# NRMA CORPORATE RESPONSIBILITY REVIEW 2009/2010

# **DELIVER FOR TODAY – DEVELOP FOR TOMORROW**





### What we stand for

Since 1920, NRMA Motoring Community & Services has been a Help voice for motorists in NSW and the ACT. We Integrity have a proud history of speaking out for motorists, helping in the community and working towards a future of transport energy independence. As Australia's largest mutual organisation, NRMA has grown to provide a range of organisation through our services for our Members and the community. In addition to our legendary roadside assistance, the

NRMA Group has a diverse

lifestyle benefits, products

and dynamic range of

Providing real value for

all our Members is at

the heart of what we do and our approach to

being a good corporate

citizen as reflected in our Constitution and Values of

motoring, travel and

and services.

Ouality Speaking Out NRMA's work in the community is fundamental to our 2020 vision to be the most trusted Member great people excelling at delivering highly relevant services and legendary roadside assistance. This Review sets out how we are living our values and also provides some highlights of our activities in 2009/2010 as we endeavour to deliver for today and develop for tomorrow.





### **CEO MESSAGE**

Since the NRMA was formed 90 years ago, helping people has been at the heart of our service to Members.

The NRMA today lives by a set of important values community, help, integrity, quality and speaking out - which drive our service to Members and the work we do to help those in our community in need.

Last year we outlined a range of corporate responsibility commitments from across the NRMA Group. This document provides an update on how we have progressed in meeting those goals.

We look forward to sharing with Members our journey to deliver for today and develop Tony Stuart Group CEO for tomorrow.

## **2020 VISION**

To be the most trusted member organisation, through our great people excelling at delivering highly relevant services and legendary roadside assistance



We are active in the community

#### **COMMUNITY** We are active in the community

NRMA proudly supports a diverse range of community partnerships and programs.

#### **HELPING HANDS**

Our strong culture of helping people extends across our staff and Members to our local communities where we live and work. Our staff are involved in a range of community activities with our charity partners, staff volunteering, fundraising and workplace giving. We are also pleased to recognise the unsung heroes in our community through the annual NRMA Helping People Awards.

The NRMA Helping Hands Program supports five charity partners including Sunnyfield, the Australian Diabetes Council, Conservation Volunteers Australia, Starlight Children's Foundation and Youth Off The Streets. We also support the work one day a year to each staff member to volunteer for the charity partner of their choice. Last year, NRMA staff contributed 250 days of help to our partners. Volunteering not only assists our partners financially, but improves team bonding and provides staff with the opportunity to give back to their local community in a meaningful way.

of our staff by providing

Other community organisations we support include the Taronga Zoo Conservation Society, Careflight, Manly's Hop Skip and Jump Bus and Handbrake Turn on the Central Coast. We also reach out to regional communities through our famous Mobile Member Centre, our NRMA Ambassadors and vintage vehicle fleet, promoting road safety awareness and to share our proud motoring history.



NRMA won the **2010 Australian Business Award for Community Contribution** recognising organisations that implement projects that positively impact on the community.

