



United
Nations
Association
of Australia

NATIONAL SDG PROGRAM PROSPECTUS





SAFER

FAIRER

**MORE
SUSTAINABLE**

WELCOME

TO THE UNITED NATIONS ASSOCIATION OF AUSTRALIA

As a non-government organisation and registered Australian charity that sits in a unique and important position in the non-profit landscape the United Nations Association of Australia (UNAA) works to inform, inspire and engage all Australians about the crucial work, goals and values of the United Nations to create a safer, fairer and more sustainable world.

Established in 1946, the UNAA engages federal, state and local governments, businesses, academia and community groups through an array of educational & awareness programs, leadership development opportunities, speaker events, advocacy campaigns and national media activities.

AS A PROGRESSIVE CHANGE AGENT, WE EMPOWER AUSTRALIANS TO THINK GLOBALLY, PLAN NATIONALLY AND ACT LOCALLY. TO DO THIS, WE:



Implement innovative programs, projects and activities



Conduct awareness-raising and education activities



Convene professional knowledge sharing, networking and training activities



Partner and collaborate with organisations in the UN system



Conduct research and analyse policies

We offer a unique opportunity to partner with a renowned global brand that constructively exists to maintain and strengthen global peace and security; provide humanitarian relief; and promote human rights, environmental sustainability and economic development.

Your people, partners, investors and customers will benefit by your alignment with the UNAA to achieve specific goals. Most Australians are already exposed to our activities, in the news or in person, whether they realise it or not. We hold an office in every Australian capital city and maintain a supporter base of more than 200 active titled volunteers with a small efficient staff. Our events across Australia attract

tens of thousands of people annually and our online activities directly connect with many thousands more.

We have launched ambitious plans to further grow our reach both within Australia and throughout the Asia Pacific region, and we invite you to partner with us to mutually benefit from this exciting growth phase. The world needs the UN now more than ever.

Our partnership will lead to a better informed, more resilient and increasingly prosperous Australia. And together we will create a safer, fairer and more sustainable world for present and future generations.

THE UNAA AND THE SUSTAINABLE DEVELOPMENT GOALS

SDGs

SUSTAINABLE DEVELOPMENT GOALS

The United Nations' SDGs and their targets were unanimously endorsed in September 2015 by 193 countries, including Australia.

The 17 global goals constitute an ambitious shared framework of development priorities to 2030. They aim to bring an end to extreme poverty, hunger and inequality; act on climate change and environmental sustainability; improve access to quality health and education; promote prosperity and wellbeing for all people; whilst also encouraging good governance, peace and security.

Achievement of the SDGs is one of the UN's highest priorities.

As such, the UNAA is deeply committed to the education, inspiration and engagement of Australians around the SDGs and has a clear mandate to increase the Australian support needed to help create a safer, fairer and more sustainable world.

This prospectus outlines development plans for the UNAA's National SDG Program to mobilise resources and actively engage Australians to help achieve the SDGs and their specific targets.



PROGRAM OBJECTIVES

The SDGs set bold and transformative steps to shift the world onto a sustainable path, encompassing
PEOPLE, PLANET, PROSPERITY, PEACE AND PARTNERSHIP.

We can and must grow awareness of the SDGs and their targets within Australia to ensure progressive achievements are made across all sectors through collaborative partnerships that inspire interest, mobilise resources, engage dialogue and guarantee positive impact.

Over three years, to 2020, the UNAA National SDG Program aims to reach 2 million+ Australians across education, community, government and business sectors to:

- 1** Increase overall awareness of the SDGs within Australia by 25%, measured through event attendance, focus group research, member surveys, website visits, mainstream media coverage, and social media engagement levels.
- 2** Further engage the business sector by forming mutually beneficial partnerships that address one or more SDG and associated targets, through tailored partnership affiliation and tiered sponsorships.
- 3** Grow secondary schools' participation in association with Model UN Conferences and UN Youth Australia programs.
- 4** Grow University programs, scholarships and study tours through the UNAA Academic Network, UN Youth Australia and the UNAA Young Professionals Network.
- 5** Play a convening, brokering role to assist the Australian Government with its obligations to report on and communicate progress of the SDGs and targets.
- 6** Expand engagement of the UN Parliamentary Group with MPs and host visiting heads of UN agencies and other dignitaries when visiting Australia.
- 7** Launch UN themed campaigns that reach and resonate with individuals, families and community groups, as well as business, government and education sectors.



PROGRAM FRAMEWORK

With a global perspective, nationally aligned strategy and local community engagement, the UNAA National SDG Program is strengthened by the resources, volunteer networks and local communities of the UNAA State/Territory Divisions.



