



Brisbane Boys' College Old Collegians' Association (OCA)

The Old Collegians' Association exists to serve Brisbane Boys' College alumni by fostering connection, wellbeing, and stewarding the traditions of the College.

2024 STRATEGIC GOALS

The Old Collegians' Association exists to serve Brisbane Boys' College alumni by fostering connection, wellbeing, and stewarding the traditions of the College.



Improve Database

Action

1. Invest in interim resources throughout the year to update contact details.
2. Collaborate with PMSA and the College to enhance the database.

KPI / OKR

1. Reduce database returns by 10%.
2. Increase reach via email marketing (EDM) with reduced bounce backs.

1



Increase Reach

Action

1. Create an engaging OCA Portal promotional reel.
2. Consolidate and strengthen the OCA LinkedIn presence. Engage College and Old Boy posts.
3. Foster OCA engagement with current Year 12 students.
4. Introduce AGM appointees to the community.
5. Create flexible engagement options mentoring, career expo, success stories.

KPI / OKR

1. Increase sign-ups on the OCA Portal to 1500 by end 2024.
2. Increase social followers by 10% by end 2024.

2



Mental Health Initiative

Action

1. Develop branding and marketing materials.
2. Soft launch the Mental Health Initiative.
3. Promote key themes through all communication channels.
4. Establish partnerships with various service providers.

KPI / OKR

1. Meet with the school marketing manager to draft themes by Oct 2023.
2. Complete branding by Nov 2023.
3. Launch the initiative by June 7, 2024.
4. Hold meetings with service providers by February 2024.

3



Succession Planning

Action

1. Promote upcoming vacancies on social media channels.
2. Send EDM for Expression of Interests.
3. Recommend and nominate suitable candidates.

KPIs / OKR

1. Fill all committee vacancies.

4



Events

Action

1. Maintain current OCA & VC events.
2. Reevaluate the timing of the Long Lunch event in 2024 and 2025.
3. Create an engaging Young Old Boys event.
4. Host a Melbourne Old Boys' Reunion.
5. Ensure sufficient sponsorship for each event to cover costs and keep pricing low.

KPIs / OKR

1. Increase old boy attendance at events.
2. Adjust the budget to accommodate a small loss if needed.
3. Organise Melbourne reunion in May 2024.
4. Each member to bring sponsorship or a prize to an OCA event annually.

5



Old Boy Bursary

Action

1. Schedule a meeting with College representatives, including the Director of Corporate Services.
2. Review and finalise selection criteria for the Old Boy Bursary.
3. Establish a strategy to raise funds for the Old Boy Bursary annually.

KPIs / OKR

1. Meet with the school by the end of October.
2. Develop the first draft of selection criteria by the end of November.
3. Raise \$40,000 in funds for the Old Boy Bursary annually.

