

Promotion to increase membership of the New Zealand Model Aeronautical Association (NZMAA)

Summary of NZMAA brief

Time: July 2006 to July 2008 with option of continuation.

1. Rebrand of the Association.

This is taken to include

Presentation of model aviation as a sport and recreational activity. Change of the Association's name

- New Logo to reflect the above.

2. Increase the current membership level of approximately 2100 by 10% per annum for 3 years, the first two years to be part of this plan with the option of continuation.

The three specific target groups for new members are:-

Young Guns (age 20-35 years) who are typically seen to:-

- have discretionary time/money/ facilities to pursue a leisure interest.
- be attracted by excitement and action.
- relate to "big" "fast" and "challenging."
- potential competition fliers

Family Men (age 30-50) who are typically seen to:-

- be financially and domestically stable.
- have discretionary time/money/ facilities to pursue a leisure interest.
- be attracted by an indoor /outdoor activity, aspects of which can be shared with their families

Grey Squadron (age 55+) who are typically seen to:-

- be retired or semi retired and have discretionary time to take up new interests.
- be attracted by the indoor/outdoor aspects of model flying.
- be seeking to build new social networks and interests to replace those previously provided in the work place.
- be attracted by a range of activities from weekends away at rallies, to the odd afternoon at the club site.
- enjoy inherent satisfaction of the activity , rather than be highly competitive.
- be a group with a lot of " life skills" and experience that can contribute to the operation of their clubs and gain satisfaction doing so

Objectives

- To rebrand the Association with identified values, name change and new logo to better identify it as a recreational and sporting organisation.
- To raise public awareness of model flying as an activity that makes a valuable contribution to quality of life of the people who pursue it.

- To give as many of the public as possible a first hand experiences of the satisfaction and pleasure that can be gained from model flying
- To provide opportunities to assist potential new members getting “hooked” on the pleasures of model flying
- To clearly identify that NZMAA affiliated clubs are the organization that can ensure successful entry into responsible model flying.
- Clubs to identify how they can encourage/support new members, particularly in the three target groups, and act upon it.

Rationale

- The NZMAA affiliated clubs are crucial in the recruitment drive, as they who will actually gain and retain new members.
- The Promotions Plan recognizes this, and aims to provide assistance and support for clubs to motivate and empower them in their efforts to gain new members.
- The rebranding exercise will provide a focus to initiate the recruitment campaign. It will no doubt be controversial and should raise interest and energy levels! The name change may come as shock to members, so “buy in” to the change is important.
- The Campaign will have a “leading from the front” element, with resources, coordination and assistance, i.e. a media/promotions guide, posters, business cards, brochures.
- The plan allows for participation in high profile events, mainly in the big population centres. These should gain benefits in their locality and demonstrate that model flying is to be seen as a significant sport/recreational activity.
- The NZMAA will institute a new class of membership for those new to the sport . The details to be finalized in discussions with NZMAA Sec, and approved by Council. This allows for a new limited time NZMAA membership, at a concessionary rate for new members, which affords insurance cover, club membership and MFW for a 4 (?) month period. The potential model flier gets the benefits of club membership/support, becomes competent in the basics of model flying, with the assistance of a club mentor and then happily joins as a full member.
- Clubs and SIGS will be provided with a Media/ Promotions Guide. This guide will be produced specifically for this campaign by and contain practical ways for clubs to get best exposure in their community and raise their profile as a valued sports /recreational activity.
- Clubs will be asked to present an “Open day” for the public each year, to excite and impress the public with the sport and the people who participate in it.. Clubs geographically close together may wish to collaborate on a single event, rather than struggle alone. The open days should offer opportunities for some public involvement, including a go at R/C with a buddy box and /or simulator. The open days are to “show off” and the focus is on the members and their flying.
- NZMAA will produce and distribute club days generic event posters, with plain panel for local details to be added, business card with name logo etc. Clubs are for selected members, and Clubs print on computer labels the details of the person/club and affix to the clear side of the card. These cards can be given to press, visitors, and potential new members

- SIGS will also be contacted directly to support these events as a means of promoting their particular discipline, particularly in a club whose members do fly that class.
- Sponsorship assistance will be sought to subsidise the membership Campaign.

Stage One To rebrand the Association

Outcomes

- Identify our brand value (how we want to be seen)
- Research and present alternatives for a new name for the NZMAA
- Survey of member reaction name options. *(see note below)
- 2/3 options to Council for with recommendations for final selection
- Draw up specification for Logo design which reflect the brand values
- Commission Logo design (more than one option)

Approval of new logo by NZMAA Council

- Introduction of new Name/logo on Website and MFW
- Time line for the introduction of name, Logo into letterhead, club newsletters cloth badges, gold/silver pins, transfers etc – in consultation with council.

Stage Two – Improving public awareness of model flying nationally and in Communities where clubs are established.

The clubs are the key to any growth in membership.

The plan involves creating a positive supportive environment for our clubs and a positive image for our sport

National and regional Level

- Raise awareness of model flying nationally by participation in icon events, presence at major events, press releases locally and nationally. On overseas teams and their successes, outstanding members, more TV & radio coverage.
- Launch of membership campaign in MFW

Local/Regional Level

- Distribution of Promotional/ Media guide to Clubs immediately after the launch.
- Initiatives by clubs to raise the local awareness of their activities.
- Clubs to stage visitor focused open days, with support from SIGS
- Clubs to look at making provisions for encouraging new members, retaining the existing ones and meeting the needs of the target groups.

Gaining new Members

- Action to retain members in the light of Council survey of members who have recently left the Association - when the results are known.

Club Open days for the public to:-

- Raise interest in Model Flying
- Identify your club as the place for model flying in your area.
- Specifically promote for new members
- Mentoring of prospects within clubs
- New incentive membership scheme.
- Recognition the main target groups as they exist in each club and make provision to meet their needs.
- Promotions/media guide to help with practical guidelines to make self promotion easier.

Wright Directions to:-

Submit promotion Plan for Approval

1. Execute Rebrand process.
2. Launch new name and Logo
3. Review the results of Council's telephone survey of ex-members.
4. Negotiate incentive new member /Club Entry with the Association Sec &Treasure
5. Compile Club/SIG media/promotions guide and organise printing and distribution.
6. Organise design production and distribution of Event Posters and Club Business cards.
7. Review current brochure and organize new design to reflect name change, logo and brand values.
8. Launch membership drive in MFW
9. Research and locate high profile events in large population areas which will provide good exposure, and association with other "high profile sports". Example: "Big Boys Toys" in Auckland. Take a lead in organizing these events.
10. Communicate with Clubs/ SIGS on their "Open Days for the public.
11. Produce material for the MFW to support the campaign.

Performance indicator

1. All the above delivered to a high standard and in a timely manner
 2. Membership numbers increase - measured directly by NZMAA Secretary
 3. Profile of Model flying increases - I suggest in September the Association subscribes to a newspaper clipping service, who will collect references to model flying from newspapers, magazines across the country. This would show any gaps in our coverage and enable us to give direct feedback to clubs on their efforts.
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