

JDCQ Action Plan

Adopted October 2020

April 2021 Review

Strengths and Opportunities

Strength	Strategies	Actions	When?	Who?	Review 4/21
S1.Stable membership around 400	1.Deliver value to members	1.Provide a quality magazine, Jaguar Driver, every 2 months	ongoing	Editor	✓
		2.Negotiate discounts for club members with insurance companies, tyre suppliers, repairers, automotive suppliers like Autobarn, Supercheap etc	NA	NA	Not seen as important. RACQ membership (generally JDCQ members are RACQ members) provides discounts
		3.Develop relationships with other like-minded clubs to help buying power and better able to negotiate discounts	???????	?????????	Not considered important
		3 Develop relationships with other like-minded car clubs to increase options for members	Ongoing	Regional Registers	✓
		4.Encourage events which cater for differing tastes/needs of members	Ongoing	Register committees	✓

S2.Sound financial position	1.Ensure sound club financial position Although too much cash, at JDCQ and registers, creates questions about application of funds to club programs.	1. Timely and accurate, transparent budgeting and accounting using Shoebox Accounting	Ongoing	Treasurer	✓
		2. Circulate monthly reports to all members through the Register chairs	Ongoing	RLO	✓
		3. Treasurer's report in Jaguar Driver	Ongoing	Treasurer & Editor	✓
	2.Maintain and promote to members the need for adequate cash reserves to provide a cushion in the event of a period of financial stress, seasonal factors (low point in May), fund changes in governance practices (eg pay for some services especially where volunteer help unavailable eg bookkeeping, website management, magazine), and for innovation and strategic investments to promote membership growth.	1.Recommendations made by Financial Sub-committee	Ongoing from November 2020	Finance Subcommittee and Management Committee	✓
	3.Use funds to provide various benefits to members	1. Subsidise Register Christmas parties which	2020	Management Cttee	✓

		are generally the best attended event in the year	After November 2020	Financial sub-committee and Management Ctte Regional Registers	✓
		2. Subsidise other major Register events eg weekends away, Peak's Crossing. Subsidise Regional Register Annual awards, where applicable	Ongoing	Financial Subcommittee & Management Ctte	Finance subcommittee and Management Committee decided not to subsidise any events other than S2.3.3 above Registers can subsidise from their allocated funds
S3. Wide range of activities provided for a varied membership.	1. Already established mechanism, using impromptu calendar events, for smaller like-minded groups to organise specific events.	1. Ensure varied events as members have different interests eg social and technical etc.	Ongoing	Register Cttes Model Registers	✓ ✓
		2. Promote the use of Impromptu Events on website calendar to cater for specific interest groups not catered for by Register	Ongoing	Webmaster Editor Register Cttes RLO	✓ Constitutional Subcommittee also has spent

		events eg. A few members may want to arrange a run to the country and can self-organise this using impromptu events.			time on refining Impromptu event guidelines
S4.Strong bonds of friendship and camaraderie	1.New members are made welcome	1.New members events such as morning or afternoon tea	Ongoing	Register Cttes	✓ Covid curtailed formal 'welcome' events which some Registers provided. New members welcomed in Register magazines and at events they attend.
	2.Activities which allow consolidation and development of friendships eg picnics, meals, weekends away	1.Balanced calendar of events	Ongoing	Register Cttes Oversight by RLO	✓
	3.Members are aware of activities of different Registers and are encouraged, where practicable, to attend	1. Website calendar kept up to date	Ongoing	Register Cttes Webmaster	✓
		2. Members made aware of the website calendar	Ongoing	Register Cttes Editor	✓
S5.Registers, adapted to different needs, functioning very well	1.The JDCQ respects that it is not a 'one size fits all' club	1. Recognition of the Regional Registers' right to decide on event type and frequency,	Achieved August 2020	Management Ctte	NA

Commented [WG1]:

		awards/point system, communication methods etc which best suit their members determined by SGM.			
		2. Recognizing the Model Registers' right to decide on event type and frequency, communication methods etc, including events exclusive to the model, which best suit their members as determined by SGM	Achieved August 2020	Management Ctte	NA
		3. Ensuring there is direct consultation with Regional Registers through RLO at least monthly	Ongoing	RLO, Register Chairpersons and Secretaries.	✓
		4. Encouraging and publicising activities of Model Registers	ongoing	Model Register Secretaries	Achieved by active Model Registers (Chassis, Monocoque, E and F type, Modern Compact)
		5. Vast majority of events to be organized and run by registers . JDCQ Management Ctte only responsible for All British Day	Ongoing Became policy after SGM August 2020	Register Cttes	✓

		6. Ensure JDCQ Management Committee's role is predominantly membership and financial administration, club Insurances, magazine publications, maintenance of membership lists, website development, club regalia, club library, promotional materials, liaison, club history and support of register events .	SGM August 2020 votes for Register autonomy devolved point scoring to Registers	Management Ctte	NA
S6.Strong core of volunteers.	1. Volunteers valued	1. Recognize the efforts of volunteers at all levels of the club	Ongoing	Register Cttes	
		2. Regular appeals for volunteers through both Jaguar Driver and informal channels to ensure volunteers do not burn out.	Ongoing	All Office Bearers of the JDCQ	This is happening but is not effective. Area of concern
S7.Effective Club Management	1.Constitution and By-laws are kept current, through consultation, and adhered to	1.Constitutional subcommittee to examine Constitution and By Laws and make recommendations to Management Ctte formed	October 2020	Management Ctte	Achieved. By-Laws passed by Management Ctte March 2021. Constitutional changes to go to General Meeting May 2021