6

2023 SOCIAL MEDIA ACTIVITY



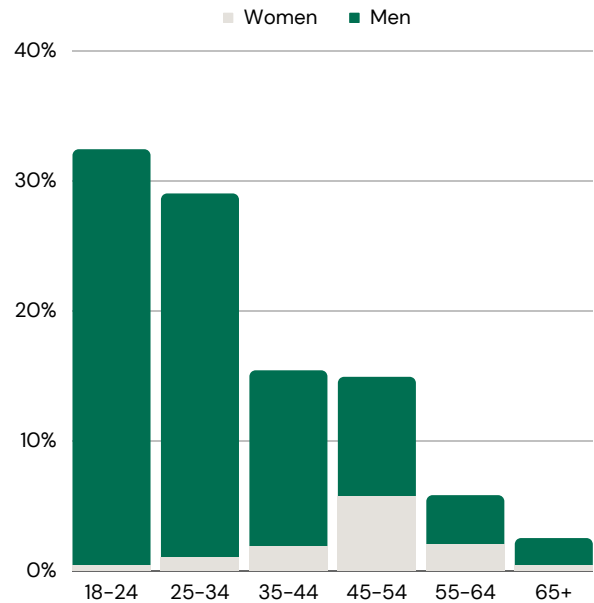
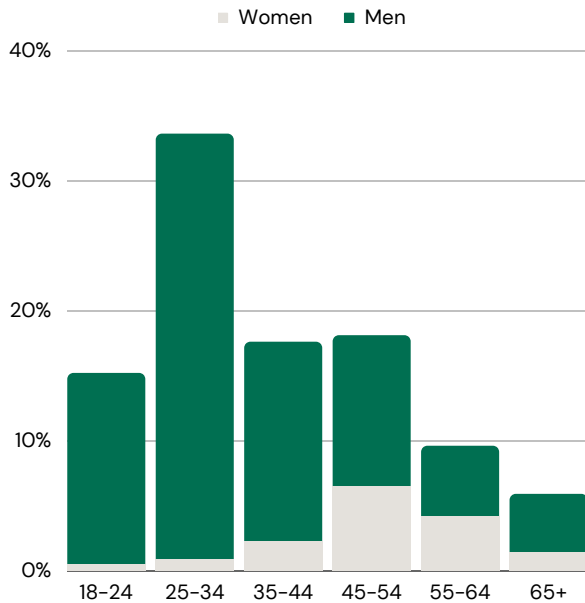
2,644 Facebook Business Followers
Reach of 41,561 users
1,970 Facebook Group Followers



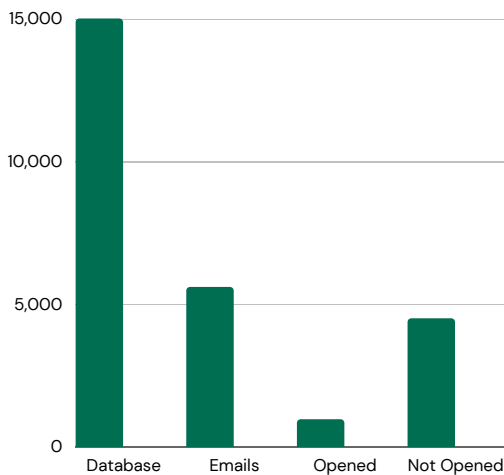
1,686 Instagram Followers
Reach of 6, 438



719 LinkedIn Followers
3,284 BBC Alumni

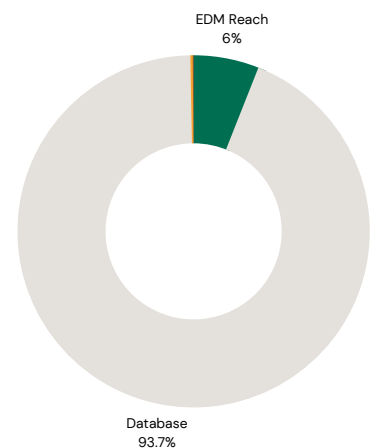


2023 EDM ACTIVITY



2023 Golf Day EDM

Database	15 960
Emails	5 594 (2022-4417)
Opened	960
Not Opened	4 499
Clicked	37
Unsubscribed	11




2023 POSTAL ACTIVITY

850+ Collegian magazine have been returned to sender out of 6000.

2023 OCA Executive Committee

Thank you to the members below for their contributions to this plan.

Peter Hunt-Sharp (OC 1991)
Jon Morrow (OC 1995)
Peter White (OC 2013)
Joel Packer (OC 1994)
James Cameron (OC 1993)
Glen Wright (OC 2008)
Murray McNaught (OC 1992)
Peter Nielsen (OC1981)
Graham Sagar (OC 1969)
Mitchell Grimmond (2015)

A faded background image of four young men in suits and hats standing in front of a building. The man on the far left is leaning against a pillar. The man next to him is leaning against the wall. The man in the center is standing with his hands in his pockets. The man on the far right is standing with his hands clasped.

By focusing on these strategic goals and actionable items, the Old Collegians' Association aims to enhance its support of Brisbane Boys' College alumni, strengthen its presence, and uphold the values and traditions of the College. This plan will guide the Association in achieving its mission and objectives as outlined in its constitution.