



St Vincent de Paul Society
CANBERRA/GOULBURN
good works

Implementation Plan Membership Strategy

2026 — 2029



Goal 1

Membership is embedded in leadership, governance and culture

Leaders and governance bodies actively promote member involvement, set expectations, to grow and retain members.

Action	Activities	Lead	Timeline	Measures/KPIs
1.1 Support conferences with recruitment readiness	Assess operational risks, member capacity, governance and service capability across all conferences. Ascertain the number of members in the conference and the need of companions in the area in comparison to the opportunities and pathways to increase member numbers. Develop a survey for conferences to use as a checklist to ascertain what resources are required and what preparation is needed to be able to recruit members. Provide information and resources about pathways to recruit members i.e. presentations at church, marketing on local radio.	Conference Support Team	Year 1	80% of conferences complete the assessment checklist and engage in activities to increase membership. Each region has an implemented plan to address gaps in conference representation, recognise the diverse and complex needs of the people we assist, and respond to service demand.
1.2 Review and update governance policies to include member participation, including co-designing policies with member representatives	Create member led working groups to support, develop and review policies, procedures and guidelines for conferences. Recruit members with skills appropriate to specific working groups. Update and roll out resources to all conferences to ensure consistency across conference practice.	Regional Presidents Members Conference Support Team	Year 1	Member led working groups established. Conference resources updated and available on Member Connect. Increased usage of Member Connect by members.
1.3 Increase community awareness of the work and limitations of members	Promotional material, clear definitions of members and conferences to support engagement with the public, media, people we assist and prospective members. A 'pitch' that describes and promotes the depth of work conferences do. Engaging with community services, networks, and within our Vinnies shops.	Conferences Conference Support Team	Year 1	Resources consistently used across induction, recruitment, and media responses. Review resources annually to ensure they are most relevant.

Goal 2

Member participation is championed and modelled

Commitment to membership is embedded in the organisation's vision, planning, and resource allocation.

Action	Activities	Lead	Timeline	Measures/KPIs
2.1 Increase visibility of members and the work of conferences	Include member stories and case studies (with consent) that demonstrate participation in action, particularly from regional and diverse contexts, reinforcing that member participation is active and valued.	Conferences Conference Support Team	Year 2	Implementation of communications plan promoting member's role and its impact. Member activity is documented and visible to external stakeholders, and reinforced as a strategic priority.
2.2 Foster leadership and succession planning for members and conferences	Work with Regional Presidents to identify members with leadership experience (e.g. Vice Presidents, Treasurers, long standing members, or members taking initiative in complex casework). Update Position Descriptions and Prospective Member Packs to support conferences with recruitment and succession planning.	Regional Presidents Conference Support Team	Year 2	Identified leadership pool for each conference. Reduced reliance on single long term office holders. Check list, PD's and resources to support conference succession planning.
2.3 Engagement of members' input into the strategic plan	Engage a member working group to provide input with the Strategic Plan.	Territory Council Conference Support Team	Year 2	Working group established and provide input with the organisations Strategic Plan.
2.4 Engagement of conferences in annual budget for membership resources and services	Establish a cost code specifically for membership resources within the Conference Support Team budget.	Conference Support Team	Year 2	Funds assigned to the 1800 budget for resources.

Goal 3

Member recruitment is inclusive and equitable

Recruitment approaches attract and welcome diverse members, valuing equity, inclusion, and accessibility.

Action	Activities	Lead	Timeline	Measures/KPIs
3.1 Design inclusive recruitment campaigns	Implement targeted membership recruitment and initiatives for conferences with ageing members or low numbers.	Regional Presidents	Year 2	Membership numbers increase by 10% over three years.
	Implement recruitment campaigns targeting younger, culturally diverse, and under represented groups.	Conference Presidents		Onboarding guidelines which provide a simplified onboarding experience are developed and implemented.
	Establish clear pathways for young people, school leaders, and volunteers to become members.	Conference Support Team		
	Develop different pathways and recruitment models to invite local community demographic and cultural groups to consider becoming members.			
3.2 Develop a new comprehensive member and conference library of resources	Development and review of:	Member Working Groups	Year 2	Up to date library of resources available on Member Connect.
	Induction Pack, Offboarding Procedure, Complaints and Grievances Guide, Prospective Member Pack, Position Descriptions, Assistance Guidelines, Cultural Awareness Training, Recruit Readiness Checklist, President's Guide, Treasure's Guide.	Conference Support Team		
3.3 Design clear pathways between volunteering and membership	Membership promotional material provided to programs and retail shops for our volunteers.	Conferences	Year 3	Promotional packs developed and rolled out to retail stores and programs within Vinnies, that have volunteers. Quarterly articles in the volunteer newsletter.
	Ensure a smooth transfer of the individual's information from the Volunteer Services Team to the Conference Support Team, and vice versa, including details such as WWVP card information, as they move between systems and departments.	Volunteer Services Team Conference Support Team		
	Articles in the volunteer newsletter promoting conference work and inviting people to join.			
3.4 Strengthening opportunities for young people to join conferences is vital for the long-term sustainability of the Society	Work with university partners to promote conference activities on campus, with the aim of building long term conference membership.	Youth Conference Conference Support Team	Year 2	Number of conference activities promoted through university partnerships each year. Number of students engaged through on-campus promotions or events

