



International Comanche Society (Australasia) 2024 Annual General Meeting

Multi-year Strategic Plan
and Short Term Action Plan

Draft #2
October 2024

Background

While type-clubs remain as relevant and important as ever, ICS globally and the Australasian Tribe are both facing a number of issues which are impacting or will impact the health of our club

Given that we want to maintain a healthy, viable and enjoyable Comanche type-club in Australasia, it is timely to recognise and address these issues

This presentation summarises our thinking about these issues, and what we plan to do to move forward – expressed as a multiyear vision and shorter-term action plan for the ICS Australasian tribe

Situational Analysis (Australasia)

ICS Australasia

- Stable membership - 14 to 15% of Global
- Financially independent of ICS(US)
- Innovative (PPP, Parts)

Active and Successful, but:

- Age profile skewed to older end
- Potential for serious loss of knowledge and experience
- Geography makes member participation a challenge

Club needs to move forward to meet

- Generational expectations - Younger (Experience Based) vs Older (Socially Based)
- Value of membership expectations
- Fill the gaps left by ICS(US)

ICS Situational Analysis (as at Sept 2024)

- **ICS (US) is in sustained decline**
 - <700 members worldwide
 - No energy or member involvement
 - No innovation
- **Little prospect of recovery in US**

*Time for change – current situation
cannot persist*

So what's the history, plan and action?

AU Tribe (2024) at ICS Board

- Presentation to ICS Board
- Request for ICS Board action.
Limited response (2024)

AU Workshop 23/24 Sept 2024 to plan

- Way forward with ICS (US)
- Ensure forward viability for ICS (AU)
- Identify immediate response items for ICS (US) – fees and magazine

Workshop outcomes socialised with long-time members

**Plan presented here (AGM) for member
endorsement**

Strategy for ICS (Australasia)

For Discussion

6 Key Objectives

Support the marque to ensure long term viability and attractiveness

Drive a **desirable ownership experience**

Fraternity/Celebration of History

Attractive programme of **Activities**

Capture, preserve and disseminate **Knowledge and Experience**

Financially **Viable/Sustainable Operation** independent of ICS (US)

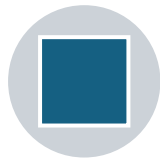
8 Major Initiatives

- Improve Member Communications
- Improve the membership experience and member activities
- Broaden member participation in service delivery
- Actively work to attract new members
- Recreate the Technical Director/Reference functions
- Improve our exiting programs (PPP and Parts)
- Revise relationship with ICS (US)
- Make necessary changes in local structure and budgets

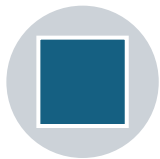
Initiative 1: Improve Member Communications (Frequency, Immediacy, Accessibility)



New Local
Communications
(Newsletters,
Pathfinder. Etc)



Improve
Membership &
Event Systems (ABS
Example)



Refresh Website
(see MMOPA
example)



Initiative 2: Improve the Membership Experience & Member Activities



Broaden type & duration of club activities:



Re-Introduce PPP Partner Attendance



Improve Technical Support (see initiative 5)



Make Comanche merchandise available



Establish ongoing 24 month event lookahead



Establish 2025 flyin program



Investigate 2026 NZ flyaway



Initiative 3: Expand Member Involvement

• **Establish recognised non-executive roles**

- Membership
- Webmaster
- Communications & Publicity
- PPP
- Parts Programme
- CFF Nominee
- Events Co-ordinator (North)
- Events Co-ordinator (South, West and NZ)
- New Members
- Technical Committee
- Club Merchandise
- External Relations
- Historian/Archivist

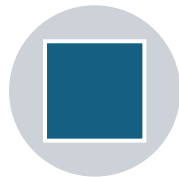
• **Better recognise member contributions**



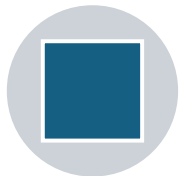
Initiative 4: Actively work to attract new members



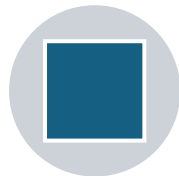
Recruit new owners
at transition



Update the new
member welcome
pack & benefits



Raise Awareness of
ICS (AU) & the
Comanche
(advertise,
Comanche Branded
Items, Press Articles)



Create desire for the
Comanche
(Comanche vs Others,
Prospective
owners support, Display
aircraft at events)



Initiative 5: Recreate the Technical Director & Reference Functions



Form a technical support group



Capture Intellectual Property and Experience



Develop hit-list for parts development



Initiative 6: Improve Existing Programmes (PPP & Parts)



Restructure
and refresh the
PPP content
and delivery



PPP for Flying
School
Instructors



Improve the
parts
manufacturing
program



Initiative 7: Revise Relationship with ICS (US)



Electronic Comanche
Flyer



Reduce ICS (US)
membership fee



Value-for-money on
major ICS initiatives



Revitalize the US
members



Initiative 8: Revise Structure as Required



Non-executive
committee roles



Parts Program
Structure



Feedback

Please help by providing feedback and suggestions to confirm:

- This is the correct path for ICS (Australasia)
- The objectives and initiatives are appropriate and achievable
- Your thoughts on the priorities for implementing these initiatives
- Where you would be able and willing to help