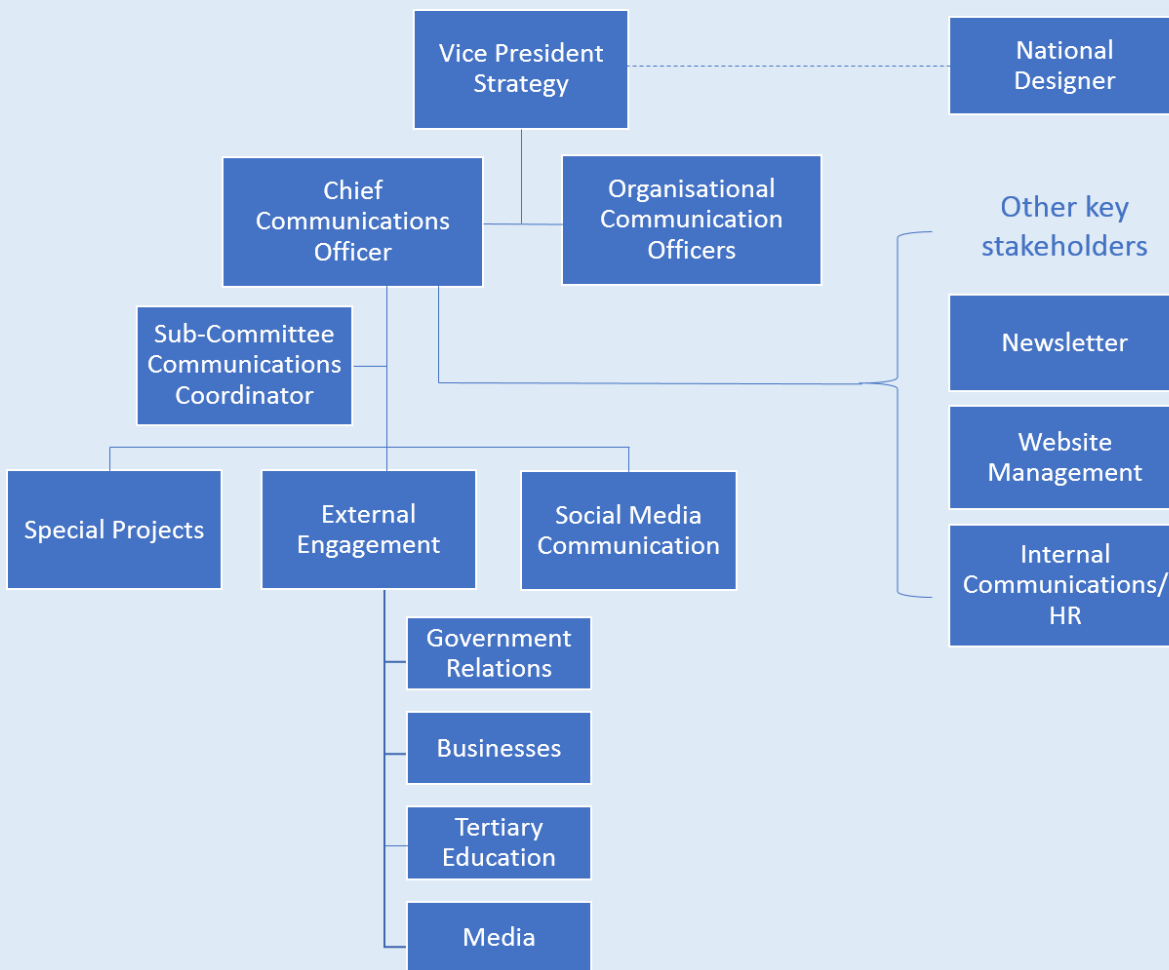
In 2018, the need to streamline engagement strategies continues across the work of the organisation in a coherent and sustainable framework was identified.



Convenors and Communication Coordinators of each committee are encouraged in their outreach and promotional efforts. This decentralized approach ensures a faster dissemination of information, and better use of limited resources in the organisation. We are looking to appoint the Chief of Communications with strong expertise in media and public relations and to help strengthen our visibility in the wider public.



