



RV Clubs of Australia Limited® Strategic Plan

2017



FOREWORD FROM THE CHAIR



RV Clubs of Australia Limited (RVCAL), formerly MoTOURing, was established in 2007. The organisations that came together to form RVCAL are aiming to collectively represent more than 620,000 travellers in a market that is growing rapidly. This figure embodies a substantial majority of our domestic RV tourists and the extended drive tourism market in Australia.

The organisations that make up RVCAL are:

- Campervan & Motorhome Club of Australia Limited ABN 16 095 568 157
- National Association of Caravan Clubs Limited ACN 141 272 844
- Australasian Touring Caravan, Motorhome & Camping Club Inc. ARN A0038452P

Representing an ever-widening demographic, RVCAL is best positioned to represent the interests and opinions of Australian RV tourists to all levels of authority and industry organisations, to ensure the freedom of choice to stop overnight whenever we want at a reasonable cost. RVCAL aims to ensure the best legal and political representation that can be achieved on behalf of its Members.

The Board is aware of the responsibility it has to strategically plan for the future success of RVCAL. This Strategic Plan will consider ongoing actions as well as the development of new goals and objectives.

Yours sincerely

A handwritten signature in black ink that reads "Garry Lee". The signature is fluid and cursive.

Garry Lee
Chairman on behalf of the RVCAL Board of Directors.

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OUR VISION

- Be the respected national peak body representing the Australian RV travelling public.



OUR MISSION

- Promote the interests of the RV movement in Australia.
- Provide a united voice on a range of matters that directly affect RV owners.
- Liaise with and educate government, industry and communities about the benefits of the RV industry.
- Work for freedom of choice as to where RV owners can stop over or stay somewhere that is a fully equipped site with modern amenities or a minimal low cost parking area, and to work with government, industry and communities to pursue this.

OUR CRITICAL SUCCESS FACTORS

- Continue the Promotion of Freedom of Choice for the RV travelling public.
- Supporting road safety awareness through communication and education of individual RV travellers. This will drill down to something as simple as having sufficient rest areas for the travellers.
- Enhancing the communication between RVCAL, the member clubs and the individual members so that the information sharing process is successful. The messages to our stakeholders, governments and industry must be clear and consistent.
- Be aware of issues that may be detrimental to our individual members and the RV lifestyle enabling a considered, timely response.
- Encourage a collaborative team approach to assist, facilitate and grow the safe 'slow' road based tourism in Australia.
- Enhance a positive advocacy, and communication between all levels of government, industry and tourism organisations.
- Quadruple bottom-line accountability: Economical, Social, Environmental and Sustainability.
- Ensure our members are aware and understand the Strategic Plan.



STRATEGIC PILLARS

- Membership
- Communication
- RV Lifestyle
- Road Safety



MEMBERSHIP

- Increase membership and/or participation of other RV Clubs in Australia who presently aren't part of RVCAL.
- Work with our current caravan, motorhome and other RV Clubs to be more inclusive and involved in the development of RVCAL.
- Develop a strategic marketing campaign to all RV owners in Australia, explaining the benefits of belonging to an RV Club.



Photo: Sue and John Turner T75656

COMMUNICATION

- Improve RV traveller engagement to ensure shared information is disseminated through all possible mediums.
- Engage with key stakeholders, including government, to share the RVCAL message.
- Promote road safety and etiquette.



RV LIFESTYLE

- Identify and share new experiences for the consumer.
- Encourage environmentally responsible RV travel.
- Promote the benefits of self-containment.
- Reference economic growth to the tourism sector, especially the value-added benefits of RV travellers.
- Maintain and develop our members' freedom of choice by engaging with government at all levels, focusing on legislation, compliance and tourism development.
- Seek to improve and facilitate better communications with tourism operators to identify touring route opportunities to provide more slow travel choice for our members.
- Promote the fact that the RV lifestyle can add years to your life.



ROAD SAFETY

- Work with key stakeholders, including government and media, to encourage and facilitate safe RV travel.
- Enhance RV drive tourism road and safety education through the proper use of rest areas.
- Ensure governments understand the necessity of rest areas to ensure that our members are not travelling when tired.
- Encourage government to allocate necessary funds towards new, and enhancing existing infrastructure, such as rest areas, bridges and additional overtaking lanes on roads.
- Ensure that manufacturing, warranty and compliance is in accordance with Australian Standards at all times.



Photo: Peter Gallagher N9459



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