

June 2020



STRATEGIC PLAN 2020 TO 2025

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1. Constitution

The objects of the JDCQ, as stated in the Constitution are—

- To further interest in motoring and motoring sport.
- To facilitate and assist in bringing together and keeping in touch owners of SS, Jaguar and Daimler cars.
- To perpetuate the SS, Jaguar and Daimler cars and to promote enthusiasm amongst SS, Jaguar and Daimler owners.
- To promote better driving skills and standards.
- To render technical advice where possible.
- To promote events for SS, Jaguar and Daimler cars including Jaguar engine cars.
- To hold, participate in, or arrange sporting events and suitable competitions and provide or contribute towards the provision of prizes, awards and distinctions.

2. Vision

A welcoming, fun, supportive environment where members share their love and knowledge of Jaguars and Daimlers therefore fostering retention and attraction of members of all ages.

3. Mission

- Promote the qualities, desirability and affordability¹ of classic and modern Jaguar cars through a friendly informing and inclusive environment
- Offer a variety of social and touring events that meet the needs of diverse membership (age, interests, affordability),
- Provide technical support including assistance and guidance in members' ownership and enjoyment of their Jaguars including access to concessional registration for historic vehicles (including facilitation of impromptu runs).
- Hold regular meetings where members can learn about the activities and benefits of the club and have opportunities to become familiar with club activities and meet fellow members.

¹ From Carsales.com.au as at March 2020, 100 cars available < \$10,000, 22 available for < \$5,000

4. Who are our members?

Our members have an interest in Jaguars, Daimlers and SS cars and include

- British/fine car enthusiasts
- Diverse age range but primarily middle-aged and retirees
- Independent Jaguar Service/Technicians and Car restorers
- New/modern Jag owners perhaps interested in trial and track days
- Jaguar and other English car dealers (new and second hand)
- Classic car owners (car 30+ years of age) looking for concessional registration (savings can be > \$1,000 per annum)

An analysis of reasons for joining JDCQ

Social 80% Varied events, cater to the differing tastes of members, attractive to male and female, promote social interaction with like-minded people and friendship among members

Car Lovers 70% Love of the marque as well as showing and seeing other cars

Touring 40% Enjoy drives, (weekenders/short trips), rallies, companionship, casual eating, showing and seeing other cars

Newer Cars 35% Own modern Jaguars as their personal transport. Like to show theirs and see other aspirational new vehicles. Both younger and older members. Dealers should be involved. Special activities required to grow this segment. Increase in newer cars saw membership drop off due to loss of traditional technical/mechanical (see below) reasons for joining.

Technical/Mechanical – including restoring, 20% Mostly male aged 50+, many retired, possibly membership of other technically orientated clubs such as Jaguar Classic Car Club, other makes, other technical interests, usually with engineering/trade skills. May not be particularly socially inclined. Interested in suppliers of parts and services and access to skilled advice and assistance. Reducing sector because from late 80's computer operating systems meant DIY repairs less possible. Sale of more modern cars resulted in less people joining the club for technical/mechanical reasons

Sports 20% This group may like to drive on race tracks, own higher performing sports cars and may be interested in Jaguar Racing history and classic racers. Reducing in numbers.

Concessional Members 15% Mostly a member to obtain concessional registration. Probably obtain enjoyment from the information and the magazine, but do not want social or club interaction. DIY/private/too busy/younger people.

Conclusion

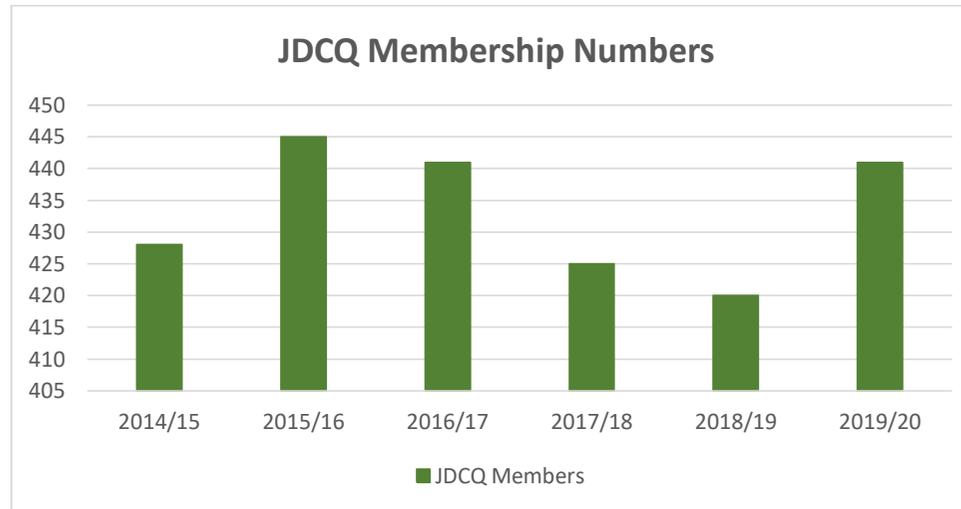
The Club has a variety of membership segments. Therefore, activities and events must be planned to satisfy the diversity.

