



International Buddhist Organization For Culture Education & Social Development Inc.



***“Only Loving Kindness and Compassion shall conquer the fragmented
World of mankind and sustain the Eternal Peace on Earth”*** **Buddha**

STRATEGIC PLAN 2015 / 2020

Introduction

The International Buddhist Organization For Culture Education & Social Development Inc. (hereafter IBO) is a not-for-profit organisation dedicated to serving the community on the humanitarian basis and in doing so seeking to advance the missionary goals of Buddhism in Australia and around the world.

Inspired by the wisdom of Buddha (the truth of all truths), the IBO recognises that the World is not simply a community of nations, but a community of peoples and of individuals. In particular, Australia is a multicultural country where there are more than 20 million of 84 nationals living together. The IBO provides a link between the citizens of the world by seeking to ensure that the current living sphere is relevant to the lives of the peoples. Established in 1995 but officially registered in 2006, the IBO promotes the aims and works of the Buddhist Missionary amongst Australians from all walks of life.

The IBO engages Australian citizens and global citizens in the work of humanitarian and humanity through a wide range of social activities, including charitable, rehabilitation, education programs and advocacy works. These activities are mostly carried out by volunteers in various states and overseas as well as a Head Office based in Sydney.

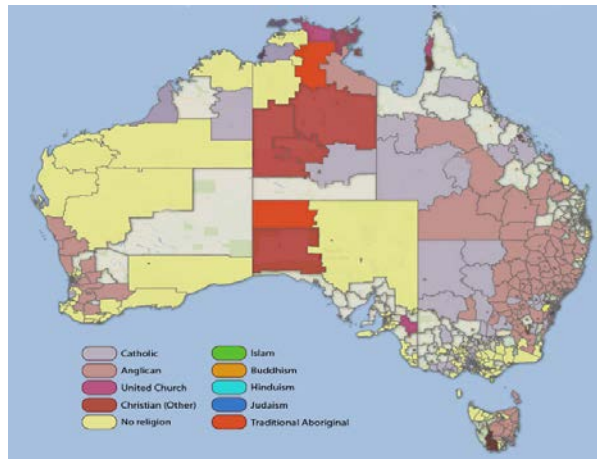


Source: <http://www.religioustolerance.org/mapwrldrel.htm> . copied from the Wikipedia web site at: <http://en.wikipedia.org/> and is shown here under terms of the GNU Free Documentation License.

From the Global Perspective, the world religion map shows a significant influence of Buddhism (nearly one billion people of global population) on the lives of people in the World.

Who We Are

The IBO is a faith based organisation dedicated to advancing the moral values and tradition of the society and beyond. In particular, the IBO looks to **unite** the people of different backgrounds through the shared objective of increasing knowledge and understanding of the Buddhism and its works both in Australia and across the world.



Source: Census Statistics Australia : <http://censusstats.blogspot.com.au/2012/12/religion-in-australia-mapped.html>

Our Vision

To connect and engage the wider community by inspiring all people of the purpose and principles of the Buddhism: Humanity, Equality and Responsibility.

Our Mission

To build a dynamic and effective organisation that connects with the global community by conducting social interfaith events and activities which relates to and reaches the people. The IBO and its members will work to engage Australians and volunteers alike, bringing together all peoples interested in the promotion and advancement of basic human rights for all people regardless of gender, race, religion, sexuality or creed.

Key Words

Connect. Inspire. Engage. Together (CIET)

What We Do

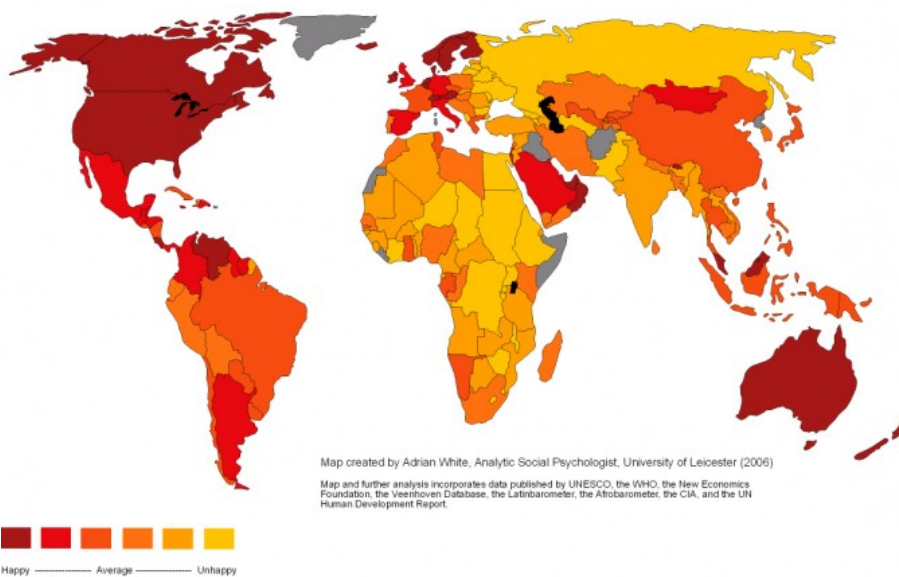
The IBO aligns its activities with the three main pillars of the Buddhism Humanity's thematic areas:

