



The Aurum Project Incorporated

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The Aurum Project Incorporated (AP) is proud to be a not for profit organisation established in 2004 and registered with the [Australian Charities and Not-for-profit Commission](#). AP mission is to advance the understanding and practice of homeopathy in Australia.

AP is an independent health research organisation and is part of a unique subgroup of the not-for-profit sector. Our primary function is promoting the prevention or control of diseases in human beings through natural medicine research. We are a group of researchers, supported by management and administrative staff. Our management committee is entirely volunteer based. A volunteering culture is championed and modelled at all levels of AP.

AP Management Committee believes it is critically important for members involved in Research Pods to be enabled to flourish, professionally and personally as they undertake the challenges of research. To achieve this environment for Pods and to build capacity, AP functions increasingly as a Teal Organisation.

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## Strategic Plan 2024-2029

### The Aurum Project Incorporated

#### **Definitions:**

AP      The Aurum Project Incorporated  
HRI     Homeopathy Research Institute  
AHA     Australian Homeopathic Association  
SWOT   Strengths, Weaknesses, Opportunities and Threats

PBR	Practitioner Based Research
HWFS	Homeopathic Workforce Survey
MOCV	Molluscum Contagiosum Virus
UTI	Urinary Tract Infection
Pod	Group of practitioners undertaking research according to Teal principles
Teal	An organisation based on self-management, wholeness and evolutionary purpose
Book Barn	Online Aurum Project bookshop

## 1. Mission and Vision Statements

- **Mission Statement:** The Aurum Project's (AP) mission is to advance the understanding and practice of homeopathy in Australia.
- **Vision Statement:** Describes what AP aspires to achieve in the future.
  - The Aurum Project is an Australian not-for-profit research organisation dedicated to improving the health and wellbeing of children through natural medicine research.

## 2. Goals and Objectives

- Goals:
  - To consistently conduct quality homeopathic research into the prevention and control of disease in human beings.
  - To promote research findings into homeopathic treatment.
- Broad, long-term aims that define what AP wants to accomplish.
  - The Aurum Project aims to promote research into homeopathy
- Objectives: Specific, measurable actions per year that will help achieve the goals.
  - Number of Conference Presentations: 1
  - Number of papers: 1
  - Number of Connecting Homeopaths sessions: 6
  - Number of volunteers: 18
  - Number of research hours contributed per year: 2,000
  - Number of members: 150
  - Number of titles in the Book Barn: 750
  - Fundraising: \$15,000
  - Newsletter subscribers: 2,500
  - Social media followers: 11,000

## 3. SWOT Analysis

- Strengths: Internal factors that give AP an advantage.
  - Highly motivated and skilled team
  - Established membership program
  - AP networking skills
  - AP pool of volunteers
  - AP ability to attract collaborations
  - Several paid staff
  - AP integrity
  - Successful autonomy within Pods
  - Large digital community
- Weaknesses: Internal factors that may hinder progress.
  - Reliance on volunteers

- Limited human resources
- Limited funds to pay more staff
- Limited pool of potential members
- Opportunities: External factors that AP can exploit to its advantage.
  - Representing AP at Homeopathic Conferences (international and domestic).
  - HRI has a desire for high quality homeopathic research and has high regard for AP's research capacity.
  - Regarded for grassroots Practitioner Based Research (PBR) approach
  - External international perception of AP integrity
- Threats: External factors that could cause trouble for AP.
  - Economic downturns affecting donations.
  - Fluctuating public discourse and perceptions about homeopathy

#### 4. Strategies and Tactics

- Strategies:
  - Maintaining a pipeline of quality research into the prevention or control of disease in human beings
  - Continue to assess the evolution of the Pods
  - Assessment of research topics
  - Reviewing and acting on fundraising opportunities
  - Having policies in place to cover fundraising, research, and management
  - Maintain and increase membership engagement
  - Facilitating professional connections for future collaborations
  - Book Barn growth
  - Build international collaborations with homeopathic organisations
  - To follow ACNC guidelines
- Tactics: Specific actions taken to implement strategies.
  - Monthly newsletters, member emails, social media posts
  - Inviting members to share blogs
  - Hosting 'Connecting Homeopaths' online meetup to support the flow of communication of research to prevent disease down to the general public, through practitioners.
  - Development of online forum to build a community of research collaborators to assist in the promotion of disease prevention research
  - Established research pathways for disease prevention
  - Coordinating research
  - Training and structuring Pods to function autonomously
  - Providing research updates through cluster sessions
  - Active management committee

#### 5. Implementation Plan

- How the strategies and tactics will be carried out by AP, including timelines.

