

What is an AALA patron

A patron is someone who agrees to lend their name to AALA as a way of support, usually because they have a long history of support for AALA, and are able to generate media coverage for AALA or assist in fund raising for AALA.

A patron is someone who has a record of public achievement, and exemplify outstanding leadership and stature in society,

The primary role of a patron is to lend credibility and support to AALA. They don't play a formal part in the organisation, but are usually listed on letterheads, appeal brochures and publicity material to help raise awareness and support.

Selection Criteria, Letter/Meeting, Agreement, Post Agreement

Step 1: Choosing a patron

When you're choosing someone to act as your patron, make sure they:

- a) share the values of the AALA
- b) understand their role as Patron
- c) know precisely what they will be asked as Patron to do for AALA

Effective patrons will often have a long history of association with your organisation and should be well-informed about the work your organisation does. They will put in a good word for the organisation when it counts. They'll attend events and will be seen to be positively and publicly supportive of the work of the organisation, and generally bestow an aura of goodwill on the organization. Contribute to the AALA's leadership development programs by the sharing of insights, experiences and other enriching leadership perspectives. This role is a core to the position of honorary patron.

For Branch Patrons, first of all you and your committee need to think about the sort of patron that could best fit with your goals and mission. Even if someone well known has offered themselves to you as a patron, you need to be sure they are the right fit, their appointment complies with our Patron Policy and can meet your and AALA's needs.

Step 2: The approach

If you've identified someone who has the right profile, influence and networks for your organisation you can approach them after National Ex Co approval with a letter which sets out who you are, what you do and what you would expect of a patron.

As with approaching a donor prospect, make use of someone connected with your organisation with a link to the would-be patron to make that initial approach.

If the person you've approached is keen, follow up with a conversation to clarify expectations on both sides.

Step 3: The agreement

A patron's role varies from situation to situation, so clarifying expectations in a letter agreement at the start of the relationship is essential. And sitting down with the would-be patron to agree on how you can best use their profile, knowledge, influence and contacts to help you is the way to go.

If you expect your patron to perform any specific function (such as open an event or launch or chair event) then it's vital this is crystal clear and agreed in writing. It's all about being straight up with how they can help you and what is a reasonable level of contribution in terms of time, given most patrons are incredibly busy people.

Of course if you want a patron to work effectively for your organisation, you need to help them! They'll need a proper induction with the appropriate education about your work, with briefings along the way. They should be invited to important events, particularly "friend raising" focused events and be given a detailed briefing on the case for support and key messages as well as who is in the audience.

Generally patrons are not trustees or management committee members so they do not attend meetings and do not carry any governance responsibilities or liabilities. Make this is clear in the letter agreement.

It's wise to reach an agreement on how much time the patron can commit to you each year. This allows the CEO to "ration" the use of the patron and ensure they are included in the events and campaigns that really count.

Step 4: Nurturing the relationship

Once a patron is engaged, communication should be ongoing and the relationship well-managed so they stay connected to the organisation.

You should be mindful that on the odd occasion, a patron can become a liability (negative press, involvement in a scandal etc). You need to ensure there is the ability to gracefully exit the relationship as the reputation of your organisation is paramount.

And remember, the most effective patron will have a passion for what you do. If they have a real interest in your work and mission and a strong personal connection, they can bring you great benefits. And as with any other supporter or donor, it's a two-way relationship so their experience with you should be genuinely enjoyable and satisfying.

The committee of AALA and the honorary Patron will need to like each other and develop a bond and working relationship when needed.

Resignation or Termination

The Patron's term will come to and end in the following circumstances:

1. The honorary patron resigns, at any time, by submitting a written resignation to the Nat Excom of the AALA, in which case such resignation shall be effective on the date specified in the resignation.
2. The honorary patron dies.
3. The National chair of the AALA acting on the direction of the Nat Excom, terminates the honorary patron's service to AALA by submitting a written notice to the honorary patron, in which case such termination shall have effect on the date specified in the termination notice.
4. AALA as a corporate entity, is liquidated or dissolved under the act under which it is incorporated.

Honorary Patron Emeritus: When the term of an honorary patron ends, the individual may retain enthusiastic support for AALA and wish to retain a certain level of engagement. Conversely, AALA may wish to honour the individual's past service and extend the benefit derived from the individual's good name. Where this occurs, AALA and the former honorary patron may come to an agreement whereby the individual is bestowed with the status of Honorary Patron Emeritus. Where this occurs, the honorary patron emeritus would be awarded the honour for a lifetime term.

AALA Proposals for Patron : AALA may seek the services and support of more than one honorary patron. Any member or director of AALA may propose to the Nat Excom an individual he/she considers suitable for the position of honorary patron. Subsequently, Nat Excom will establish a process for determining the candidate's suitability, implement a strategy for recruiting the candidate, if suitable, and draft an agreement. The Nat Excom will authorize the appointment of Honorary Patrons.

Political Affiliation

AALA from time to time may make announcements relating to cultural diversity and institutional bias in general; and it may not be in keeping with government policies or pending policies of the time. Issues such as Black Lives matter, gender diversity, LGBTI, racial discrimination, sexual harassment, immigration bias are historical areas where AALA has made resolutions/ approval prior to announcements. A patron is not expected to be part of these announcements.

In addition, we may seek the support or attendance by members of the judiciary for our events or initiatives or invite them to come on board as our patrons. It is therefore important to ensure that they do not feel conflicted when taking on that appointment/engagement.

To this end the appointments of patrons are subject to their extent of political neutrality and political activity and political affiliations as far as possible should be avoided.

Branch Patrons Any branch may have a patron. Appointments are subject to resolution by Nat Excom.

Branch Patron becoming a National Patron By National Committee resolution and the affected Branch Committee resolution, a Branch Patron may be offered a National Patron role

Overseas Patrons On a case by case basis. Oversea civic, academic, and legal leaders are eligible to be offered a Patron role. The number is unlimited. All need to have a background in advocating cultural diversity.

Approved by the National Executive Committee, 2 November 2020