As time progressed more and more modern cars are being sold. Modern cars (post 2000) are less distinctive. DIY repairs also became less possible. So, membership needs have changed. As a general comment, the modern car owners love the older models but prefer the investment and prestige that comes with a newer car. But there is still interest in the older cars.

Younger members are less interested in marque car clubs due to lack of time, less job security, competing recreations and non-distinctiveness of the modern (post 2000) Jaguars and inability for DIY repairs/maintenance on modern cars.

So, how do we

- Renew the interest with the more mature members and their Jaguars/Daimlers? (are they too busy with grandkids, and family)
- Cater for the modern Jaguar/Daimler owners?
- Work more closely with other clubs? (All British Day, Classic Jaguar Enthusiasts Club etc) ?



Membership has been declining, but has rebounded in 2019/20

4. Strengths & Opportunities

Strength	Strategies and actions to preserve and develop
1.Stable membership around 400	<p>Deliver value to members</p> <ol style="list-style-type: none"> 1. Provide a quality magazine every 2 months. 2. Negotiate discounts for club members with insurance companies, tyre suppliers, repairers, automotive suppliers like Autobarn, Supercheap etc 3. Develop relationships with other like-minded clubs to help buying power and better able to negotiate discounts 4. Encourage events which cater for differing tastes/needs of members
2.Sound financial position	<p>Ensure sound club financial position</p> <ol style="list-style-type: none"> 1. Timely and accurate, transparent budgeting and accounting 2. Circulate monthly reports to all members through the Register chairs 3. Treasurer's report in magazine 4. Maintain and promote to members the need for adequate cash reserves to provide a cushion in event 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 mgt, magazine), innovate and strategic investments to promote membership growth. 5. Too much cash, at JDCQ and registers, creates questions about application of funds to club programs. <p>Use to provide various benefits to members</p> <ol style="list-style-type: none"> 1. Subsidise Register Christmas parties which are generally the best attended event in the year 2. Subsidise other events that foster member needs eg ladies' morning tea 3. Subsidise other major Register events eg weekends away, Peak's Crossing

	<p>4. Subsidise Regional Register annual awards, where applicable</p>
<p>3. Wide range of activities provided for a varied membership.</p> <p>Already established mechanism, using impromptu calendar events, for smaller like-minded groups to organise specific events.</p>	<ol style="list-style-type: none"> 1. Ensure varied events as members have different interests eg social and technical etc. 2. Promote the use of Impromptu Events on website calendar to cater for specific interest groups not catered for by Register events eg. A few members may want to arrange a run to the country and can self-organise this using impromptu events.
<p>4.Strong bonds of friendship and camaraderie</p>	<p>Ensure</p> <ol style="list-style-type: none"> 1. New members are made welcome 2. Activities which allow consolidation and development of friendships eg picnics, meals, weekends away 3. Members are aware of activities of different Registers and are encouraged, where practicable, to attend.
<p>5. Registers, adapted to different regional needs, functioning very well.</p>	<p>The JDCQ respects that it is not a 'one size fits all' club by</p> <ol style="list-style-type: none"> 1. Recognizing the Regional Registers' right to decide on event type and frequency, awards/point system, communication methods etc which best suit their members 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 3. Ensuring there is consultation with Regional Register Committees/Representatives on a regular basis. 4. Encouraging and publicising activities of Model Registers 5. Vast majority of events to be organized and run by registers. 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.
6.Strong core of volunteers.	<ol style="list-style-type: none"> 1. Recognize the efforts of volunteers at all levels of the club 2. Regularly appeal for volunteers to ensure volunteers do not burn out.
7.Effective Club Management	<ol style="list-style-type: none"> 1. Constitution and By-laws are kept current, through consultation, and adhered to 2. Quality website which includes a calendar, documents relevant to the Club eg membership applications, Constitution, By-laws etc 3. Regular Committee meetings with Minutes distributed to Register chairs to ensure transparent communication of decisions 4. Position Descriptions available for all committee current roles 5. Provision of a library of relevant materials 6. Provision of regalia to promote club identification 7. Maintenance of membership lists 8. Club attendance at events such as All British Day to promote both the marque and the club 9. Liaison with Jaguar dealerships 10. Member Recruitment Strategy in operation including up to date brochure 11. Oversee JDCQ participation in All British Day.

