



BMWMCANZ 2022 Annual Report

Well, I just can't believe that it's been close to a year since I was privileged to be elected as President of the club at our first virtual AGM which was held on the 13th of February 2022.

COVID was again causing major disruptions across the country. The government had only recently introduced the new Traffic Light Framework and at the time of the AGM we were in the RED setting as the first Omicron cases had just been detected late in January. Our National Rally which was planned to be held in Methven that same month unfortunately was another casualty and I remember vividly when the board had to make the call to cancel it. It was a very stressful time for everyone.

The 2022 Annual General Meeting and Board elections saw quite a significant change of guard in terms of board members. I took on the role of Club President, replacing Garry Williams, Stephen Parkinson was elected to my now vacant Vice Presidents' role and David Fish as the Club Secretary role taking over from David Ross. My hat goes off to both Garry and David for their unwavering commitment to their time on the Board and for putting up with the inevitable regular "can I pick your brains" phone calls when we needed advice. I'm not sure how we would have gotten through this year without their guidance, support, and historical knowledge.

Also, as always, Barry Petherick, our Membership Secretary has been doing a sterling job dealing with new memberships and renewals. Thanks Barry.

Philip King who was elected as Member Representative in 2021 stood down from the role later in August 2022 for personal reasons. I want to take this opportunity to thank him for the time he served on the Board. Ian Macartney was seconded onto the board to fill this role on a temporary basis. Ian has very kindly decided to put himself forward for nomination to take on the role fully at the forthcoming 2023 AGM.

EVENTS 2022

NIRR

Despite the cancellation of the 2022 National Rally, with the introduction of the Traffic Light system and the gathering limits under the RED setting increasing from 100 – 200 people later in March, the decision was made to continue with the North Island Rag Rally early in April. I think we had over 50 attendees which made the weekend a great success. We all



welcomed the opportunity to catch up with friends and enjoy the social aspect of our memberships which is such a big part of our club.

BOARD / AREA REPRESENTATIVE Face-to-Face Meeting

We were also able to run our combined Area Reps / Board meeting at the end of April. This was a great opportunity for the team to get together and discuss where the club is at, identify areas for improvement and how we can continue to drive the club forward. Some excellent initiatives and ideas were suggested, and many have either already been adopted or are still in the pipeline. All are focused on improving the value proposition for members. Our volunteer Area Representatives give up their time to organise rides and manage their geographical areas on behalf of the club. They are the ones that are interacting with local members, and they are constantly receiving feedback, good, bad or indifferent. As a team, they do a key job and we all need to recognise the commitment they make and support them where we can in undertaking their roles.

BMWMCNZ GS Rally – Lakes Ranch ROTORUA

Unfortunately, I was unable to attend this event however all the feedback I received both prior and post was that it was a great success. The idea of this event was developed during our Area Rep meeting by Stephen Parkinson. Whilst the GS Rally is not new, the idea to hold it at Lakes Ranch and to combine resources with Kiwi Rider was. A huge amount of organisational effort goes into these events and it was really pleasing for all those involved that it went off without a hitch. Well done again to all those involved.

South Island Rag Rally – Geraldine

There were some issues initially with this event which caused a delay in our ability to communicate the location and timing as early as we would have liked. That said, we had a great number of attendees with more than 65 people registering for the Saturday night dinner. Many travelled from across the country to attend which was really pleasing. The weather Gods were not kind to us, but a big hats off to those who stuck it out in their tents at the campsite.

OPERATIONAL UPDATE

Throughout 2022 the board have been working hard to try and improve our member communication and engagement. Our Area Reaps are currently working through the process of using an external mailer platform that will enable us to create a template to standardise our regular messaging to members. Some have adopted this already and others are still working through the setup process. We have also updated our new member welcome pack.



It is really pleasing to see the marked improvement in the monthly magazine. This has predominantly been driven by Colin Gates our Treasurer who also currently wears the Editor hat. An immense amount of energy and effort from him with the support of the content submitters has gone into improving the image quality, the readability, and the reading options that we now have. I particularly like the flip book option. A big thank you to Colin for his expertise in this area and to all those who submit monthly editorials for the magazine, your contribution is appreciated.

Thanks also go to those organisations and individuals who pay to advertise in our club magazine. This advertising revenue helps cover our publishing costs and as members, we need to recognise our sponsors and support them when we can.

Our insurance partnership was due for renewal during the year. We spoke to a number of providers during the review process and ultimately, our partnership changed from AON to Star Insurance. It's never easy making these types of changes however the superior, more comprehensive, and competitive offer from Star was accepted by the Board. We are really looking forward to strengthening that partnership in the future.

Club membership over the last year has been steady with a small growth over the period. Initiatives such as discounted rates for the GS Rally for club members have helped with gaining new members however, we are still not as strong as we would like to be in the retention space. We are revising the membership renewal process to make it a little more personal and user-friendly. Also, for those members who choose not to renew we are developing a brief exit survey to try and better understand their expectations and to see if there was anything we could do to help retain their membership.

It has been a pleasure to work with the new look board over the last year and whilst we have experienced a few challenging headwinds, as a team we have been able to stay focused and deliver on our commitments. I am very proud of what we have achieved so far and I would like to personally acknowledge each board member for their willingness to give their own personal time to help guide the club.

To all our members from lifers to newbies, thanks for getting involved and making the club a success. I look forward to seeing many of you in the events and rides we have planned for 2023.

President | BMW Motorcycle Club Aotearoa New Zealand Inc.