



Council of ACT Motor Clubs

Strategic Plan 2015-2020

February 2016

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Introduction

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people.

This is what we are trying to do in the ACT Council of Motor Clubs. For too long we have gone along without any real thought to the future and how we can build our organisation to ensure we can continue to function effectively over the coming years. Therefore, we need to put a structure in place to guide us forward.

With the assistance of this Strategic Plan, which looks two years beyond the subordinate Business Plan, we should be able to harvest any and all opportunities that come our way and start to shape the future of the motoring movement in the ACT and surrounding areas.

This is our way forward and I urge all affiliate clubs and their members to assist the Council in every regard, to achieve the goals we have collectively set for our future.

Mark Saunders
President
CACTMC

Background

The Council of ACT Motor Clubs was incorporated in 1985 and represents 76 motoring clubs in the ACT and surrounding region. There are more than 5,000 members within the member motoring clubs and nearly 1300 vehicles on concessional registration. The interest of member clubs is wide and varied, and growth is expected to continue as new clubs emerge.

The members of the Council of ACT Motor Clubs comprise of one or two delegates elected/appointed from each affiliated club. The Council is the prime point of contact with the ACT Government on all matters relating to policy, concessional registration, and other matters involving affiliated clubs. The Council can raise issues of national importance at the Australian Historic Motoring Federation (AHMF).

The Council aims to advance the cause of the motoring enthusiast movement. It provides an advocacy role for stakeholders; promotes interest in motoring; and facilitates networking amongst motor clubs and enthusiasts. In addition, the Council conducts a range of projects and also promotes good driving and road safety and administers the CRS in conjunction with the ACT Government (TAMS).

This strategic plan identifies the Council's goals and objectives in developing the capacity of the organisation to grow its membership as well as attract major events to the ACT.

Alignment

Local changes in the positioning of sport and active recreation within the ACT Government and the release of a 10 year strategic plan as well as the ACT Motor Sport strategy provide new opportunities for the Council. Sport and Recreation Services ACT is now located in the Department of Economic Development providing greater focus and profile for the industry as well as better links with tourism and major events.

The Council's 2015-2020 Strategic Plan has been re-developed from the previous issue with this environment in mind.

Mission

To advance the cause of the motor enthusiast movement

Objectives

Our objectives for the life of this plan include

- 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

Values and Commitment

In delivering the strategies of this plan, we will conduct our activities in accordance with the following values:

- *Safe and supportive environment*
- *Professional in our conduct*
- *Striving for continuous improvement*
- *Transparent and inclusive decisions*
- *Respect for all*

Stakeholders

Our key stakeholders include:

- Member clubs
- ACT Government – Road Transport Authority, Territory Venues and Events (TVE), Capital Tourism
- National Capital Authority
- National Trust of Australia
- Other collection institutions – eg, Australian War Memorial, ACT Historic Fire Brigade, Canberra Museum and Gallery, National Museum
- Australian Historic Motoring Federation (AHMF)
- Australian Confederation of Motor Clubs (ACMC)
- Sponsors
- Media
- Other motor sport organisations
- Educational bodies and charities.
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Strategic Priorities

We have identified four key strategic priorities to be the pillars upon which the plan is based:

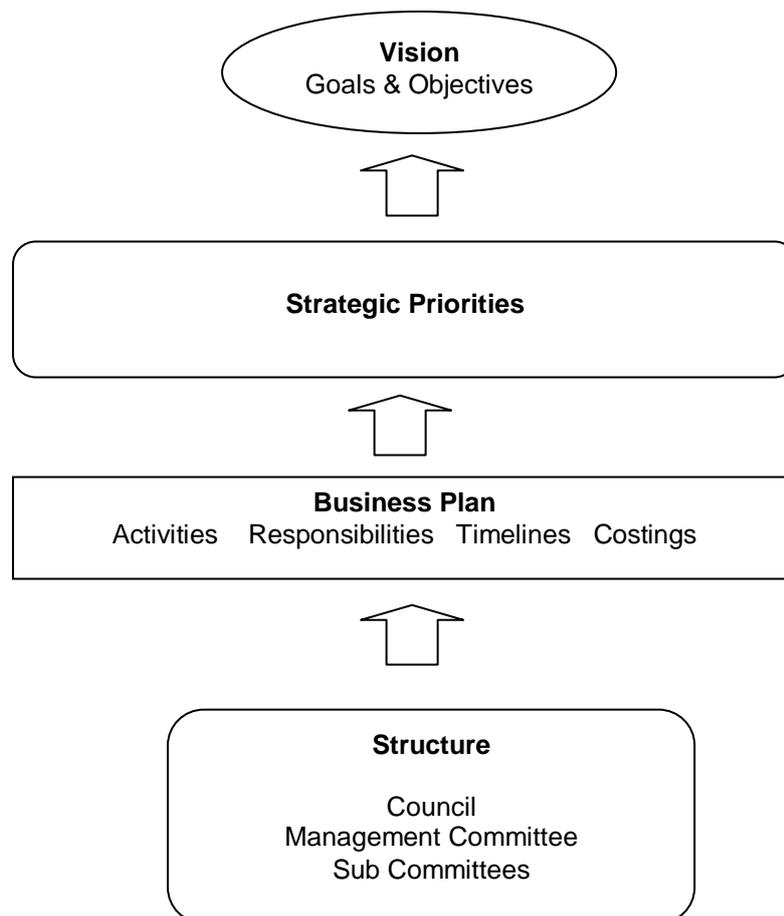
- Membership
- Advocacy and Influence
- Events
- Products and Services

These pillars will be supported by innovation, good governance, sound financial management and effective communication.