- Inner peace and social orders
- humanity and equality
- sustainable development and responsibility

In pursuit of these, the IBO works to reach out to the many diverse peoples of Australia, including residents and volunteers alike to connect with, inspire, engage and cooperate with them. This is achieved in part by regular activities including International Peace Day, Vesak Day and other annual events and also through social charitable events such as the Women Day, Environmental Day and so on, which provide a rare opportunity to bring together not only members from across Australia, but also to connect with academics, professionals from the field, experts and other ambassadors of peace.



**A Global Projection of Subjective Well-being:
The First Published Map of World Happiness**



S.W.O.T. Analysis

The IBO Executive Committee has undertaken a S.W.O.T. analysis to investigate the capabilities of the IBO until 2015 and the opportunities that are available to both the Executive Committee and all members moving forward. A summary matrix of this analysis is as follows:

Strengths	Weaknesses	Opportunities	Threats
Highly Qualified, passionate Executive Committee	Financial / Fundraising Capabilities	Strategic Partnerships	Unconfirmed funding of IBO for charitable programs from 2015 onwards
Large and diverse membership	Large number of charity programs and rituals / activities to support	Engagement of professional accountant and financial planner	Inability to engage regularly with other different religious members
Relationships with Academics, senior practitioners and experts	Inefficient relationship and less cooperation with other religions	Buddhism is recognized as a major World force to build and sustain Peace	Inability to secure new facilities for Executive Committee meetings and major events
Buddhism recognized as World brand name	Lack of cohesive Structure of Executive Committee	Relationship with other Young religion groups and professionals	Failure to utilise modern technology for all aspects of organization development

Sensitivities

IBO recognises that in 2015/16, undertaking a new corporate structure and vision will require patience and understanding as practices and traditions that have served the IBO for many years are amended to reflect current circumstances. It is therefore important to emphasise that the efforts to modernise and make the IBO both more effective and efficient is not to denigrate in any way what has gone before. Instead, this is an opportunity for the IBO to embrace the journey of moving forward into a new era by remembering where the organisation came from, how it developed and how it will move into the future as one, unified whole.

What We Value

EFFICACY

Knowing that our work is not only efficient but also effective in achieving our aims both humanity and progress.

RESPECT

Appreciating the differences and similarities of all peoples regardless of their culture, religion, sexuality, gender or creed.

INCLUSIVENESS

Knowing that every individual has something valuable to offer and should be encouraged to participate in any and every possible way they can.

EQUALITY

Acknowledging that all humans are born equal and are entitled to the protection of their innate human rights. Equal treatment is the basis of Buddhism.

ENTHUSIASM

Recognition of the efforts of both individuals and groups to contribute towards the activities and goals of the IBO well founded in a genuine belief in its achievable ambitions.

COLLABORATION

Recognising that by working together we can achieve even greater outcomes in pursuit of our common objectives.

EQUITY

A shared interest by all of our members in the success and evolution of IBO.

Strategic Objectives

Strategic Objective 1: To continually attract and retain new talent to the Executive Committee and actively seek and engage new enthusiastic volunteers to join us

Strategic Objective 2: Develop and build strategic partnerships with strong and relevant religious and non-religious organisations and government agencies in delivering social humanitarian programs

Strategic Objective 3: Conduct events and social activities which will promulgate the IBO and its causes, in particular the principles of Buddhism

Strategic Objective 4: Reinvigorate the Executive Committee by establishing operational and compliance systems to build a sustainable organisation that engages the community harmony.