5. Challenges and Threats

Weaknesses	Strategies to Overcome
<p>1. Changing demographic of the Club due to aging of long-term members and lack of younger members. Related 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 and Disparate preferences for events between younger and older members.</p>	<ol style="list-style-type: none"> 1. Promote more interaction with other car clubs to provide more variety of events for members. 2. 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
<p>2. Declining interest in car clubs</p>	<ol style="list-style-type: none"> 1. Develop mutually supportive relationships with other car clubs 2. JDCQ brochure and stand at car dealers (new and used) 3. Investigate whether a JDCQ letter could be included in all Jag sales by dealers “welcoming them to the family”? 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) 5. Encourage members to on-send pdf of our magazines to those that may be interested in the club 6. Flags and banners erected at events 7. All members to have a complimentary club shirt (included as part of subscription) 8. Club shirts/hats to be worn by all members attending events 9. Encourage members to wear club regalia when driving their Jags

<p>3. Declining numbers of volunteers</p>	<ol style="list-style-type: none"> 1. Make regular appeals for volunteers particularly to members who have expertise in 'a past life'. 2. Encourage volunteering as a worthwhile retirement activity 3. Inform members of, and, attempt to interest them in, various Club roles both at central Committee and Register level 4. Pay for outside specialised assistance when needed eg accounting 5. Re-evaluate feasibility of JDCQ hosting a National event.
<p>4. Aging of JDCQ membership</p>	<ol style="list-style-type: none"> 1. Encourage Registers to provide events attractive to those who may be unable to now drive long distances or afford certain venues 2. Allow Regional Registers to use funds to subsidise membership fees of long-term members in straightened financial circumstances. 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.
<p>5. Considerable numbers of members who are not active</p>	<ol style="list-style-type: none"> 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 2. Encourage Registers to send attractive reports of events to their members to show 'what you missed'
<p>6. Change in society's communication methods</p>	<ol style="list-style-type: none"> 1. Ensure our website remains current, easy to use and attractive 2. Develop use of social media including Facebook and other social media 3. Maintain different modes of communication eg list event in magazine, plus on-line
<p>7. Lack of distinctiveness of the modern marque.</p>	<p>Work with Jaguar dealers/repairers to promote idea of being 'a</p>

<p>Apart from the badge most modern cars look similar so less feeling of belonging to a 'tribe'</p>	<p>Jaguar owner'</p>
<p>8. Decline of the Jaguar Marque</p>	<p>There is not a lot we can do about this. We can only hope that the mistaken prediction of the death of the printed book following the introduction of eReaders will apply to the personally owned and driven automobiles.</p>
<p>9. Some members perceive JDCQ membership fees are high relative to other clubs</p>	<ol style="list-style-type: none"> 1. Ensure fee comparisons are relative to benefits received 2. JDCQ publish 6 editions of club magazine in full colour 3. Limited advertising in club magazine so more content less advertisements. Other clubs have significant advertising revenue but compromises magazine 4. No additional costs at events, other than cost recovery 5. Subsidise register events 6. Joining members receive a free shirt (\$35 value). 7. Concessional SIV registration available to members plus impromptu events technology on website significantly frees up use of classics

6. Goals

Key goals will arise from looking to accentuating and developing our strengths, taking advantage of opportunities and minimising our weaknesses and threats .However, key goals are ones that must be focused on for a set period of time and receive maximum effort in achieving them. It is not possible to do everything in one year, or even five.

7. Action Plan

Watch this space!