### HOW ARE WE GOING

| WHAT WE WANT<br>TO DO  | OUR FOCUS IN 2009/2010  | OUR PROGRESS & ACHIEVEMENTS   | OUR PRIORITIES FOR 2010/2011   |
|--|---|---|--|
| Extend staff<br>volunteering across<br>the NRMA Group.   | To have a diverse<br>calendar of<br>activities with all of<br>our charity partners.   | <ul> <li>NRMA Motoring &amp; Services staff collectively volunteered 250 days last year. We are now extending the program to the whole NRMA Group of businesses to find relevant, community activities specific to each business. Some highlights of our Group company partnerships are:</li> <li>Starlight Escapes at NRMA Holiday Parks where families from the Starlight Foundation receive a much-needed break at one of our five NRMA Holiday Parks.</li> <li>ClothesLine supported by Thrifty – Thrifty supports the valuable work of ClothesLine by providing a vehicle for use in their operations. ClothesLine provides clothing and other essential items to the homeless and those in need.</li> <li>Handbrake Turn and NRMA MotorServe - NRMA MotorServe entered into a new partnership with youth initiative Handbrake Turn on the Central Coast. The program delivered by Concern Australia turns young lives around by giving them the opportunity to complete an automotive.</li> <li>Motoring &amp; Services staff contributed over \$52,000 to fundraising activities.</li> </ul> | Supporting the Group of<br>Companies to engage<br>their staff in<br>volunteering and<br>charitable activities.<br>Identify one relevant<br>charity to partner with<br>each Group business.<br>Achieve 300 days of<br>staff volunteering across<br>Group. |
| Use NRMA's core<br>business to offer<br>our charity partners<br>professional<br>development<br>and support<br>opportunities. | Expand<br>opportunities for<br>charity engagement<br>within the NRMA<br>business.   | We have been developing a program to provide<br>more professional support to our Charity Partners<br>and are keen to expand this in the coming year.<br>This includes providing road safety training by our<br>NRMA Safer Driving Team to our charity partners.   | A staged roll-out<br>to provide tangible<br>professional support to<br>our charity partners.   |
| Benchmark our<br>charity partner<br>and fundraising<br>activities across the<br>NRMA Group.                                  | Expand reporting<br>to include the<br>social impact<br>of fundraising<br>activities in support<br>of our charity<br>partners. | We are working with the NRMA Group of<br>businesses to measure staff volunteer hours and<br>funds raised.   | Address community<br>activity reporting across<br>NRMA Group of<br>businesses.   |

### **COMMUNITY** We are active in the community



NRMA HELPING PEOPLE AWARDS

Our annual Helping People Awards recognise and support our hard working volunteers who help their local charities. Choosing the top four volunteers was extremely tough with this year's winners chosen from almost 450 worthy nominations. The 2009 award winners are:

- COMMUNITY (25-59 years) Chana Kavka, NSW Friendship Circle, Bondi NSW
- SENIOR (60+ years) Rosemary Laing, Riding for the Disabled Association, Stroud NSW
- YOUNG (17-24 years) Josh Doyle, SeeChange Community Services, Oyster Bay, NSW
- ENVIRONMENT (25+ years) Graham Pinney, Muttama Creek Regeneration Group, Cootamundra NSW

**τΟΡ** 2009 Helping People Award winners, L TO R: Graham Pinney, Rosemary Laing, Josh Doyle and Chana Kavka

#### NRMA EVERYDAY SPORTING LEGENDS PROGRAM

NRMA and Rebel Sport came together last year to establish a community program that provides sporting groups, schools, community organisations and individuals the opportunity to share in \$150,000 worth of Rebel Sport gift cards. The aim is to encourage a fit, healthy and active community. The gift cards supported many worthwhile programs including a school gym, outfits for a local sports team and new training equipment for a dragon boat team. Some of NRMA's Sporting Legends winners include:

- The Rock Central School, The Rock NSW
- The Chinese Youth League Dragon Boating Club, Sydney NSW
- Corrimal Swim Club, Corrimal NSW
- Hay Rugby League Club, Hay NSW
- Bankstown High School, Bankstown NSW

EVERYDAY

ENDS



Help is what we provide

### HELP Help is what we provide

Not only are we passionate about helping people, we are working towards securing Australia's transport energy future to protect our Members from the volatility of oil supply and price and ensure a greener future.

SUSTAINABLE TRANSPORT ENERGY FUTURE

NRMA is working to secure a sustainable, less volatile transport energy future for Members. This includes sponsoring the work of the NRMA-commissioned Jamison Group of transport and energy experts. In their most recent report, **Fuelling Future Passenger** Vehicle Use in Australia. the Jamison Group warn that if nothing is done to develop new transport energy sources now, we will fall further behind the rest of the world and leave Australians exposed to ongoing volatility in oil supply and prices.

NRMA hosted the second NRMA Alternative Fuel and Technology Summit in March 2010. Key decision makers and stakeholders were brought together to identify strategies to reduce Australia's transport oil dependence by adopting alternative fuels and

Not only are we passionate technologies such as hybrids about helping people, and electric cars fuelled by renewable energy.

The Alternative Technologies and Fuel Coalition arose from the Summit. This coalition of business and community groups is working with the NRMA to see the development of a national strategy to be developed to reduce oil dependence by 75% by 2030. Key areas for action include mandatory fuel consumption and emission standards, investment in alternative fuels and improved public transport.

