

1.

Community AWARENESS and Visibility

GOAL

Promote One Nation policies and principles in local communities.

KPIs:

- One hosted event for the general public per quarter.
- Number of community organisations or stakeholders engaged.
- One event with elected member per year.
- Social media engagement from shared official posts by branch members to private social media.

Branch Goals and KPIs

2. **Policy** **Input from** **LOCAL ISSUES**

GOAL

Identify and escalate local issues for integration into state and federal policy.

KPIs:

- 5 policy submissions sent to HQ or State Executive annually.
- 2 branch meetings that include discussion of local policy priorities annually.
- 2 Community consultations or issue-based meetings held.

Branch Goals and KPIs

3.

Membership GROWTH

GOAL

Build and retain an active local membership base.

KPIs:

- Growth in the size of the branch by 15% each quarter.
- Membership retention rate (90% of members who renew).
- Attendance at meetings (as 60% of total members).
- 20% of branch members bring guests/friends as invitees to observe branch meetings at each meeting.

Branch Goals and KPIs

4.

Volunteer RECRUITMENT and Coordination

GOAL

Develop a strong base of trained and ready volunteers for campaigning and community engagement.

KPIs:

- 300 active volunteers registered in the portal within 3 years (includes party and general supporter/volunteers).
- 100% of volunteers assigned to tasks (e.g. booths, scrutineering).
- Volunteer training sessions held 2 per annum – 4 per annum in an election year
- Completion of volunteer activity reporting to HQ yearly.

Branch Goals and KPIs

5.

Election Readiness and Campaign SUPPORT

GOAL

Ensure branch is prepared to support candidates and campaign effectively, as a federal election approaches.

KPIs:

- Coverage rate of polling booths (goal: 100% coverage).
- Minimum 100 corflutes distributed per electorate.
- 100 minimum "How to Vote" card volunteers signed up.
- Nominate, source and locate at least one local candidate who can be recommended and vetted for a federal election cycle.

Branch Goals and KPIs

6. **Fundraising PERFORMANCE**

GOAL

Raise funds to meet local campaign, technology, and operational needs.

KPIs:

- Minimum \$200 raised annually for technology levy, for provision of technology from H.Q.
- \$2,000+ raised per federal election cycle for nomination costs.
- 2 Fundraising event targets met (e.g. two per year).
- All funds reported through official Party channels with supporting notes.
- Minimum of \$3,000 raised over an election cycle for election materials.

Branch Goals and KPIs

7.

Internal Operations and GOVERNANCE

GOAL

Operate professionally and in accordance with Party by-laws and procedures.

KPIs:

- Minimum of two branch meetings per year, with minutes submitted.
- Compliance with branch technology and communication guidelines (e.g. no independent social media).
- Use of official portal for all branch correspondence.
- Timely submission of reports or motions to HQ.

Branch Goals and KPIs