	2.Quality website which includes a calendar, documents relevant to the Club eg membership applications, Constitution, By-laws etc	1.Registers to inform Webmaster of their activities 2. Webmaster ensures documents are placed on website after approval by the Management Ctte	Ongoing	Webmaster	✓ ✓
	3.Regular Committee meetings.	1. Committee Meetings held monthly (except November) or when necessary 2. Minutes distributed to Register chairs to ensure transparent communication of decisions 3. Minutes of Management Ctte published on website, in Members Only section, after they are approved by the Management Ctte	Ongoing Ongoing Ongoing	President RLO Webmaster	✓ ✓ ✓
	4.Position Descriptions available for all committee current roles	Review of positions & roles by Constitutional Subcommittee which developed recommendations for Management Ctte. When determined, posted to website.	From November 2020	Constitutional Sub-Committee Management Ctte Webmaster	Achieved. Passed by Management Ctte March 2021
	5.Maintain a Club Library	Provision of a library of relevant materials	ongoing	Librarian	✓
	6. Provision of regalia to promote club identification	1.Ensure adequate stocks of regalia 2. Regularly evaluate types of regalia available	ongoing	Regalia Officer	✓ ✓ ✓

		3. Established process for promoting sale of regalia 4. New members receive a free shirt.			✓
	7.Up to date membership list	Maintenance of membership lists	ongoing	Membership Officer	✓
	8.Promote both the JDCQ and Jaguar Marque	1.JDCQ attendance at events such as All British Day	annual	Management Ctte	✓
		2.Liaison with Jaguar dealerships	ongoing	President Regional Registers, where applicable	✓ ✓
	9. Promote JDCQ membership	Member Recruitment Strategy in operation including up to date brochure	ongoing	Management Ctte	Brochure developed but, given the numbers of previously printed brochures, delayed until needed.

Weaknesses and Challenges

Weakness	Strategy	Action	When?	Who?	
W1.Changing demographic of the Club due to aging of long-term members and lack of younger members. Related	1.Promote more interaction with other car clubs to provide more variety of events for members	As for S1.3.			

is the greater demands on time of younger members and the changing nature of the marque; it is no longer possible for the enthusiast to work on modern cars at home					
W2 Disparate preferences for events between younger and older members.	1.Promote Impromptu events and website calendar function to allow groups of members with differing interests to run events eg a visit to a museum, wine tour etc	As for S 3.2			
W3.Declining interest in car clubs	1 Develop mutually supportive relationships with other car clubs	As for 1.3			
	2.JDCQ brochure and stand at car dealers (new and used	President to meet with Jaguar dealers to negotiate	ongoing	President	✓
		Meet with Jaguar dealers to negotiate, where applicable	ongoing	Regional Registers	✓
	3. Investigate whether a JDCQ letter could be included in all Jag sales by dealers "welcoming them to the family"	President to meet with Jaguar Australia to ascertain whether welcome letter will be allowed	???????		Brochure achieves this function
	4.At display days have a member on hand to answer new member enquiries, hand out brochures and copy of last club magazine (bring spare extra magazines to meets)	Ensure that JDCQ marquee is well manned	ABDs	JDCQ ABD organiser	NA April 2021

	5.Promote JDCQ at every opportunity	1. Ensure all Registers have JDCQ flags/banner	By end of 2020	RLO	✓
		2. Flags and Banners to be displayed at Club events.	ongoing	Register Cttes	✓ This is happening at major events but impractical for all events
		3. Club shirts/hats encouraged to be worn by all members attending events	ongoing	Management Ctte Register Ctte	Varies, depending on Register and event.
		4. Ensure all Registers have sufficient JDCQ business cards to hand out	ongoing	Register Chairs RLO	✓ ✓
W4.Aging of JDCQ membership		1. Encourage Registers to provide events attractive to those who may be unable to now drive long distances or afford certain venues	ongoing	Register Cttes	✓
		2. Regional Registers able to use funds to subsidise membership fees of long-term members in straightened financial circumstances.	ongoing	Register Cttes	No evidence that this has occurred at this point

		3. Investigate a "pick up members" campaign where driving members collect others not able/willing to drive, in their Jags to attend events or hire mini bus/taxi for non-driving members with JDCQ subsidising, for major events (see S2.3.2)	ongoing	Register Cttes Financial Subcommittee	GC is main Register where this is needed and are doing this. Happening in other Registers when needed
W5.Considerable numbers of members who are not active		1. While you can 'lead a horse to water but cannot make them drink', ensure that Registers email/text all members in good time before an event	ongoing	Register Cttes	✓
		2. Encourage Registers to send attractive reports of events to their members to show 'what you missed'	Ongoing	Register Cttes Editor	✓ GC,Bris, SC, WBB, Cap all have Register magazines. Bris, SC, WBB and Cap send these to all Register members.
W6.Change in society's communication methods		1. Ensure our website remains current, easy to use and attractive	Ongoing	Webmaster	✓
		2. Develop use of social media including Facebook and other social media	ongoing	FB Officer Register FB officers Webmaster	✓ ✓ ✓

		Maintain different modes of communication eg list event in magazine, plus on-line			
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