### ENVIRONMENT & CLIMATE CHANGE

We are committed to strengthening our environmental performance by reducing our carbon footprint through our climate change strategy. NRMA Motoring & Services has reduced its carbon footprint by 12% since 2006 by reducing our fuel consumption and converting the NRMA patrol fleet to LPG. Our Group businesses are actively working towards a greener future by embedding a robust environmental management system and continuing to find ways to reduce their environmental footprint.

| WHAT WE WANT<br>TO DO   | OUR FOCUS IN 2009/2010  | OUR PROGRESS & ACHIEVEMENTS  | OUR PRIORITIES FOR 2010/2011  |
|---|---|--|---|
| ENVIRONMENT &<br>CLIMATE CHANGE<br>Help contribute to a<br>greener community<br>by strengthening<br>NRMA's<br>environmental<br>performance<br>by reducing the<br>NRMA Group's<br>carbon footprint<br>and helping our<br>Members to reduce<br>theirs'. | Continue to reduce<br>greenhouse gas<br>emissions across<br>the NRMA Group.<br>Set group-wide<br>targets for further<br>reductions.<br>Implement an<br>Environmental<br>Management<br>System across the<br>NRMA Group.  | By focussing on carbon emission reduction<br>activities from saving fuel and switching to LPG,<br>NRMA Motoring & Services met its target of a 0%<br>increase in carbon emissions with a 12% reduction<br>since 2006. A baseline target for the NRMA Group<br>has been established for 2011.<br>The key elements of a Group Environmental<br>Management System have been developed<br>including a new Group Environmental Policy.  | Achieve a 15% reduction<br>in carbon emissions<br>from electricity and fuel<br>use across the NRMA<br>Group.<br>Provide assistance and<br>advice to Members<br>to help them reduce<br>their environmental<br>footprint.<br>Embed the<br>Environmental<br>Management System<br>across the Group and<br>integrate with the<br>Group Safety System.                          |
| SUSTAINABLE<br>TRANSPORT<br>Identify sustainable<br>transport solutions<br>and help Members<br>move toward<br>a greener, less<br>volatile transport<br>future.  | Continuing to raise<br>awareness on the<br>need to act now<br>by releasing the<br>second Jamison<br>Group Report<br>and holding the<br>second Alternative<br>Fuel Summit.<br>We will continue<br>sharing with<br>Members what<br>we learn along<br>the way, including<br>information on<br>greener driving<br>techniques and<br>new exciting<br>technologies. | The second Jamison Group report Fuelling Future<br>Passenger Vehicle Transport in Australia was<br>released in February 2010 and highlighted the<br>economic, security and environmental risks to<br>Australia's transport fuel security in the coming<br>decade.<br>The Alternative Fuel and Technology Summit held<br>in March 2010 involved industry, government and<br>research groups to address fuel security issues.<br>A coalition for action was developed calling on<br>Government to reduce oil dependence by 75% by<br>2030.<br>Through the Open Road, other publications and<br>mynrma.com.au we have kept Members up-to-<br>date on latest developments in greener motoring.<br>Two Member delegates also got the opportunity<br>to attend the Summit. | Work with the<br>Alternative<br>Technologies and Fuels<br>Coalition to advocate for<br>government action to<br>reduce oil dependence.<br>Provide Members with<br>more information on<br>greener motoring and<br>ways to reduce oil<br>dependence.<br>Review internal<br>activities for consistency<br>with Alternative<br>Technologies and Fuels<br>Coalition activities. |

HELP Help is what we provide



SCHWARZENEGGER, SILVER BUCKSHOT AND THE OUTBACK – THE KEYS TO SUSTAINABLE ENERGY

Former California Energy Chief Terry Tamminen outlined practical, immediate steps Australia could take to end its dependence on oil as part of the NRMA Alternative Fuels & Technology Summit. Terry shared his experiences from his time as energy chief assisting the Governor of California, Arnold Schwarzenegger, which transformed the world's sixth largest economy to increasingly run on renewable energy. Californians are now 40% more fuel efficient than other Americans. Terry also highlighted that strong political will is needed..."experience from California has taught us that there is no silver bullet solution, but a silver buckshot of alternatives to fossil fuels."

