



## **STRATEGIC PLAN 2025-2027**

### **RAEME ASSOCIATION QUEENSLAND INC (RAQ)**

**December 2025**



**RAEME Recovery Mechanics Memorial North Queensland**

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### 1.0 - Our vision

To honour the proud legacy of the Royal Australian Electrical and Mechanical Engineers (RAEME) Corps by fostering technical excellence, leadership, and community service. Through innovation and collaboration, the RAEME Association Queensland (RAQ) supports current and former Corps members while making a positive impact on the wider community.

*Arte et Marte*

### 2.0 - Our purpose

The RAEME Association Queensland’s purpose is to:

- Support members and the wider community through meaningful projects and initiatives.
- Promote the RAEME Corps’ identity and reputation across Queensland.
- Recognise and celebrate the achievements of Corps members.
- Provide a central platform for Corps-related activities and connections.

### 3.0 – Strategic objectives

RAQ will deliver its vision through five strategic pillars:

1. Strengthening community engagement and veteran support
2. Promoting the RAEME identity
3. Celebrating and recognising achievements
4. Fostering membership and connectivity
5. Sustained membership growth

## 4.0 - Strategic pillars, actions and performance measures

### 4.1 - Strengthening community engagement and veteran support

**RAQ will build strong partnerships with local organisations and utilise RAEME expertise to deliver meaningful community outcomes.**

<b>Key Actions</b>	<b>Performance Measures</b>
Collaborate with organisations such as Mermaid Beach SLSC, veteran-aligned businesses, and community and charitable groups	<i>Quality and number of partnerships and joint initiatives</i>
Encourage member participation in community service programs	<i>Community programs promoted, support delivered, and stakeholder feedback</i>
Establish and grow a Community Service Fund	<i>Funds raised and support delivered to community and veteran-aligned organisations</i>
Allocate regional budgets to support local events	<i>Number, reach, and impact of regional events delivered within budget</i>

### 4.2 - Promoting the RAEME identity

**RAQ will actively promote Corps heritage, achievements, and esprit de corps through communication, advocacy, and events.**

<b>Key Actions</b>	<b>Performance Measures</b>
Advise Corps leadership on wellbeing and esprit de corps	Regular engagement with the Colonel Commandant (COL COMDT)
Maintain and enhance digital platforms (website and newsletters)	Increased user engagement
Organise key commemorative events including ANZAC Day and RAEME Birthday	Event attendance and participant satisfaction
Promote Corps achievements through media and local networks	Published articles and event coverage
Expand social media presence (Facebook and Instagram)	Growth in followers and engagement metrics

### 4.3 - Celebrating and recognising achievements

**RAQ will honour service and contribution through awards, publications, and commemorative initiatives.**

<b>Key Actions</b>	<b>Performance Measures</b>
Support national and regional awards programs	<i>Corps awards presented in Queensland including the Norm-Hicks Hall Award</i>
Develop recognition initiatives for members and regional contributors	<i>Awards presented to members and contributors</i>
Contribute to Corps history and commemorative projects	<i>Projects supported and community engagement</i>
Publish Corps achievements in newsletters and The Craftsman magazine	<i>Frequency and quality of published content</i>
Recognise youth members and women in RAEME	<i>Youth, women, and community initiatives delivered</i>

