



Council of ACT Motor Clubs Inc

Business Plan

2015- 2018

February 2016

1. INTRODUCTION

1.1 The Business Plan

The Business Plan is seen as a means to focus the Council's energies to achieve the Council's goals and objectives and should be read in conjunction with the Council's Strategic Plan 2014-2017.

The plan includes: A general background to the Council. The Council's Mission and Goals Strategies to meet the Goals for 2015-2018

1.2 The Council

1.2.1 Management organisation

The Council is managed by a Committee comprising:

President;

Vice President;

Treasurer;

Secretary;

Events Director;

Registrar;

Three Ordinary Members.

The Council, as an entity, comprises the delegates of all affiliated clubs.

1.2.2 Planning

This process involves the regular and systematic process of:

- ☐ Reviewing our purpose;
- ☐ Assessing where we are now;
- ☐ Defining where we want to be;
- ☐ Establishing how we get there; and
- ☐ Monitoring our progress.

This process has resulted in the publication of this Business Plan and the Strategic Plan. Appendix 1. illustrates the relationship between the plans and the operating framework.

These plans will be reviewed and revised each year by the newly-elected Committee and

achievements and amendments reported to the Council.

1.2.3 Definitions

Activities – Includes show & shines, car shows, articles, seminars/forums, swap meets, projects,

Resources – Manpower, finances, time.

Stakeholders – Within this document, stakeholders can refer to Vehicle Clubs, Motoring Enthusiasts, Other Motoring Organisations, Government, the media, the motor trades & industry, and the general community. Stakeholders will differ depending on the issue at the time.

2. MISSION STATEMENT

TO ADVANCE THE CAUSE OF THE MOTOR ENTHUSIAST MOVEMENT

In line with this, the Council will be:

- ☐ administering the CRS in conjunction with the ACT Government;
- ☐ providing advocacy role with all stakeholders;
- ☐ promoting interest in motoring and maintenance of heritage movement;
- ☐ promoting networking amongst motor clubs & enthusiasts;
- ☐ promoting good driving and courtesy; and
- ☐ promoting safety on the road

3. COUNCIL GOALS AND STRATEGIES

The Council Goals and Strategies are endorsed by the Committee following consultation with affiliated clubs.

3.1 Goals and Strategic Priorities The Committee's vision for the Council is to achieve our Mission of advancing the cause of the motor enthusiast movement. We will focus our efforts on four goals/strategic priorities:

- ☐ Membership - *grow the Council's membership within the region and reflecting the changing demographics*

☐ Advocacy and Influence - *provide advocacy on behalf of all stakeholders in the best interests of motoring in the ACT and region*

☐ Events - *deliver a range of events providing opportunities for members to showcase motoring to the public and returning commercial benefits to the Council*

☐ Services - *provide a valuable range of services to the members and the motoring public*

3.2 Strategies These Goals will be achieved by implementing the following strategies:

3.2.1 To grow the Council's membership within the region and reflecting the changing demographics

☐ Grow membership from 76 clubs currently to 80 clubs over the life of the plan

☐ Target more members from the region including Queanbeyan, Southern Highlands and the South Coast

☐ Proactively attract younger members and explore what services and benefits they are looking for and the best way to communicate with them

☐ Ensure policies are in place to deal with a larger membership

☐ Continually review the Constitution and By Laws to better service the members and objectives of the Council

3.2.2 To provide advocacy on behalf of all stakeholders in the best interests of motoring in the ACT and region:

☐ Work closely with the ACT Government, Territory Venues and Events and the NCA in securing public spaces for events and shows

☐ Work with ACT RTA in developing a practical Special Interests Vehicle Scheme (SIVS)

☐ Work closely with Capital Tourism promoting the benefits that Council events and activities bring to the ACT

☐ Promote the benefits of membership and healthy lifestyle

☐ Complement and reinforce the messages of road safety organisations such as the NRMA and RTA

☐ Continue to pursue a permanent home for the Council

☐ Develop an education and communication strategy to educate the community on activities of the Council and promote regular messages in local media

☐ Explore joint activities and volunteer engagement with other ACT collection institutions including the Australian War Memorial, ACT Fire Brigade,

National Museum

☑ Align with the ACT Motorsport Strategy and the ACTIVE 2020 strategic plan for sport and active recreation in the ACT

3.2.3 To deliver a range of events providing opportunities for members to showcase motoring to the public and returning commercial benefits to the Council

☑ Continue to build on existing events such as Wheels, Marques in the Park, National Motoring Heritage Day, Terribly British Day and other affiliate display events and shows

☑ Explore other opportunities for additional events and rolling displays

☑ Develop commercial opportunities associated with our events including sponsorship, trade shows, and merchandising

☑ Develop and maintain a calendar of events and promote it to members and the public

3.2.4 To provide a valuable range of services to the members and the motoring public

Continue to deliver valuable services to members including the management of CRS and SIVs in conjunction with RTA

☑ Continue to enhance the ongoing positive relationship with the RTA

Explore additional services that would benefit members and provide a return to the Council

February 2016

Appendix. 1. Operating Framework

Goal 1 – To grow the Council’s membership within the region and reflecting the changing demographics

Strategy	Timeline	Success Indicator	Res
Grow membership from 76 clubs to 80 clubs	Dec 2018	80 clubs by 2018	Com
Target more members from the region	ongoing	Additional regional members engaged	Com
Attract younger members and explore what services benefits they are looking for	ongoing	Younger demographic taking up Council membership	Aff

Goal 2 – To provide advocacy on behalf of all stakeholders in the best interests of motoring in the ACT and region:

Strategy	Timeline	Success Indicator	Res
Secure public spaces for events and shows	ongoing	Public spaces available for events	Ev
Work with Capital Tourism promoting the benefits of CAMC events	ongoing	Council events are part of the Tourism calendar and planning	Pr
Promote the benefits of membership and healthy lifestyle	ongoing	Health messages are part of Council’s communications	Co
Reinforce the messages of road safety organisations	ongoing	Safety messages are part of Council’s communications	Co
Secure a permanent home for the Council	ongoing	Council permanent location/office	Vi
Align with the ACT Motorsport Strategy and the ACTIVE 2020	ongoing	Council’s plans reflect ACTIVE 2020 strategies	Co
Negotiate implementation of SIVS	Dec 2018	SIVS licencing system in place and operating	Re

Goal 3 –To deliver a range of events providing opportunities for members to showcase

motoring to the public and returning commercial benefits to the Council

Strategy	Timeline	Success Indicator	Res
Build on existing events	ongoing	Council's events well promoted and attended	Eve
Explore other opportunities for additional events and rolling displays	ongoing	New events and rolling displays taking place	Eve
Develop commercial opportunities associated with our events	ongoing	Events providing a commercial return to the Council	Eve Cor
Develop a calendar of events and promote it to members and the public	ongoing	A calendar in place that is regularly maintained, updated and promoted	Cor

Goal 4 – To provide a valuable range of services to the members and the motoring public

Strategy	Timeline	Success Indicator	Res
Continue to deliver valuable services including CRS	ongoing	Members being reliably serviced with CRS	Reg
Enhance the ongoing relationship with the RTA	ongoing	RTA continues to recognise the value of products and services provided by the Council	Pre
Explore additional services that would benefit members and provide a return to the Council	ongoing	New services developed to benefit members and the motoring public providing a commercial return to the Council	Sec

APPENDIX 1 . OPERATING FRAMEWORK



Vision

Objectives

Strategic Plan 2015-2018

Strategic Priorities



Business Plan 2015 -2018

Strategies Responsibilities Timelines Stakeholders Success Indicators



Structure

Council Committee Constitution

