



RV Clubs of Australia Limited®

Strategic Plan

2020 - 2022



FOREWORD FROM THE CHAIR



RV Clubs of Australia Limited (RVCAL), formerly MoTOURing, was established in 2007. The organisations that came together to form RVCAL have close to 100,000 active members but aim to collectively represent more than 710,000 travellers in a market that continues to grow. 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
- Australian Touring RV Club Inc. ABN 81 322 749 403
- Australian Caravan Club Limited ACN 121 300 856

Representing an ever-widening demographic, RVCAL is best positioned to represent the interests and opinions of Australian RV tourists to all levels of government and industry organisations. This ensures the freedom of travel and choice to stop overnight whenever we want at a reasonable cost in a safe and environmentally-friendly and sustainable manner. RVCAL aims to ensure the best legal and political representation can be achieved on behalf of its members – whilst providing knowledge and education to all in RV road tourism.

The board is aware of the responsibility it must strategically plan for the future success of RVCAL. This Strategic Plan considers ongoing actions as well as the development of new goals and objectives.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Kim Atkinson', with a long horizontal flourish extending to the right.

Kim Atkinson
Chairman on behalf of the RVCAL Board of Directors.

OVERVIEW

Our Vision	1
Our Mission	2
Our Critical Success Factors	3
Strategic Pillars	4



OUR VISION

- Collectively be the respected national body representing the Australian RV travelling public.



OUR MISSION

- Promote the collective and unique interests of the whole 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 – where RV owners can choose to 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 in this endeavour.
- Promote and educate on safe, sustainable and environmentally friendly practices.
- Working collectively to enhance the lifestyle.

OUR CRITICAL SUCCESS FACTORS

- Continue the evolving nature of the Freedom of Choice concept for RV travellers – bringing economic, social, environmental and other benefits to communities across Australia.
- Promoting and enhancing road safety awareness through communication and education of individual RV owners and all road users.
- Enhancing communication channels between RVCAL, the member clubs and individual members so that the information sharing process is successful – ensuring our collective messages are clear and consistent.
- Awareness of and sensitivity to 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 safe RV road tourism in Australia.
- Pledge positive advocacy and communication with and between all levels of government, industry, tourism organisations and other stakeholders.
- Quadruple bottom-line accountability: Economical, Social, Environmental and Sustainability.
- Respectfully recognise the differences in our member clubs and individual members.
- Ensure our members are aware of and understand the Strategic Plan and actively practice its ideals.



