



National Association for Gambling Studies Ltd  
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# Strategic Plan 2024 - 2027

## OUR UNIQUE POSITION

NAGS is the only not-for-profit Australian organisation committed to promoting forward-thinking and lively discussion between the community sector, the academic sector, industry and government about gambling related research and associated issues and opportunities.

### OUR PURPOSE

We bring together community, researchers, industry and government.

We encourage the collection and dissemination of research about all forms of gambling.

We support a public health perspective and evidence based decision making.

We provide grants and scholarships to emerging researchers.

We organise and host an annual national conference.

### OUR VALUES

Transparency and accountability

Robust inquiry

Respectful conversation

Collaborative work

OUR STRATEGIC PILLARS

#### COMMUNICATION

##### Goal 1

**Improve brand recognition by the community sector, industry, the academic sector and government**

Objective 1.1 – Rebrand NAGS and develop new marketing assets

Objective 1.2 – Develop an annual Marketing Plan template

Objective 1.3 – Develop an annual Member Communications Plan template

Objective 1.4 – Establish a new website and social media profiles to promote NAGS and provide information to members and others

#### PEOPLE

##### Goal 2

**Grow an engaged membership**

Objective 2.1 – Develop an annual Membership Management Plan

Objective 2.1 – Attract new members from all four sectors

Objective 2.3 – Increase face to face, virtual and hybrid engagement between members

Objective 2.4 – Increase student engagement in research projects

Objective 2.5 – Establish standing and ad-hoc Advisory Panels to assist the National Committee in its work

#### CONNECTION

##### Goal 3

**Position the annual conference as the pre-eminent Australian annual event for networking and professional development .**

Objective 3.1 – integrate the Conference Planner with membership and marketing plans and systems

Objective 3.2 – Develop a national and international Conference Marketing Plan template

Objective 3.3 – Attract new partners, sponsors and exhibitors

### NATIONAL COMMITTEE

We are a national not-for-profit company. Our volunteer Directors are drawn from the community sector, industry, the academic sector and government.

We receive no government funding.

All sponsorships and partnerships are carefully examined to ensure they align with our purpose and values.

OUR FOUNDATIONS

**Goal 4 - GOVERNANCE** – to develop and be using all the long and short term SMART plans, systems, policies and processes needed to support good governance & to achieve our agreed activity goals and targets

**Goal 5 - CAPACITY** – to be using SMART plans to secure the financial and technology resources we need to achieve our agreed goals and targets

**Goal 6 - CAPABILITY** – to be using SMART plans to secure the people, skills and connections we need to achieve our agreed goals and targets