The Strategic Plan will be underpinned by a detailed Business Plan ensuring a focus on successfully achieving our vision.

The Strategic Plan and associated Success Indicators will be regularly monitored by the Council and Management Committee.

Strategic Framework



Review Mechanisms

The Strategic Plan will be:

- used as a guide for Committee meeting agendas
- monitored regularly by the Committee, with reports to Council bi-annually.
- reviewed annually in consultation with the affiliates
- adjusted to take into account new opportunities or changing conditions affecting motoring clubs in the ACT and Capital Region

Strategic Priority 1 – Membership

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

Strategic Initiatives

- Grow membership from 75 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
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Success Indicators

- Memberships is 80 clubs by 2018 with more regional clubs and younger members
- Membership policies in place

Strategic Priority 2 – Advocacy and Influence

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

Strategic Initiatives

- Work closely with the ACT Government, Territory Venues and Events and 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 CAMC 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
- Continually seek 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 Historic Fire Brigade, National Museum and National Trust of Australia
- Align with the ACT Motorsport Strategy and the ACTIVE 2020 strategic plan for sport and active recreation in the ACT

Success Indicators

- A close working relationship and alignment with all relevant agencies
- An approved and functioning SIVS by December 2018
- An education and communication strategy in place promoting regular public messages

Strategic Priority 3 – Events

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

Strategic Initiatives

- Continue to build on existing events such as Wheels, Marques in the Park, National Motoring Heritage Day, Terribly British Day and other affiliated club displays, 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

Success Indicators

- Improved standard of existing events and introduction of new ones
- Events are providing a commercial return to the Council
- Calendar of events developed, maintained and promoted

Strategic Priority 4 – Products and Services

Objective – To provide a valuable range of products and services to the members and the motoring public

Strategic Initiatives

- Continue to deliver valuable services to members including the management in conjunction with RTA, of CRS and in time, SIVs
- Continue to enhance the ongoing positive relationship with the RTA
- Explore additional products and services that would benefit members and provide a return to the Council

Success Indicators

- Ongoing recognition by the RTA of the value of services provided by the Council
- New products developed to service members and the motoring public providing a commercial return to the Council

Business Plan

The Business Plan outlines the initiatives, timelines, responsibilities and costs for each of the strategic priorities.

Strategic Priority 1 – Membership

Strategic Initiative	Timeline	Success Indicator	Responsibility	
Grow membership from 75 clubs to 80 clubs	Dec 2017	80 clubs by 2018	Committee	
Target more members from the region	ongoing	Additional regional members engaged	Committee	
Attract younger members and explore what services benefits they are looking for	ongoing	Younger demographic taking up Council membership	Affiliate clubs committee	

Strategic Priority 2 – Advocacy and Influence

Strategic Initiative	Timeline	Success Indicator	Responsibility	
Secure public spaces for events and shows	ongoing	Public spaces available for events	<i>President</i>	
Work with Capital Tourism promoting the benefits of Council events	ongoing	Council events are part of the Tourism calendar and planning	<i>President</i>	
Promote the benefits of membership and healthy lifestyle	ongoing	Health messages are part of Council's communications	<i>All clubs</i>	
Reinforce the messages of road safety organisations	ongoing	Safety messages are part of Council's communications	<i>Committee</i>	
Secure a permanent home for the Council	ongoing	Council permanent location/office	<i>Vice President</i>	
Develop joint activities with other ACT collection institutions	ongoing	Joint activities regularly taking place with other institutions	<i>Committee</i>	
Align with the ACT Motorsport Strategy and the ACTIVE 2020	ongoing	Council's plans reflect ACTIVE 2020 strategies	<i>Council</i>	
Develop and negotiate implementation of SIVS	Dec 2018	SIVS licencing system in place and operating in parallel with CRS	<i>Registrar</i>	

Strategic Priority 3 – Events

Strategic Initiative	Timeline	Success Indicator	Responsibility	
Build on existing events	ongoing	Council's events well promoted and attended	<i>Events Director</i>	
Explore other opportunities for additional events and rolling displays	ongoing	New events and rolling displays taking place	<i>Events Director and all affiliate clubs</i>	
	ongoing	Events providing a commercial return to the Council	<i>Events Director And Committee</i>	
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	<i>Committee</i>	

Strategic Priority 4 – Products and Services

Strategic Initiative	Timeline	Success Indicator	Responsibility	
Continue to deliver valuable services including CRS and develop SIVs	ongoing	Members being reliably serviced with CRS and in the future, SIVs	<i>Registrar</i>	
Enhance the ongoing relationship with the RTA	ongoing	RTA continues to recognise the value of products and services provided by the Council	<i>President And Registrar</i>	
Explore additional products and services that would benefit members and provide a return to the Council	ongoing	New products developed to service members and the motoring public providing a commercial return to the Council	<i>Secretary and committee</i>	

Mark Saunders
President

February 2016