Photo: Geoff Chalmers N9998

STRATEGIC PILLARS

- Membership
- Communication
- RV Lifestyle
- Road Safety

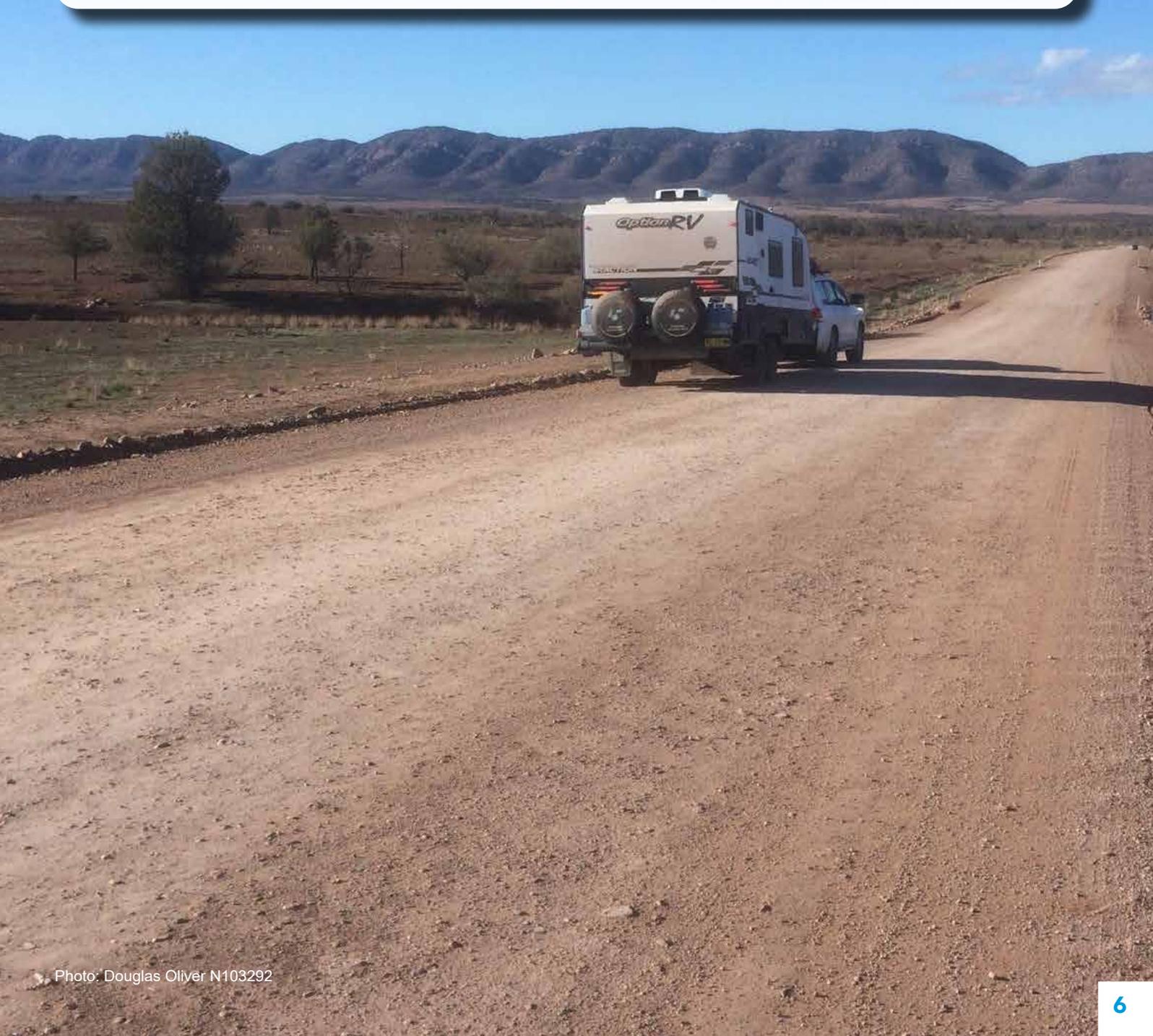
MEMBERSHIP

- Increase membership and/or participation by other RV clubs in Australia not currently part of RVCAL.
- Work with our current caravan, motorhome and other RV clubs to be more inclusive and involved in the development of RVCAL.
- Explore reciprocal membership and/or benefit opportunities.
- Develop a strategic marketing campaign to all RV owners in Australia, explaining the benefits of belonging to an RV club.



COMMUNICATION

- Improve RV traveller engagement to ensure shared information is disseminated through all possible mediums.
- Engage with key stakeholders, including government and industry, to share the RVCAL message.
- Promote, enhance and educate on road safety practices and etiquette.
- Improve the current website and other promotional material.
- Ensure recognition and promotion of RVCAL by all member clubs and appropriate use of logo on relevant materials.



RV LIFESTYLE

- Identify and share new experiences for the consumer.
- Encourage and educate on environmentally responsible and sustainable RV travel.
- Continue to 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 communication with tourism operators identifying touring route opportunities to provide more relaxed travel choices for our members.
- Promote the health benefits that the RV lifestyle may have on individuals.
- Seek government and other funding to assist in enhancing, promoting and educating on a safe, economical, social, environmental and sustainable RV tourism industry.
- Collective events especially after natural disasters.

Photo: Susan Waren N103292



ROAD SAFETY

- Work with key stakeholders, including government and media, to encourage and facilitate safe and economical 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 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 and appropriate tolling and fees.
- Develop appropriate road safety promotional and educational materials.
- Strive to ensure manufacturing, warranty and compliance is in accordance with Australian Standards at all times.
- RV Safe Campaign.





RV CLUBS OF AUSTRALIA® (RVCAL)

ABN 66 603 365 886

PO Box 254 HRMC, NSW 2310

P: 02 4978 8788

E: enquiries@cmca.net.au