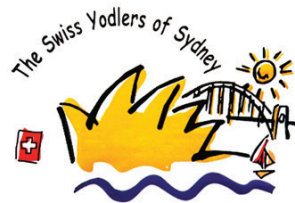




# Swiss Alliance Australia Inc.

Umbrella Organisation of  
Swiss Associations in Australia

# Strategic Plan 2023-2026





# OUR FOUNDING STORY

## A GATEWAY TO THE SWISS COMMUNITY IN AUSTRALIA

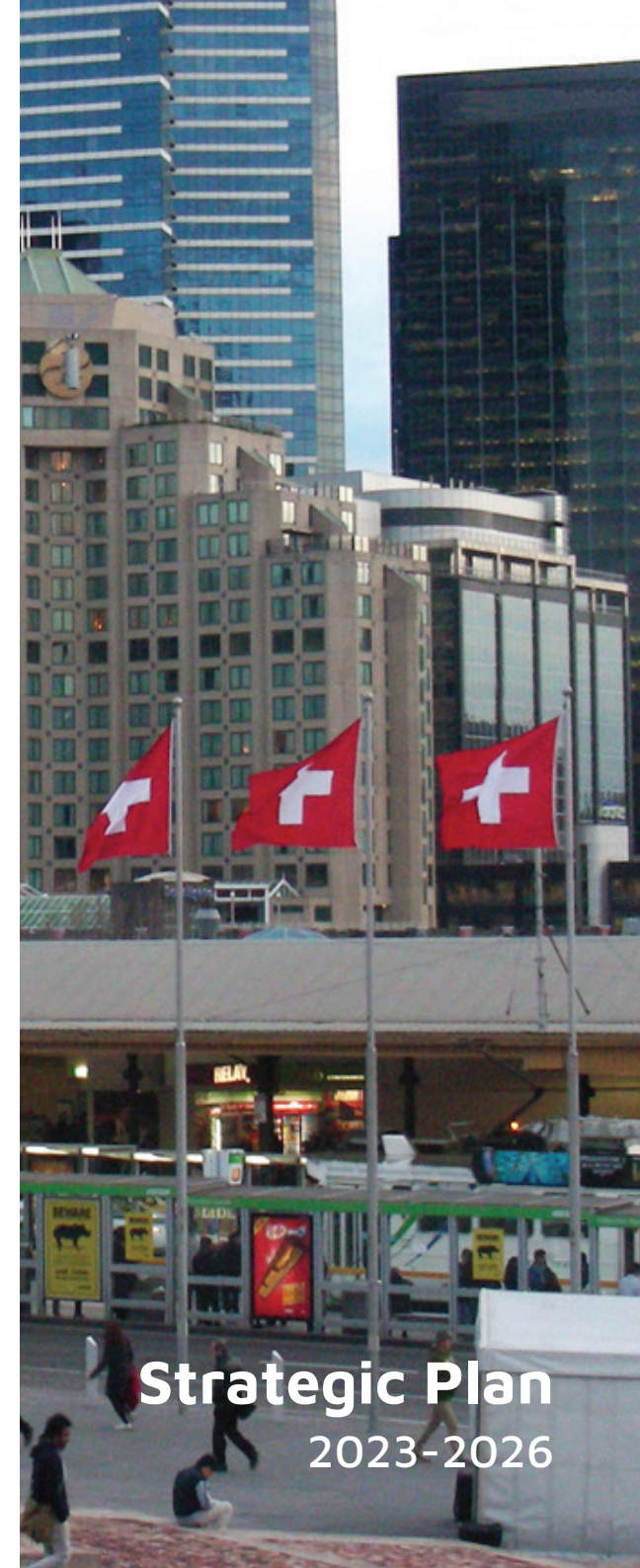
As the founding committee of the Swiss Alliance Australia Inc. (SAA), we are delighted to share with our members our long-term vision for the Alliance and Strategic Plan for the next four years.

Our vision of the future has been shaped by the foundations of the organised Swiss community in Australia. A small but vibrant community of expatriates who have built the social clubs and societies which have preserved Swiss cultural experiences here in Australia for more than 100 years. For the organised Swiss today, it is both the challenges and the opportunities of change that drive the need for us to work together to shape what tomorrow could look like. The SAA, founded by the Swiss clubs and societies it serves and in partnership with the CSA Oceania, has created a virtual front door and a united voice for the organised Swiss abroad. Within our founding Strategic Plan, we will lay the foundations for the SAA to achieve the aims and objectives prescribed within our founding constitution highlighting:

- Our cultural drivers
- Our vision for the future, and
- Our strategic priorities for 2023-2026

**Claude Alain Staub**  
SAA President

**Roland Isler**  
SAA Vice-President



**Strategic Plan**  
2023-2026



## OUR PURPOSE

**“To become the  
gateway to a connected  
and thriving Swiss  
community in Australia”**

**Strategic Plan**  
2023-2026



# OUR VALUES

## Stewardship

We respect and safeguard the heritage and cultural identities of Swiss clubs and societies in Australia.

## Communication

We represent the “one strong voice” of the Australian Swiss community both in Bern and locally via streamlined publications and events.

## Collaboration

We promote the participation and strength in working together to support the development of Swiss clubs and societies in Australia.

## Innovation

We promote corporate partnerships and shared projects amongst Swiss clubs and societies to build a thriving and sustainable future.