Goal	Strategy	Tactics	Expected Outcome	Timeline
Conduct homeopathic research into	Policies in place	Review policies every 3 years	Policies are up to date	Every 3 years

<b>Goal</b>	<b>Strategy</b>	<b>Tactics</b>	<b>Expected Outcome</b>	<b>Timeline</b>
the prevention and control of disease in humans		Active management committee		
Conduct homeopathic research into the prevention and control of disease in humans	Maintain a research pipeline	Established research pathway  Training and structuring Pods to function autonomously  Cluster group sessions on Zoom providing updates  Coordinating research	Continual release of research outcomes for publishing and presentations	Every 2 months
Conduct homeopathic research into the prevention and control of disease in humans	Research topic assessment	Established research pathway	Financial viability Expressed need in the community Meets AP goals	Everytime a new research topic is considered
Conduct homeopathic research into the prevention and control of disease in humans	Assess evolution of the Pods	Training and structuring Pods to function autonomously  Cluster Group sessions	Continual improvement	Every 2 months
Promote research into the prevention and control of disease with homeopathy	Conference Presentations	HRI May 2025  AHA Nov 2026	Promote AP for collaborations, future funding, and further sharing of research outcomes	HRI May 2025  AHA Nov 2026
Promote research into the prevention and control of disease with homeopathy	Research Paper Publication	HWFS 2025 paper  MOCV 2025 Paper  UTI paper 20216  Literature review paper 2025	Promote research and AP for collaborations, future funding, and further sharing of research outcomes	HWFS 2025 paper and once a year thereafter to 2029  MOCV 2025 Paper  UTI paper 20216  Literature review paper 2025

<b>Goal</b>	<b>Strategy</b>	<b>Tactics</b>	<b>Expected Outcome</b>	<b>Timeline</b>
Promote research into the prevention and control of disease with homeopathy	Fundraising opportunities	Newsletters, member emails, social media posts  Active management committee  Evaluation of grant applications  Increase membership fees	Income to cover forecasted expenses and to grow	Monthly newsletters and member emails  Weekly social media posts  Monthly management committee meetings  Grant applications every 6 months  Increase membership fees March 2025
Promote research into the prevention and control of disease with homeopathy	Membership Engagement	Monthly newsletters Member emails, social media posts  Inviting members to share blogs  Hosting 'Connecting Homeopaths' online meetup  Providing research updates through cluster sessions  Development of online forum  Host case reporting workshop series (in conjunction with AHA)	Members provide income, volunteers, collaborative networks, and further sharing of research outcomes	Monthly newsletters and member emails  Weekly social media posts  Bi-monthly Connecting Homeopaths and cluster sessions    Online Forum expected release date March 2025  2025 / 2026
Promote research into the prevention and control of disease with homeopathy	Professional connections	Monthly newsletters, Member emails, social media posts  Providing research updates through cluster sessions	Income, volunteer recruitment, collaborative networks, and further sharing of research outcomes	Monthly newsletters and member emails  Weekly social media posts  Bi-monthly Connecting Homeopaths and cluster sessions
Promote research into the prevention and control of disease with homeopathy	Book Barn Growth	Monthly newsletters, Member emails, social media posts	Income and sharing of knowledge	Monthly

## 6. Budget 2024/2025

The Aurum Project	Projection	Year ended
Currency: AUD\$	2024/25	2023/24
<b>Income</b>		
Book Barn Income	\$40,000	\$38,000
Membership Income	\$10,000	\$10,000
Donation Income	\$12,000	\$13,400
Grants	\$500	\$500
<b>Expenses</b>		
Cost of Goods for sale	\$15,000	\$12,510
Accounting and auditing fee	\$720	\$720
Printing	\$1,500	\$1,500
Salaries / consultancy	\$40,500	\$40,500
Insurance	\$1,000	\$1,000
Rent	\$1,000	\$1,000

\*In kind contributions are valued as follows. AP counts on volunteer work each year.

Volunteer in kind	\$1,000,000	\$1,112,000
Book barn in kind donations	\$5,000	\$5,000

## 7. Communication

The AP communicates the strategic plan and annual report to stakeholders and the community via the following means:

- Website updates
- Regular Management Committee meetings
- Membership emails
- AGM
- Annual Report distribution to members
- ACNC Updates

## Development of AP Strategic Plan

(Review frequency - yearly)

Plan Identifier / Version	APSPV1 first draft by Nyema Hermiston, Erica Steele, Celeste Salter	Date review due	APSPV1 reviewed/ accepted by Nicolas Abdo and Nyema Hermiston for Management committee	Date APSPV1 included on website
APSPV1	29/07/2024	07/2025	16/12/2024	17/12/2024