

STRATEGIC PLAN – September 2007

Overall Goal

To provide our members with the best possible support, products and information. To liaise with inter-industry business for the continued growth and professionalism of our industry, promoting consumer awareness, maintaining quality assurance standards and industry credibility, whilst ensuring we are a responsible employer.

Membership Services

To provide up to date, timely information, support and advice. In order to do this we shall provide members with direct contact with Association representatives.

- Two Membership Liaison Officers visit all members once a year.
- Roadshows are conducted three times a year in all branch locations.
- CRA Bulletins advising of technical and business information.
- PanelTalk magazine published every 2 months.
- To promote the benefits of using CRA members to insurance companies – this has been achieved with the joint Lumley and CRA agreement.
- Introduction of annual awards to recognise excellence in various areas.
- Website developed.

Plan to end of 2007 - continual review of new promotional product and service opportunities (target 2 per year)

- continual review of Membership Liaison Officers inspection sheet and to include improved reporting
- regular survey of members in regards to Roadshow content, timing, venues and future topics
- regular Bulletins provided (target 12 per year)
- update and continual review of website
- updated and continual review of the ‘Approved 2005 Guidelines for the Automotive Refinishing Industry’

Finance

To ensure that the Association is financially viable.

- Annual subscriptions set at realistic level.
- Other income streams developed.
- Annual conferences run at a moderate profit.
- National Office now handling branch finances.
- Continued development of sponsorship opportunities.
- Investments.

Management Structure

The Association is run by the National Executive ensuring adequate resources are in place to conduct business effectively.

- Have representation at stakeholder level.
- Utilising skills specific to various National Executive members.
- The General Manager oversees the Association business.
- The National Executive Chairperson takes responsibility for industry specific issues.
- The Association Manager takes responsibility for the day to day running of the National Office including staff and financial matters.

Marketing

To increase awareness of the CRA and I-CAR and what they represent.

- CRA marketing plan formulated.
- Rebranding took place in late 2005 with new signage, promotional products etc. despatched during 2006.
- CRA website to be updated in 2007.
- An annual award introduced 'Best Promotion of the CRA Brand'.

Public Relations

To have positive good working relationships with all our stakeholders.

- Currently using a PR specialist to achieve higher profile with the general public and all stakeholders.

Health & Safety

To ensure that all members have safe working environments for staff and customers (including the National Office as an employer).

- Membership Liaison Officers actively inspect members' premises.
- Two Health & Safety Programmes are available for purchase.
- Group scheme available to assist members to comply with legislation.

Environmental

To have all members proactively complying with their respective local government regulations.

- Approved Guidelines for the Automotive Refinishing Industry issued to all members in 2005.
- Vehicle Repair Reference Manual (VRRM) developed and issued to all members in 2006.
- Recognition of the importance of the environment through MLO visits and the introduction of awards – one for 'Environmental Awareness'.
- At the October CRA Roadshow we had a Regional Council representative attend and present current information.

Quality Assurance

To have 100 members using the recognised Quality Assurance programme.

- Quality Assurance programme relaunched to encourage more to participate and complete the program. Over 50 members now in the scheme with over 16 successfully audited.
- It is anticipated that an uptake in numbers is evident, therefore giving us the opportunity to market the QA more effectively. When this happens we will propose a fee structure at this time.
- An annual award introduced 'Outstanding Achievement'.

Training / Industry Recruitment

Due to the increasing speed of change in manufacturing methods and repair techniques, we encourage members to recognise that there is a need for continual on-going training for trades people.

We recognise a need to attract quality candidates to the apprenticeship scheme, due to a shortage of trades people within the industry.

- C-CAR (Continuing Compulsory Annual Retraining) Programme implemented.
- Partnership with I-CAR promoting on-going training within the industry.
- Work with Schools and Careers Advisors encouraging quality entrants.
- Promote elevation of Panelbeating and Refinishing as long term skill shortage.
- An annual award introduced 'Commitment to Training'.

I-CAR

To be the nationally accepted standard for the repair of motor vehicles.

- 5 year agreement finalised with I-CAR USA.
- Balanced board membership drawing from all industry stakeholders.
- Course programme published in PanelTalk before the end of the prior year including venues throughout the country.
- Full time Office Administrator appointed to manage course venue setup, registrations, course material and certification.
- Partnership with MITO so that I-CAR becomes the standard training for apprentices.
- Develop a number of Instructors so as to plan for succession.
- Website developed which includes a forum, technical information and links to other industry stakeholders.
- Formal management agreement finalised with CRA.