UNAAWA – Communications Team Organizational Chart



Given the strategic goals and feedback received from previous Communication Workshop (September 2017), another Workshop was conducted in July 2018 to help members:

1. Appreciate organisation's overarching strategic goals with the advocacy work in WA,
2. Particularly new members to adjust to established guidelines and policies in communication,
3. Understand the organisation's work processes in marketing and communication support locally and nationally,
4. Encourage internal collaboration across various committees
5. Brainstorm ideas and share experiences for the upcoming UN Day event marketing,
6. Improve members' knowledge of communication on digital platforms.

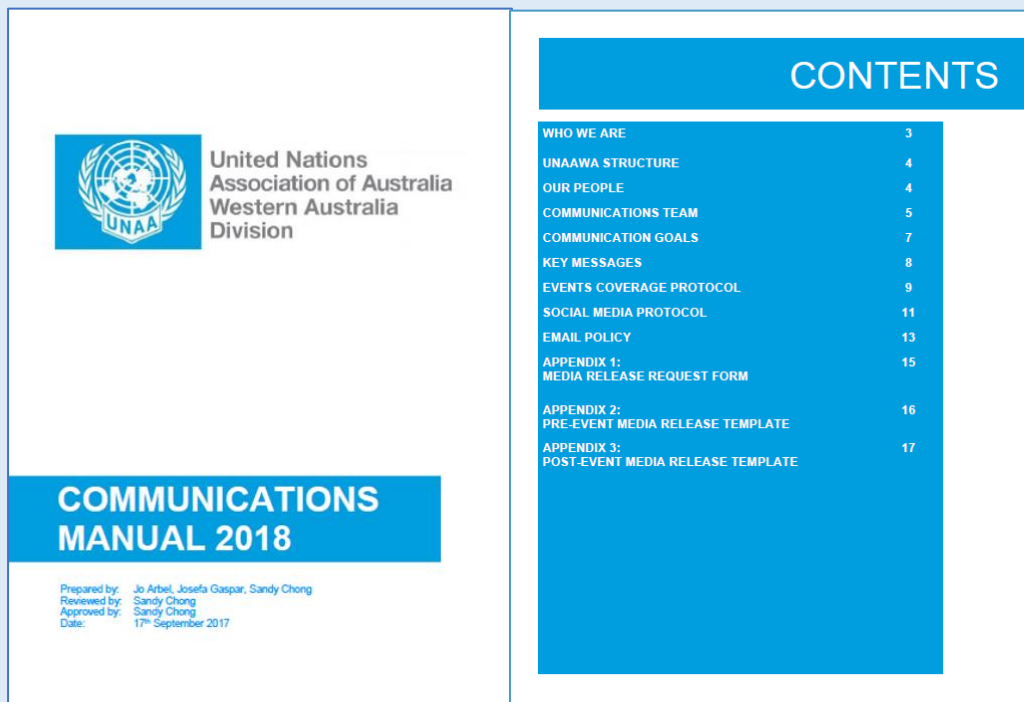


A key focus this year has been to align communications activities across the organisation. The session helped train committee convenors and members on effective communications tools and processes. The workshop also provided an opportunity to identify communications challenges and to brainstorm solutions, allowing the Communications Committee to collect valuable feedback and gather ideas for future improvements.



The Workshop was well-received with attendees citing it to be ‘informative, engaging, open’ and they now ‘have better understanding about the complexity and nuances of communication process’, highlighting the ‘great interactions’, ‘idea sharing’, and ‘the opportunity to brainstorm solutions with members from other committees’ to be the most enjoyable.

The UNAAWA Communications Manual was also improved this year, providing a central version-controlled document. The manual outlines UNAAWA’s strategic communication goals as well as operational guidelines that will enable volunteers to contribute towards achieving these goals. Key parts of the Manual are protocols on event coverage, social media and email use.



Specifically the manual aims to;

- Equip committees and members with the knowledge and tools that will enable them to communicate the UNAAWA's work effectively and transparently.
- Ensure that committees and members follow the appropriate guidelines when engaging with news and media organisations.
- Provide a step-by-step guide on utilising communications tools to maximise exposure for UNAAWA's activities and events.
- Ensure consistency in the organisation's communication approach, messaging, and branding.

This year, the Marketing & Communication Process Outline, Design Brief Request Form, and the Social Media Authorisation Form were created to ensure coherence, understanding of communication process, and accountability for volunteers who execute outreach activities.

