

Strategic Map:

Collision Repair Association of New Zealand

Vision

“TO BE THE LEADERS IN COLLISION REPAIR THROUGHOUT NEW ZEALAND”

Core Purpose

“TO REPRESENT OUR MEMBERS WITH CREDIBILITY WHILE ENSURING QUALITY & SAFETY STANDARDS THROUGH EDUCATION, TRAINING AND MEMBERSHIP SERVICES”

As defined by

Advocacy

Leadership

**Education and
Training**

Sustainability

Compliance

**Desired
Outcome**

A shared commitment

**A culture of aligned
thinking and aligned
purpose**

**Clear leadership
providing quality
standards**

**Improved business
practices**

World Leading

Values

Trustworthy / Honesty / Integrity / Professionalism / Ethical / Customer focused

| Key Driver | A SHARED Commitment to achieving our VISION | | | | |
|----------------------|---|---|---|--|--|
| | Advocacy | Leadership | Education and Training | Sustainability | Compliance |
| 2010 Targets | a) Marketing CRA brand through members b) Get a meeting with the Minister of Transport to discuss the possibility of shop registration/certification | a) CRA to lead industry and stakeholder group b) Promotion of compulsory 3 rd party insurance | a) In conjunction with MITO, I-CAR and other training providers review apprentice training schedule | a) Review business management course availability b) Promotion of the QA accreditation program c) Maximise member benefits in terms of buying powers | a) Review the Guidelines for Shop compliance sheet |
| 2010 Measures | a) MLO visits – through inspection eg. flag up, sticker on cars, sticker on building. Develop brand profile b) Date set | a) Form industry stakeholder group b) Investigate the pros and cons and present to the board | a) Working party formed and progress reported to board | a) Board report and recommendations b) Target of 20 shops to be signed up to the QA program. c) 2 new member benefits introduced | a) Board report and recommendations |

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| 2011 Targets | a) Presentation of a proposal of registration /certification to members b) Marketing CRA brand | a) CRA to lead industry and stakeholder group b) Review industry training and education standards eg. C-CAR | a) Develop a model specific repair information library b) Increase C-CAR points to 10 c) Review apprentice training schedule | a) Implement business management courses for members b) Promotion of the QA accreditation program c) Maximise member benefits in terms of buying powers | a) Measure compliance with 'shop guidelines form' (baseline) |
| 2011 Measures | a) Proposal Completed b) 75% Compliance with Brand Profile | a) Industry group formed and 2 meetings held b) Report to board and recommendations | a) Via Website, library ready b) Points increased c) Accepted and in use | a) Board report (3 courses held) b) Target of 30 shops to be signed up to QA c) 1 new member benefit introduced | a) Board report with baseline measurements |

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| 2012 Targets | <ul style="list-style-type: none"> a) Hourly rate increases fixed to CPI rate b) Agreements in place with work providers in regards to SRC c) Implementation of shop registration /certification d) Marketing CRA brand | <ul style="list-style-type: none"> a) Implement and monitor compliance schedule through MLO's | <ul style="list-style-type: none"> a) Maintain and update model specific repair information library | <ul style="list-style-type: none"> a) Review courses b) Promotion of the QA accreditation program. c) Maximise member benefits in terms of buying power | <ul style="list-style-type: none"> a) Measure compliance with 'shop guidelines form' |
| 2012 Measures | <ul style="list-style-type: none"> a) Hrly rate increased. b) Agreement in place c) Implemented d) 80% Compliance | <ul style="list-style-type: none"> a) Implemented, first report to board provided | <ul style="list-style-type: none"> a) Report to Board | <ul style="list-style-type: none"> a) Report to Board b) Target of 40 shops to be signed up to QA c) 1 new member benefit introduced | <ul style="list-style-type: none"> a) Report to board |
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