



**AILA NEW PROGRAM DEVELOPMENT TEMPLATE**

**Business Unit:** \_\_\_\_\_

**Submitted By:** \_\_\_\_\_

**Date Submitted:** \_\_\_\_\_

**National Council Resolution:** \_\_\_\_\_

**Aim:**

**Background:**

**Overview of program/event/campaign:**



**Campaign concept:**

**How does this meet the strategic aims of AILA:**



**Resource implications and budget breakdown:**

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**Execution strategy**

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**Timeline:**

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