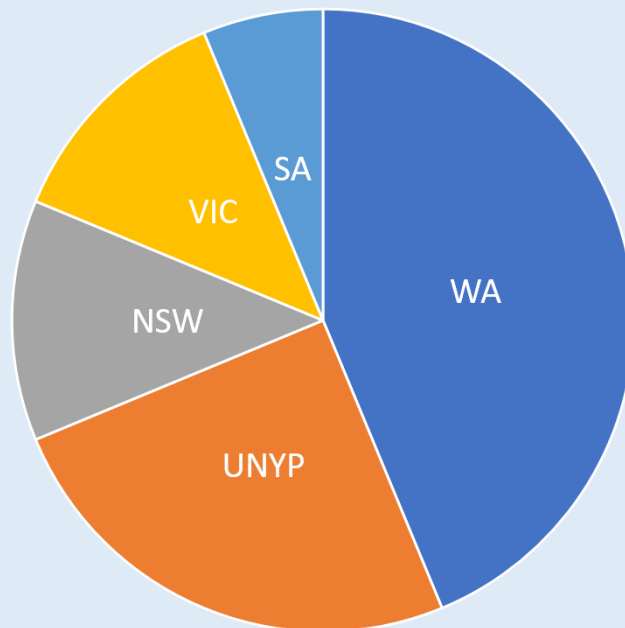
Marketing & Communication Outputs

The high number of event flyer requests is testament to a high number of activities undertaken by the UNAAWA. The design output increased substantially due to the streamlining of the work process. This leads to less back and forth requests for information, efficiency, and better productivity, therefore, faster turnaround for flyers and



design requests.

Flyer Requests to UNAA National Designer in 2018



■ Western Australia ■ Young Professionals ■ New South Wales ■ Victoria ■ South Australia

In the last six months, a total of 32 flyers were deliberated by the National Designer for all branches of Associations in Australia. Out of this total, WA has requested 14 which means WA accounts for 43.75% of all the marketing flyers produced nationally.

Social Media

Our digital presence on social media has grown by leaps and bounds since 2015. More people are liking, engaging and following us on Facebook than ever before. Every year, more organisations and advocates are interacting and sharing our content. Through the network effect, followers of these actors are exposed and connected to our content, events and posts, leading to more opportunities of engagement for the UNAAWA.



Total likes as of August 2016: 949	Increase for the past two years: 70%
Total likes as of August 2017: 1010	Increase for the past one years: 60%
Total likes as of August 2018: 1611	



Total followers as of August 2016: 906	Increase for the past two years: 79%
Total followers as of August 2017: 1128	Increase for the past one years: 44%
Total followers as of August 2018: 1621	



August 22, 2016 to August 13, 2018

Like Sources Unlike Sources

Like Source	Number of Likes	Percentage of Likes
Your Page	539	62.1%
Page Suggestions	72	8.29%
News Feed	71	8.18%
Restored Likes from Reactivated Accounts	58	6.68%
Other	58	6.68%
Search	47	5.41%
Ads	23	2.65%

Total posts output August 2017: 54 Increase in output: **91%**
Total post output August 2018: 103

National Communication Working Group

The UNAA Communications Working Group convened its first meeting in August with the intention of better aligning the work of Divisions with the national communication plan. Efforts were made to improve the professionalism and credibility of member outreach in their communication officers. In addition, better coherence in the visual identity of the Organization was achieved after the sharing of the latest logos, brand guidelines, social media and design templates, which included marketing templates developed by the UNAAWA. Finally, support was offered, and reminders made for ensuring the updating of content and information on the UNAA website.





Powerpoint Templates

Social Media - News Feed Banner 1200 x 900

Please use the templates provided to create event banners.

Ensure all fonts are loaded correctly.

Image can change - ensure that it is cropped correctly.

If you have less text make the image larger to ensure a neat layout.

Ensure photo is correctly credited - top right corner, or suitable legible place on the image (if necessary)

Insert the best suited SDG icon in the bottom right corner. Do not crop.

If no partner logo is needed the white space can be reduced in height allowing more image to be seen.



