



# BMW Owners Register of New Zealand Inc. National three year plan

**2017 – 2020**  
“Make Life A Ride”

The BMW Owners Register is a national motorcycle club catering for anyone who has an interest in BMW motorcycles, old and new

**Our priority** is the responsible pursuit and enjoyment of owning and riding BMW motorcycles

**Our values:**

- the camaraderie and participation of our members
- the dedication and passion of our members who volunteer as Area Representatives and Elected Members
- our relationships with members, the public, commercial interests and the international BMW family

**Our Behaviours:**

We are respectful, we listen, we learn | *He rōpū manaaki, he rōpū whakarongo, he rōpū ako mātou*

We work together for maximum impact | *Ka mahi ngātahi mō te tuinga nui tonu*



Objectives	Tactics	Actions
<b>Strengthen the BMWOR Brand</b>	Establish & maintain a BMWOR presence within the context of larger, broad reaching motorcycle events Establish more partnerships with service providers that will help promote the brand to their customers Make the best use of communications channels and technologies at a national level, to provide member services and keep members informed and encouraged to participate on rides and other events	Presence at appropriate motorcycle events, shows and rallies  Investigate partnerships with parts providers to explore the insertion of membership forms into customer shipments Create and manage a national social media presence Create a user friendly, interactive calendar of events on the website
<b>Membership and participation</b>	Attract new BMW enthusiasts whilst building on the interests and participation of the existing members Focus on attracting new members  Enhance Membership Benefits	Introduce a solicitation programme to encourage expired members to consider renewing, perhaps use incentives to renew. Implement a national “introductory” membership policy Consider a simplified reward system for those who actively recruit new members Make it as easy as possible for prospective members, either through BMW service agents or on their own account, to make contact, find information and participate in events Explore other potential discounts for products & services of value to members
<b>Efficient and effective operations</b>	Ensure clarity of Executive and Area Rep roles and responsibilities Review, and where necessary establish, operational controls to ensure all statutory requirements are met and all operating risks are managed Governance arrangements are appropriate for the club	Job descriptions to help people in their respective roles are up to date Ensure operational policies are documented and up to date  Create a succession plan for elected and volunteer positions