Strategic Objective 5: Develop a five year plan to guide the objectives and activities of IBO, to be reviewed annually.

Strategic Objective 6: Develop a plan to annually evaluate the work and activities of the IBO Executive Committee, to identify opportunities for improvement moving forward.

Key Performance Indicators

AIMS	KPIs
A renewed Executive that changes composition every year with the most suitable person undertaking each role	<ul style="list-style-type: none"> • Implement in 2015 the new Executive structure that is more in line with other successful issues based and not-for-profit organisations to be embraced by all members • Conduct annual elections where each position is contested and candidates have to demonstrate their capabilities as best suited to the position for which they are standing • Ensure the Executive Committee responds quickly to current issues to facilitate timely dissemination of key messages to the community
Attract and retain new members from every demographic in society who engage with social charitable activities and events through new opportunities provided by the Executive Committee	<ul style="list-style-type: none"> • Increase membership by at least 50% per annum over the next five years" • Each Executive Committee member to introduce at least three new members per annum" • Consideration at least once per annum of the membership fees to ensure they are consistent with other similar organisations whilst still providing value-for-money worthiness
An increased public profile with greater interactions with media, both traditional and social, and key public figures	<ul style="list-style-type: none"> • Increase in the number and size of social charitable events run by IBO • Improve coordination and working relationships with other religious organizations and government agencies • Improve coordination and better communication with other divisions of the IBO • Increase links with schools, universities, teachers, lecturers and students • Increase and improve interactions and collaborations with key public figures, including inviting them as special guests to IBO fund raising and peace promotion events
Clear communication of information through appropriate means, utilising modern technology	<ul style="list-style-type: none"> • Digitise all IBO records by 2016 • Manage all memberships through online • Regular interactions with members and other divisions and strategic partners through a variety of mediums to improve relationships • Consolidate all IBO facebook accounts into one, to be managed by the Social Media Director • Enhance utilisation of other social media outlets

Increased participation in the social charitable works of and collaboration with other faith based organizations/ agencies	<ul style="list-style-type: none"> • Seek new opportunities to engage with other relevant agencies • Co-host campaigns and events with other appropriate organisations" • Engage with and raise awareness of current social harmony issues on a basis of Buddhism
Transparent financial and operational activities that are managed by appropriate individuals on the Executive Committee and reported to others in a timely and efficient manner	<ul style="list-style-type: none"> • Manage all IBO bank accounts online • Limit access to IBO bank accounts to nominated financial officers, overseen by the Treasurer • Clear and transparent reporting on IBO bank account balances and significant transactions to the Executive at each Executive Committee meeting • Ensure a 10% per annum increase in the IBO cash reserve balance • Secure adequate funding from government grants and sponsorships to cover ongoing administrative expenses • Run at least one significant fundraising event per annum, raising a minimum of \$5,000 profit • Pursue tax deductible status • Ensure annual auditing by an appropriate, registered accountancy firm • Provide publicly available annual financial report.

PEACE MESSAGE

World Peace on Compassion and Wisdom



Dear Friends Of Peace,

“Neither is there any different social classes in the same red blood, nor in the same salty tears”

Buddha

There are many increasing crises in the planet we are living:

1. Environmental problems which have severely affected the Earth and current living conditions of our people and future of our children.
2. Continuous destruction of natural resources
3. Worldwide diseases such as AIDS and epidemics around the World.
4. Corruption of morality, social orders and good traditional values
5. Increasing destruction of spiritual bases and faith which is necessary for building a sustainable equitable society.

These problems are not only affecting individual citizens but also the society at large. The costs of social moral corruptions accountable by white collars thieves, corporate crimes and self-interested delinquent behaviors are measured in terms of money up to trillions of dollars. What appropriate solutions do we have for solving the World’s epidemic and immoral conducts ? What solutions do we have for the discriminative distribution of food and medicine to the poor people in the World ?

We all have inside ourselves: a great source of wisdom and an endless stream of compassion. What we need now is to wholeheartedly work together for a sustainable solution of peace using our wisdom and compassionate hearts. Until we transform our Hearts for Peace, we shall not have real peace in the World.

We shall by our tolerance and forgiveness together eliminate all conflicts on this planet by concrete practical cooperative actions. This is, I believe, our most important mission in our lifetime.

I wish that this Peace Message on Compassion and Wisdom shall become reality in the shortest time

I wish you well and happy All Ways

Peace Messenger

Venerable Dr Thich Minh Tam