### 4.4 - Fostering membership and connectivity

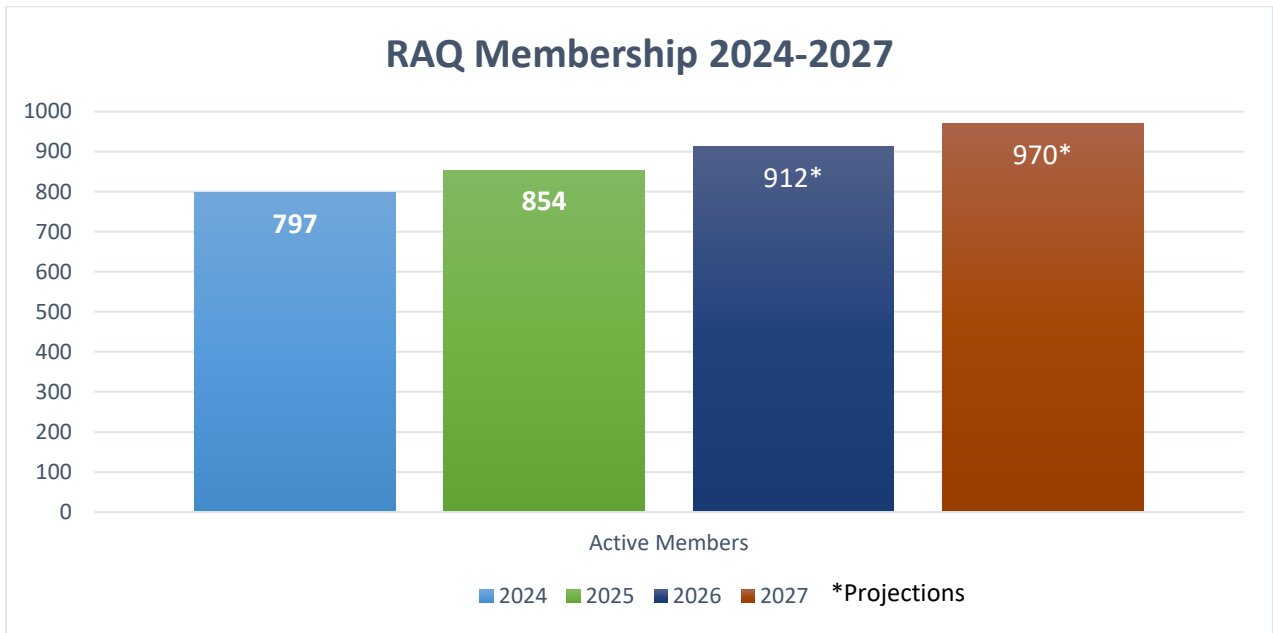
**RAQ will strengthen state-wide networks and enhance the member experience.**

<b>Key Actions</b>	<b>Performance Measures</b>
Establish sub-branches and regional committees	<i>Regional representation across Queensland (see Appendix 1)</i>
Develop a member-centric technology platform	<i>Improved communications, event management, online shop, and resource access</i>
Deliver regular events across diverse demographics	<i>Increased event attendance</i>
Provide welfare support to members in need	<i>Welfare contacts established and referral pathways available</i>
Strengthen ties with serving members, veterans, and communities	<i>Regular communication, support regional activity and distribution of Spanner Packs</i>

### 4.5 - Membership growth

**RAQ aims to achieve annual membership growth of 6.5%–6.9% through engagement, visibility, and enhanced member value.**

<b>Key Actions</b>	<b>Performance Measures</b>
Increase visibility via social media and partnerships	<i>Growth in enquiries and new memberships</i>
Introduce new member incentives	<i>Uptake of incentives and retention rates</i>



## 5.0 - Governance and review

The Executive Committee will oversee delivery of this plan and monitor performance against identified measures. Progress will be reviewed annually, with adjustments made to reflect emerging priorities, opportunities, and risks.

## 6.0 - Commitment

The RAEME Association Queensland remains committed to supporting Corps members, veterans, and the wider community. Through strong governance, innovation, and collaboration, RAQ will uphold the proud traditions of RAEME while positioning the Association to meet future challenges.

### Association Snapshot – Operation Spanner Pack

Managed on behalf of the RAEME National Network (RNN) at the end of 2025 has dispatched 4891 Spanner Packs, weighing 10,065kg. Packs have been distributed to locations across the globe including Kuwait, Middle East, Malaysia, Sinai, Iraq, Afghanistan, Pakistan, Solomon Is, South Sudan, PNG, Fiji, East Timor, Timor-Leste, Operation Sovereign Borders, AACAP Torres Strait Is, Germany and UK. These milestones underscore the initiative’s enduring impact to support our soldiers.



## Appendix 1- Regional representation

**Regions/Chapters operate in Queensland to provide a focal point for local RAEME activities and events.**

Current Regions for the RAEME Association Queensland are listed below:

<p style="text-align: center;"><b>RAEME Association QLD Regions</b></p> <p><u>North Region</u> - North - Far North - North West</p> <p><u>Central Region</u> - Central West - Capricorn - Wide Bay</p> <p><u>South West Region</u> - South West - Darling Downs</p>	<b>Regions</b>
	<p><b>North</b></p> <ul style="list-style-type: none"> <li>• North</li> <li>• Far North</li> <li>• North West</li> </ul>
	<p><b>Central</b></p> <ul style="list-style-type: none"> <li>• Central West</li> <li>• Capricorn</li> <li>• Wide Bay</li> </ul>
	<p><b>South West</b></p> <ul style="list-style-type: none"> <li>• Oakey</li> <li>• Toowoomba</li> <li>• Darling Downs</li> <li>• Granite Belt</li> </ul>
	<b>Sunshine Coast</b>
<b>Brisbane/Amberley</b>	
<b>Gold Coast</b>	