



President's Report for AGM 2016

Welcome to the 2016 Annual General Meeting of the New Zealand branch of the Institute of Advanced Motorists. It's been a privilege to work amongst so many passionate and committed people.

I have been most fortunate in working in my role as Senior Injury Prevention Programme Manager for Motorcycles in ACC. This has enabled me to keep across developments in the road safety sector and to drive the conversation about the value of advanced rider and driver training. While ACC run the Ride Forever Programme, it informally recognises that IAM in effect provides the next step of development - sort of a "platinum" level programme.

This focus on rider training in particular is now reflected at the very highest level across Government in the Safer Journeys Action Plan 2016-2020, where there is a real focus on providing training opportunities and working with riders to help incentivise them improving their riding skills. This has created opportunities for us to align better with government.

Something I regularly remind myself of is that while in NZ the motorcycling side of things is certainly pre-eminent, we are the Institute of Advanced **Motorists** not the Institute of Advanced **Motorcyclists**. On that note, as an Executive we resolved to identify the dormant IAM members in our midst – including those who were qualified in the UK. I am delighted to see how in the Wellington Region, identifying Wendy Betteridge in our midst enabled her to form a car division literally out of thin air. A bit of work identified several folk wanting to give their time and effort to the cause and off we went.

As a volunteer organisation we are at that awkward growth moment where in order to do more we need to make significant changes. There's an opportunity to create a more commercial focus for IAM, but that also brings with it the implications of the new Health and Safety legislation. As volunteers and a volunteer organisation we are exempt, but the minute we employ people, the rules change. We are conscious of that, and Robert Powell, with his Health and Safety expertise, is now our Safety Officer for IAM. The challenge for us all is getting to that next stage of professionalism, where we have the capacity to deal with requests for our services.

I am very conscious that IAM is a strong brand and that people will want to use our brand to market their own services, so we must jealously keep our reputation intact. Again, thanks to Robert we have some strong Health and Safety guidelines and Group riding guidelines. Group riding in particular, especially amongst groups on non-IAM members and unpredictable riders, can be hazardous and we don't want to risk our reputation by being seen to allow poor riding, or, heaven forbid a crash, on rides we are associated with. I'm confident the procedures are now in place to manage this risk, but it takes vigilance from all of us.

Coming into this role, I really wanted to see sustainable growth – particularly amongst our observers, as without observers we can't take on more members. Since attending the last AGM I've put my money where my mouth is and became an observer myself, and that is a really enjoyable role. It's pleasing to see observer workshops appearing so we are supporting ourselves to be the best we can be. I must admit that motorcycles dominate my life – riding to work each day, working on all things motorcycle, touring and observing and attending events doesn't leave time for much

else. I'm happy to see that our ability to assist people reach their advanced test has grown this year with:

- A new Director of Tests (welcome Mike)
- More than doubling of our Observers (from 11 to 24)
- More than doubling of our trainee Observers from 8 to 17
- Another new examiner (from 6 to 7)

As I write this I reflect on the tireless efforts of the Executive in bringing all of this together, particularly: Phil McDaid for his persistence in keeping us all upright and well trained, Morne and Les for their efforts for cars and heavy vehicles, Tessa for her financial skills, Robert for his Health and Safety skills, Ken for marketing, Cat for her social secretary role and setting up regional Facebook pages, Mark Revill-Johnson and Peter Henson for their efforts with the newsletters and Keith for the thankless task of pulling together all of the secretary functions. I also want to thank Richard Turnbull for his work around major charity rides and influencing our committees to buy into our guidelines.

I don't want to exclude anyone, as everyone has played a significant role in our success this year, and has given me good advice on keeping focused.

I particularly want to thank the Regional Chairs and their teams, as this is where the rubber meets the road (quite literally), and our new members are greeted, the rides organised and the standards and expectations set. It's the individuals on the coal face that have helped us get to where we are. Since I have been in the role we have seen growth in all regions, including Central North Island and Northland. I was delighted to confirm the Top of the South Group as a stand-alone region as well.

What this reinforces over and over is that we rely on the good will of others in taking our organisation ahead.

The support of our partner agencies has also been invaluable. ACC in sponsoring last year's AGM gave us sufficient funds to help significantly with this AGM. The NZ Transport Agency, through Peter Hookham, allows its facilities and video conferencing that enables us to communicate nationally in an effective way. And something for all of us to note is that we are in influential places to have an impact on road safety, and especially motorcycle safety, with both myself as National President and Peter Hookham as Vice president in the midst of a national cross-agency group on motorcycle safety.

Our website has provided a great platform to reach a lot of people, and the challenge ahead of us is to finalise our IT strategy to improve the ability of people to join us. We will commence this once we have certainty around secretary capacity post the AGM.

Something increasingly emerging is the opportunity to have a presence at motorcycle events with recent events including Wellington's Shiny Side Up, and August's ACC-sponsored Ride Forever Motorcycle show in Auckland. It's an opportunity to reach lots of like-minded people in one hit.

Our parent organisation, IAM UK, has just celebrated its 60th birthday and has had a re-brand to become IAM Roadsmart. It is intentionally aiming at the younger rider and driver. We are watching this with interest. I see more and more younger members in our midst, and our challenge is to be relevant to younger people, as this is our next generation of members, and those most at risk. For cars and motorcycles, young drivers aged 15-24 are our highest risk groups. There's not many other recreational activities that will kill or maim you while you learn, so helping our next generation of riders and drivers is essential.

Moving ahead, it's easy to get into a frenzy of ideas, so I want to keep us focused on a few simple things:

1. Sorting our IT strategy to give us an improved registration and payments process, better web presence and membership data and analytics
2. Maintaining and protecting our standards and integrity
3. Increasing the capacity of our car and heavy motor vehicle divisions
4. Growing our observer and examiner base
5. Supporting expansion into other regions
6. Identifying dormant and ex-UK members and inviting them into the group
7. Growing our members and focusing on bringing in younger ones

While a good IT strategy and flash website will help, it's building our base of people, observers and examiners, and expanding into other regions that will give us our base, and something all of us can contribute to.

We do need to all be keeping an eye out for people in our midst with the skills to help us grow the back end support of IAM: people with IT and business skills, people with financial and planning skills, people with governance skills. Having a strong Executive means we can keep delivering for you all in a sustainable way.

Thank you everyone for your participation, your time and your commitment to road safety, and I particularly want to thank Duncan and Jo for their efforts in pulling together this conference and AGM in Christchurch.

To sum up, I reflect on the well-known Maori proverb:

He aha te mea nui o te ao

(What is the most important thing in the world?)

He tangata, he tangata, he tangata

(It is the people, it is the people, it is the people)

Yours in motoring

Carey Griffiths

National President

IAM New Zealand