**Strategic Plan**  
2023-2026





## OUR VISION

Our vision for the SAA is to become the gateway to a connected and thriving Swiss community in Australia.

The journey begins with the development of an administrative interface between our members clubs and the formal Swiss agencies both here in Australia and in Bern. This new virtual 'front door' will, in partnership with the CSA delegates, streamline communications as well as coordinating 'one strong voice' for the member clubs.

Our member clubs will be inspired to reach their full potential by surrounding them with the best information, technology and expertise available for addressing the emerging challenges and opportunities for tomorrow's social and benevolent societies. Our people will feel proud to be part of a national umbrella organisation that delivers a culture of diversity and inclusion to participate in the projects that shape the development of tomorrow's Swiss club. By coming together more often by region or nationally, member clubs have the opportunity to collaborate on events, administrative decisions and corporate partnerships to improve opportunities for member clubs.

**Strategic Plan**  
2023-2026



# OUR STRATEGIC AMBITIONS 2023-2026

1. Strengthen Swiss Community & Stakeholder Relationships
2. Growth & Development of Swiss Clubs
3. Streamline Online Publications nationally
4. Build Corporate Partnerships



## 1. STRENGTHEN STAKEHOLDER RELATIONSHIPS

**HOST: Sub-Committee for Governance & Administration**

**CHAIR: SAA Secretary**

- (1)** To represent Swiss organisations and groups in Australia and elsewhere in Oceania in dealing with Swiss government authorities and agencies both in Switzerland and Australia and elsewhere in Oceania.
- (2)** To represent Swiss organisations and groups in Australia and elsewhere in Oceania with one united voice to the Swiss authorities in Bern and particularly to OSA.
- (4)** To maintain and foster close relationships with all official channels in Switzerland and abroad which are of importance to the Swiss abroad and bring forward matters of concern to Swiss people living in Australia and elsewhere in Oceania.
- (12)** To organise the election of delegates representing the Swiss community in Australia and elsewhere in Oceania on the Council of the Swiss Abroad (CSA) in accordance with the relevant OSA regulations from time to time.

### **(#) SAA Constitutional Aims Reference**

#### **OUTPUTS**

Facilitate CSA Oceania elections (2025)

Intake and membership services portal

- Develop and maintain database of Swiss Clubs / societies in Australia
- Publish annual CSA / Swiss Review dates using SAA events calendar
- Host annual administrative forum with SAA / CSA and EDA
- Coordinate Swiss Club Presidents Conference (2024, 2026)

**Strategic Plan**  
2023-2026



## 2. GROWTH & DEVELOPMENT OF SWISS CLUBS

**HOST: Sub-Committee for Swiss Club Development**

**CHAIR: SAA President**

**(8)** To support the activities of member organisations and groups and to provide guidance in relation to organisational and administrative matters if requested to do so.

**(10)** To encourage the exchange of ideas and information, culture and friendship amongst members and also between members and OSA.

**(9)** To actively seek, encourage and assist in the formation of new Swiss organisations and groups in Australia and elsewhere in Oceania.

**(3)** To promote the solidarity and unity of Swiss organisations and groups in Australia and elsewhere in Oceania.

**(15)** To organise regular meetings of the presidents and/or other senior officers of member organisations and groups.

**(#) SAA Constitutional Aims Reference**

### OUTPUTS

- Coordinate annual state-based network meeting
- Coordinate annual national interest-based network meeting
- Publish annual club events calendar using SAA events calendar
- Establish Swiss Club presidents online forum / group chat
- Lead Swiss Club Presidents Agenda draft (2024, 2026)



### 3. STREAMLINE ONLINE PUBLICATIONS

**HOST:** Sub-Committee for Marketing & Communication

**CHAIR:** SAA Vice-President

**(13)** To publish and maintain an online platform to link all member organisations and groups and to promote the association's activities through social media channels.

**(14)** To inform members organisations and groups and their respective members about events, news and legislation of interest to Swiss citizens residing in Australia and elsewhere in Oceania.

**(6)** To represent and promote the common interests of member organisations and groups, whilst fully recognising their individuality, independence, and characteristics.

**(11)** To seek to ensure the regular publication of the Swiss Review – Regional News Oceania – or other official publications.

**(#) SAA Constitutional Aims Reference**

#### OUTPUTS

- Build, develop and maintain SAA website and national calendar
- Coordinate content nationally for the Swiss review
- Publish annual publication dates using SAA events calendar
- Establish and maintain social media accounts for SAA
- Member club annual forum to coordinate publications

## 4. BUILD CORPORATE PARTNERSHIPS

**HOST:** Sub-Committee for finance & Corporate Relations

**CHAIR:** SAA Treasurer

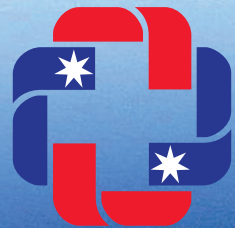
**(5)** To establish and maintain group insurance cover for member organisations and groups so far as practicable.

**(7)** To arrange beneficial financial and other arrangements for member organisations and groups and their respective members.

**(#) SAA Constitutional Aims Reference**

### OUTPUTS

- Coordinate annual forum for national Insurance project
- Establish 1-2 new corporate partnerships annually
- Publish exclusive SAA member benefits in website portal
- Market membership benefits / partnerships at SAA events



saa

[swissallianceaustralia.org](http://swissallianceaustralia.org)