PARTNERSHIP & FUNDRAISING

In 2018, a series of forums was organised with the aim of raising awareness and educating local stakeholders about the SDGs. More importantly, we want to showcase the merits and thought leadership of sustainability in WA by having business leaders, peak bodies and governments share their experiences and best practices. From a partnership and fundraising perspective, these forums helped UNAAWA to:

- Raise our profile and the profile of the UNAAWA in the business sector;
- Be seen to as a thought leader of the SDGs from a grass root level;
- Increase long term buy-in from the business and public sectors;
- Develop relationships to facilitate future funding & sponsorship opportunities;
- Produce position papers on SDGs relevant to Western Australian for Western Australian:



Business & Sustainability Forums

 United Nations
Association
of Australia
WA Division

SUSTAINABLE DEVELOPMENT GOALS:

BUILDING SUSTAINABLE BUSINESS FOR OUR FUTURE

A SERIES OF INTERACTIVE FORUMS THAT HIGHLIGHT SIGNIFICANCE AND RELEVANCE OF THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS FOR WA BUSINESSES. FIND OUT THE ROLES YOU COULD PLAY IN TRANSFORMING VISION TO REALITY.

MORE INFORMATION: sandy.chong@unaa.org.au

JOIN US
TO GET
INFORMED,
ENGAGED &
INSPIRED

 SUSTAINABLE
DEVELOPMENT GOALS

 United Nations
Association
of Australia
WA Division

BUSINESS AND SUSTAINABILITY FORUM

UNITED NATIONS ASSOCIATION OF AUSTRALIA WA

1. **Governance of Business in Public Sector**
 - 23 May 2018, City of Perth Library
2. **Sustainable Climate & Responsible Investment**
 - 25 July 2018, Department of Foreign Affairs & Trade (DFAT)
3. **Good Health & Wellbeing at Workplace**
 - 5 September 2018, Small Business Development Corporation (SBDC)
4. **The Future of Board Leadership**
 - 13 November 2018, Australian Institute of Company Directors (AICD)



Our Sponsors



Australian Government
Department of Foreign Affairs and Trade



Small Business Development Corporation

AUSTRALIAN INSTITUTE of COMPANY DIRECTORS

Our Partners



CITY OF PERTH LIBRARY





External Outreach & Engagement

Below are a list of partnerships and engagements formed by the Partnership & Sponsorship team in 2018.

External Outreach & Engagement

- ✓ Government-sector engagement
- ✓ Business-sector engagement
- ✓ Academic-sector engagement
- ✓ Local non-profit organisation engagement

Government-sector Engagement

- **Department of Premier Office**
- **Department of Foreign Affairs & Trade (DFAT)**
- **Department of Social Services**
- **Office of Multicultural Affairs & Interests (OMI)**
- **Small Business Development Corporation (SBDC)**
- **City of Perth** – policy consultation as external stakeholder at the Planning and Sustainability Workshops
- **City of Perth Library**
- **City of Melville**
- **City of Gosnells**
- **WALGA**
- **Shire of Dowerin**

Business-sector Engagement

- **BHP Billiton**
- **Sustainable Platform**
- **Beyond Blue**
- **WA Super**



- **Smile Makers** – Sponsor for Women Committee’s Screw Week event at UWA & Human Rights Committees IDAHOBIT Day in partnership with Pride WA event, \$1500 in-kind contribution
- **Australian Institute of Company Directors (AICD)**
- **Perth Projects**
- **Parmelia Hilton Hotel** – venue sponsor for Volunteers & Members evening
- **GoCasual** - volunteer recruitment vendor
- **WellteQ**
- **International Chamber of Minerals and Mining (ICMM)**
- **International Finance Corporation (IFC)**
- **International Trade & Investment Centre of CCIWA**
- **Western Australian Singapore Business Connect (WASBC)**
- **Financial Counsellors’ Association of WA**
- **Financial Toolbox Inc**
- **Oliver Grove Childcare Center**

