

Open Letter to NZRCA AGM 2016 - Strategy Statement for 2017

Question

What is the NZRCA here for?

Are we meeting that objective?

If not, how do we achieve this objective?

NZRCA Constitutional Objectives

In summary*:

1. Promote the sport
2. Establish uniform rules
3. Organise and co-ordinate race meetings.

Are we meeting that objective?

Not completely.

1. **Promotion** - We can do a lot better at promoting this sport. At the moment we have a website that people do not have visibility of. We also have a facebook page which is an excellent show case of our key national events.
2. **Rules** – we now have a very complex set of rules which the normal person finds difficult to understand. There are still legacy issues and lots of inconsistency. Making this even more confusing is this habit we have got into to grant dispensation from the set rules for every meeting. People do not know what to buy, what is legal what is not.
3. **Events** – this has become very painful not only for the executive, the host clubs but also the competitors. It seems we have all lost sight of the spirit of the sport.

How do we achieve this objective?

1. Promotion – take our website to a whole new level. It should be the go to place for all RC Car information. From:
 - club calendars to scanationed events;
 - information about the sport, technology and guidance;
 - online membership and race entry in one place for any club and any event
 - Race results across the country
 - Forums and blogs

But that is not enough, we need to promote the site. We need to have someone focused and skilled in PR and promotion for this sport. Yes this will cost but it will cost us if we do not.

2. Rules – this needs to be looked at from a high level. Issues include:
 - Too many classes leading to thin fields
 - Too many complex technical rules
 - AGM process is not working – it needs to be a group effort
3. Events – the fact of the matter is that we only have a few clubs that have the resources and skills to run a meeting. The problem is that most of these people are also competitors. We need to make it easier to run meetings so that more clubs and more venues can hold events. NZRCA is charged with working with clubs to organise meetings. I have drawn up a 30 page how to organise and run a meeting which is based on my 30 years in the sport and lots of material from around the world. I am not saying that this be more “rules” but we as a sport need to be able to come together to run events if need be. Sure there are costs but there are lots of savings to be had with help from centralised teams.

Where is our sport positioned in NZ?

We have seen a dramatic change in the NZ life style over the past 30 years. In the past families would participate in events together. Today the typical NZ family unit is more fragmented in the way it participates in events. There are also a lot more events out there for us to compete against. We as a sport need to reinvent ourselves to become more compatible with the NZ life style. This means we need to give people (both hardcore racers and newcomers) more bang for their buck. Gone are the days people will sit around all day for 15 minutes of racing. We need to think of how to give them 45 minutes of racing in half a day.

Where to from here?

1. Promotion – Given my day job, I Richard Price would like to draw up a proposal for the NZRCA which is a professional strategic plan for promoting this sport at grass roots as well as at the elite end. Yes this will cost but I would include in this a national sponsorship plan to fund part or all of this.
2. Rules – subcommittees need to be convened to work on simplifying the rules.
3. Events – NZRCA needs to take the lead but then work with clubs to get a event calendar together well before the AGM. This needs to work in with the strategic promotional plan. This is a speciatualr sport that has within its ranks professional racers. We should be creating and promoting aspiration for our new and young participants.