Goal 4

Members are supported and recognised

Members are equipped with the knowledge, resources, and support to participate confidently and effectively.

Action	Activities	Lead	Timeline	Measures/KPIs
4.1 Training, mentoring, resources and guidelines to be developed specifically for Presidents and Treasurers	Guidelines developed and distributed to all Presidents and Treasurers with the offer of support/training with any aspect of the resources.	Conferences Conference Support Team	Year 2	Guidelines developed and distributed on Member Connect.
4.2 Assess member development and training needs through annual survey	Develop and implement a survey (Survey Monkey and paper version) for conferences to ascertain training needs for members. Work alongside Learning and Development Team to facilitate training options.	Territory Council Conference Support Team	Year 2	Surveys developed and rolled out to conferences; outcomes reviewed to roll out training plans for conferences. Training offered in all regions.
4.3 Allocate time and support for experienced members to mentor and support new members	Create peer networks and mentoring resources for new members and Presidents. Conference members in leadership roles or long-term members to approach and offer support to members that have the skills and capacity to join, or support leadership activities.	Regional Presidents Conference Presidents	Year 2	Mentoring meetings, and resources available on Member Connect, in the newsletter, and promoted.
4.4 Recognise the great contribution members make to the work of the Society and the people we support	Provide length of service and lifetime service awards to members, with certificates and badges. Highlight the work of members in internal publications, the website, newsletters and on social media.	Conferences Conference Support Team	Year 1	The work of members is frequently highlighted in internal and external publications.

Goal 5

Member safety and wellbeing is prioritised

The organisation actively protects members' wellbeing and safety to ensure they understand their rights and responsibilities.

Action	Activities	Lead	Timeline	Measures/KPIs
5.1 Provide and inform members of all insurance and safety policies and procedures	Ensure conferences are discussing WHS and have it as a standing agenda item for their meetings. Review WHS policies and procedures with members.	Conference Support Team	Year 1 and ongoing	Current WHS policies and procedures available on Member Connect, reminders sent to Presidents and articles in the newsletter. Training provided to conferences regarding WHS policies and procedures.
5.2 Ensure feedback and complaint mechanisms are clearly communicated to members and relevant staff	Review and implement the complaints policy and procedure. Training for everyone involved in the complaints process to ensure compliance.	Territory Council Conference Support Team	Year 1 and ongoing	Complaints procedure updated and signed off on by Territory Council. All parties understand the process.
5.3 Review incident reports quarterly with Territory Council to identify any trends and improvements	Develop a report template for Territory Council to renew as part of their meeting paper.	Territory Council Conference Support Team	Year 1 and ongoing	Regular incidents reported to Territory Council.

Goal 6

Membership practices are continuously improved

Membership systems are guided by best practice and regularly reviewed for improvement and innovation.