Academic Sector Engagement

- **Curtin Graduate School of Business** – Gold Sponsor for the “Business & Sustainability Forum Series” \$1000.00 cash contribution & 2018 AGM venue provision
- **John Curtin Institute of Public Policy**
- **Curtin University Sustainability Policy (CUSP) Institute**
- **Curtin Office of Deputy Vice-Chancellor, Academic**
- **Curtin School of Humanities, International Relations**
- **Young Professionals in International Affairs (YPIA)** – UN Career promotion & guidance
- **Curtin Marketing Association (CMA)** – internship provision
- **Curtin Graduate School of Business Alumni Chapter**
- **Murdoch University School of Business & Governance** – internship provision
- **UWA Centre of Social Impact**
- **UWA McCusker Centre for Citizenship** – internship provision
- **UWA Faculty of Arts, Business, Law & Education** – internship provision
- **UWA AIESEC** - non-profit youth-run organisation
- **Harvard Business School** – leading open forum to promote SDG goals 4, 5, 8 and 10.
-



Local Non-Profit Organisations

- **Multicultural Association of WA (WAMA)**
- **Women & Infant Research Foundation**
- **Borderless Ghandi**
- **One World Centre**
- **Rotary Club Perth**
- **Australian Institute of International Affairs (AIIA) Young Professionals Network**
- **Netball WA's Shooting Stars**
- **Perth Arab Association** – celebration of Ramadan with over 200 Muslims in WA
- **Homeward Bound Australia** – fundraising effort to help promote Women in STEMM
- **Harvard Club of Australia** – strategic partnership in volunteerism for Harvard alumni members & formation of Special Interest Group with HCA.
- **Christi Corpus College** – promotion of UN SDGs goals at Career Talk Day
- **Asia Education Foundation** – Global Goals Youth Forum

Governor Visit at the Government House



President, Dr Steve Lennon and both Vice Presidents, David Holland and Dr Sandy Chong meeting with WA Governor, his Excellency, the Hon. Kim Beazley, AC at the Government House.



International Report

The world global picture still remains one of uncertainty in international security and to the needs of the underprivileged in so far as human rights, food sufficiency, literacy, education, potable water, sanitation, poverty eradication and equality of gender have not advanced to where they should be in terms of the SDGs.

The past year the following have been attended: -

- Curtin University Student Guild Multi-Cultural Event, 20th October 2017;
- Australian Institute of Management Leadership Summit, Australian and Global Leadership, October 2017;
- Meeting with Geoffrey Robertson QC, Human Rights Lawyer, October 2017;
- Bunbury RSL Remembrance Day service and laying a wreath on behalf of UNAAWA, 11th November 2017;
- Briefing “Giving West Green” Social Uplifting Affordable Housing Project, Perth initiative for the Homeless and Needy, Giving West Project, Patron Adrian Fini, November 2017;
- Perth RSL ANZAC Day Service, 25th April 2018;
- Meeting with Laurel Hart, Outreach and Campaigns Officer UNA-UK in London; and
- Invitation to the WA Parliamentary Ramadan IFTAR Dinner, June 2018.

Additionally, reports were submitted on:

- UNAA globally sustainable climate change action proposal (comments) discussion paper, May 2018;
- Human health and climate change in Pacific Island Polynesian Countries: Western Australia Leading Global Research into Health - UNAAWA member (Caruso) involvement, May 2018;
- World Environment Day, 5th June 2018: Report on “Beating Plastic Pollution”;
- Environmental and UNESCO journey through Iceland and Scandinavia, July 2018;
- Meeting with the Libyan Embassy, London;
- Meeting with the Liberian Embassy, London;
- Meeting with UNA-UK London;



The Preservation of the Planet's Natural Environment

The United Nations reports that the use of our natural resources has tripled in forty years. The great expansion of mining, logging, food production, fishing and industry is cleansing the planet of its wild places and natural wonders which ecologists recognise as ruin and economists proclaim as progress.

In summary

Abroad we witness continuing conflicts and insecurity of global peace with no abatement, a growing refugee crisis, ever present political power fight for supremacy between the super powers, impacting on global security, economics, social humanities, and continuing threats from rogue nations on nuclear arsenals. The international debates on climate change policy, energy use, dysfunctional harmonious global alliances and global economics impact on Australian mindsets in the world in which we live.

As committed members of UNAAWA, and our core UN values, we are all part of the United Nations global agenda to make our voice heeded.

The UNAAWA continued to remain abreast of international developments, with representatives attending numerous international events relating to the achievement of our Mission. Details are normally published in our newsletter.