Think Globally,
Plan Nationally,
Act Locally”

AWARENESS & ENGAGEMENT ACTIVITIES

The UNAA National SDG Program will grow awareness of the SDGs through action-orientated engagement activities, including:

1

A range of educational events in Capital cities and regional locations, including:

- > An annual SDG Conference
- > An annual Gala Dinner event
- > 3 Keynote Speaker events per year

2

Public awareness campaigns - tying in with UN observance days such as UN World Environment Day, UN Human Rights Day, UN International Day of the World's Indigenous Peoples

3

An SDG Awards & Recognition Program – celebrating excellence in achievement, leadership, creativity and innovation

4

National roadshow bus tour (covering the Eastern states in year one, expanding Australia wide in years two and three)





MARKETING & ADVERTISING SUPPORT

Promotion of the Program is through a range of communication programs and channels, including:

1

The appointment of Goodwill Ambassadors – field experts, celebrities and prominent Australians representing specific global goals or focus areas

2

National, regional and local media coverage – television, radio, press and digital news channels

3

Fundraising campaign toolkits – resources for community fundraisers, workplace giving programs, program specific collateral

4

Digital marketing platforms – paid media, additional social media content development, an SDG film/documentary project, an SDG app

5

Tailored newsletters, updates and reporting tools – regular briefings on SDG goals, developments and achievements

6

Branded merchandise – to grow both program awareness and revenue

7

SDG specific signage – available for event promotion

PROGRAM MANAGEMENT MEASUREMENT & ADMINISTRATION

The UNAA National SDG Program is managed by Patricia Garcia AO, a dedicated National Program Manager, with significant experience in planning, implementing and managing humanitarian programs.

Patricia has significant experience in program design and delivery, as well as campaigning and fundraising. For more than 20 years Patricia lived and worked in war zones. She has managed and coordinated humanitarian relief and development programs to assist refugees and IDPs in some of the world's longest-running conflicts, including Afghanistan, Sudan and Burma.

Patricia has worked for the United Nations and international NGOs, including Oxfam, Peace Winds Japan, German Agro Action, Norwegian Church Aid, UNHCR and UNOPS. Her program management assignments have included overall responsibility for emergency and post-conflict recovery, managing annual budgets up to USD 12m.

In 2011 Patricia received an Australian Federal Government award for services to the humanitarian sector, and in 2016 she was appointed as an Officer of the Order of Australia. Patricia was also a 2016 State Finalist for Australian of the Year and is widely respected for her expertise and extensive experience contributing to the achievement of the SDGs and their specific targets.

A part-time experienced Program Coordinator will be recruited to assist the National Program Manager with event management, reporting and administration, and coordination of program activities. SDG titled volunteers and interns will support the Program at both a National and State/Territory level.

Key Program achievements will be measured and collated on a quarterly basis, with input from all Divisions and Programs, and reported by Patricia as the National SDG Program Manager.





PROGRAM FUNDING

The UNAA National SDG Program expenditure estimate is \$1.6m over 3 years.

A breakdown of Year 1 projected expenses follows:

> PROGRAM DEVELOPMENT & MANAGEMENT

Salaried National Program Manager

Volunteer Management & Intern expenses

Salaried part-time Program Coordinator

Partnership management and funding development, workplace giving program events & administration

Hardware, software, telephony expenses

Data, licensing, general administration costs

\$165,000

> TRAVEL/ACCOMMODATION EXPENSES

International travel costs associated with keynote speakers, Goodwill Ambassador expenses

National travel costs for Program Manager, volunteer expenses reimbursement

SDG Roadshow - Bus tour (Eastern states in year 1)

\$103,000

> EVENTS

Annual conference, keynote speaker events (3), gala dinner event, Awards presentation event, State-based community/UN Day events (8)

Venue/facilities for 14 events

External events management costs

Speaker costs

AV/other equipment rental

Catering

\$117,600

> COMMUNICATIONS, ADVERTISING & MARKETING

SDG branding, propositions and key messaging development

Media briefing toolkits, spokesperson media training, dialogue guideline production

Digital campaign & fundraising communications (including photography, copywriting, online platform registration, data management fees)

Printed campaign materials (including artwork, production, postage/freight, data management, storage)

Branded merchandise production, storage, pick pack despatch

Film/documentary production (low-bono)

Paid media (social/digital, broadcast)

Outdoor advertising campaign production

UN Day themed marketing production and online tools

\$157,000

> TOTAL PROGRAM COST ESTIMATE YEAR 1:

\$542,600

The UNAA welcomes the opportunity to develop a partnership that will help you reach your specific goals, and will play a crucial role in creating a safer, fairer and more sustainable world.



**United
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Association
of Australia**

**SUSTAINABLE
DEVELOPMENT GOALS**

The United Nations Association of Australia

www.unaa.org.au/sdg

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