Action	Activities	Lead	Timeline	Measures/KPIs
6.1 Launch the Membership Strategy with conferences	Provide copies to all conferences via email and include a newsletter article explaining the background of the Membership Strategy. Publish the Membership Strategy and Implementation Plan the Society's website.	Territory Council Regional Presidents Conference Support Team	Year 1	Article in the newsletter, a copy sent to all conferences and available on Member Connect. Progress against the plan reported at each Regional Council. Launch event of the Membership Strategy
6.2 Launch member feedback tool	Develop a survey for members to provide feedback on conference processes and their experience as a member.	Territory Council Regional Presidents Conference Support Team	Year 1	All conferences invited to complete the survey; information reviewed by Territory Council for actions.
6.3 Annual review and report to Territory Council on the Membership Strategy to inform annual implementation plans	Ongoing review and reporting by the Working Group and to Territory Council.	Territory Council Conference Support Team	Year 1	Regular progress reports to Territory Council.
6.4 Support conferences with the implementation of National Membership Strategy	Support conferences to effectively implement the National Membership Strategy by providing practical, achievable actions at conference level. It involves providing guidance, tools, and readiness support to strengthen conference and regional leadership.	Territory Council Regional Presidents Conference Support Team	Year 2	All conferences briefed on the National Membership Strategy. Tools and resources rolled out and available on Member Connect.

Appendix 1

Growth Development Across our Regions

Current as of February 2026

Regional Council	Conference	Members	Average Age	Average monthly visits/interviews	Average monthly expenditure	Catholic population (2021 Census, parish)
Far South Coast	Batemans Bay	16	74	145	\$11,085.81	4095
Far South Coast	Bega	6	75	23	\$2,396.58	2320
Far South Coast	Bombala	6	72	10	\$532.07	448
Far South Coast	Moruya	13	78	92	\$7,387.59	2240
Far South Coast	Narooma	15	72	104	\$7,084.97	1211
Far South Coast	Merimbula/Eden	14	74	59	\$4,962.82	2539
Greater Western Goulburn	Boorowa	6	68	12	\$1,274.58	789
Greater Western Goulburn	Cootamundra	7	83	49	\$4,426.00	2213
Greater Western Goulburn	Crookwell	3	64	5	\$1,236.27	1455
Greater Western Goulburn	Goulburn	12	76	124	\$9,137.13	7861
Greater Western Goulburn	Gundagai	4	62	0	\$0.00	1072
Greater Western Goulburn	Harden	5	69	27	\$2,893.25	
Greater Western Goulburn	Lake Cargelligo	2	83	4	\$377.92	436
Greater Western Goulburn	Temora	4	68	27	\$2,690.16	1462
Greater Western Goulburn	Tumut	7	67	20	\$2,779.46	2245
Greater Western Goulburn	West Wyalong	5	62	25	\$3,331.37	1057
Greater Western Goulburn	Yass	12	71	41	\$6,641.64	3406
Greater Western Goulburn	Young	8	75	33	\$4,742.50	3805
Molonglo	Braidwood	9	75	25	\$3,252.92	901
Molonglo	Bungendore	2	68	1	\$135.00	3038
Molonglo	Caritas Christi	11	65	31	\$8,192.53	
Molonglo	Curtin	7	79	23	\$2,343.01	
Molonglo	Inner South	12	67	161	\$27,798.89	5856
Molonglo	Queanbeyan	10	61	42	\$7,448.72	11901
Molonglo	South Woden	21	75	36	\$5,023.86	4151
Molonglo	St Teresa of Jesus	1	80	0	\$0.00	
Molonglo	Western Creek Molonglo	16	74	75	\$9,924.19	6871
North Canberra	ANU	10	23	21	\$1,251.04	
North Canberra	Aranda	9	69	24	\$2,801.55	3529
North Canberra	Campbell	17	70	34	\$3,347.17	1249
North Canberra	Charnwood	21	63	42	\$6,126.29	4057
North Canberra	Evatt	15	70	20	\$2,896.07	
North Canberra	Gungahlin	15	63	99	\$19,145.30	15989
North Canberra	Kaleen	10	71	18	\$2,636.60	1314
North Canberra	Kippax	14	70	55	\$5,970.50	3749
North Canberra	O'Connor	8	52	26	\$2,372.71	1314
North Canberra	Page	8	74	39	\$4,635.35	3529
North Canberra	Watson	11	53	28	\$3,160.31	1925
Tuggeranong/Monaro	Baillys	3	83	0	\$0.00	
Tuggeranong/Monaro	Calwell	15	70	36	\$5,440.57	6239
Tuggeranong/Monaro	Cooma	5	79	3	\$250.42	2419
Tuggeranong/Monaro	Gowrie	16	67	34	\$5,760.34	6239
Tuggeranong/Monaro	Kambah	18	74	39	\$6,098.71	4261
Tuggeranong/Monaro	Wanniassa	10	73	22	\$3,432.51	4542
	Call Centre			27	\$2,212.42	