тор Terry Tamminen at the NRMA Alternative Fuels & Technology Summit - March 2010 рното: Brendan Esposito/FairfaxPhotos





We do the right thing

# INTEGRITY We do the right thing



Since 1920, our Members and our staff have been at the heart of everything we do.

#### **OUR PEOPLE**

Our staff are our best ambassadors and we're passionate about helping them grow. We are focused on creating a high performing culture to enable staff to have a great place to work and to allow our business to achieve success. NRMA is a valuesbased organisation and our risk management staff are encouraged and supported to live those values in and outside of work.

While roadside assistance remains at our core. the NRMA now also offers a diverse range of products and services through our expanded family of businesses. A strategic objective of the NRMA Group is to have 'Great people and a great place to work'. We are focussing on having an engaged workforce in a high performing culture with NRMA as an Employer of Choice

The health, safety and wellbeing of our staff, Members and stakeholders is a priority for us. We are focussed on ensuring that our staff can do their work safely. We believe that employee wellbeing is vital for a healthy and effective workforce.

#### OUR GOVERNANCE **APPROACH**

As a Member organisation, we take our corporate governance and responsibilities seriously. Good corporate governance provides accountability and helps reduce exposing the NRMA Group to unnecessary risks.

#### **OUR SUPPLIERS**

We have always set high standards for the way we conduct business. We expect the same commitment from the people we work with. This is why we are in the process of establishing new supplier engagement principles which will align our supplier agreements with the same values we live by.

| WHAT WE WANT TO<br>DO   | OUR FOCUS IN<br>2009/2010   | OUR PROGRESS & ACHIEVEMENTS   | OUR PRIORITIES FOR 2010/2011  |
|---|---|---|---|
| OUR PEOPLE<br>Build a high<br>performing culture<br>that delivers business<br>results and Member<br>value.                                    | We aim to reward and<br>recognise outstanding<br>performance across<br>the NRMA Group.  | We are continuing to support a high<br>performing Group ensuring our<br>employees are rewarded and recognised<br>in a fair and equitable manner.<br>Our training and development programs<br>have been refreshed to ensure we set our<br>people up for success. We introduced new<br>leadership programs across the business<br>aimed at every level of leadership. | We are continuing to look<br>at ways to improve our<br>performance programs<br>and develop our staff<br>to deliver exceptional<br>results.<br>Implement leadership<br>programs for staff.   |
| Strengthen our<br>position as an<br>Employer of Choice.   | Embed our position as<br>an Employer of Choice<br>across the NRMA<br>Group.<br>Supporting ageing<br>workforce within<br>Patrols.                                      | NRMA Motoring & Services continues<br>to be recognised by the Australian<br>Government as an Employer of Choice for<br>Women (EOWA).<br>We introduced 'transition to retirement'<br>arrangements to allow flexibility to Patrols<br>to help find work-life balance as they near<br>retirement.  | Employer of Choice for<br>Women compliance<br>status to be maintained<br>annually across the NRMA<br>Group.   |
|   | Increase our employee<br>engagement and<br>track across the NRMA<br>Group.  | For the first time we measured employee<br>engagement across the entire Group<br>through the <i>Your Voice</i> culture survey.<br>We will use the results to help shape and<br>develop our organisation.  | Implement culture action<br>plans to further improve<br>our workplace and<br>employee engagement.   |
| SAFETY<br>Achieve best practice<br>standards in safety<br>management by<br>continuing to foster a<br>safety culture across<br>the NRMA Group. | Implement agreed<br>safety lead indicators<br>in all NRMA Group<br>businesses.<br>Reduction in number<br>and severity of all<br>incidents, particularly<br>lost time. | Group Safety Strategy developed and<br>approved.<br>Monthly reporting of Group safety lead<br>and lag indicators to the Executive and<br>Board has been achieved.   | Implementing Group<br>Safety Strategy including<br>a safety audit program<br>to ensure compliance<br>and management of key<br>risks to staff safety across<br>the NRMA Group. Roll<br>out of safety training for<br>all operational managers<br>across the Group including<br>targeted safety training<br>such as manual handling.<br>Introduction of early<br>intervention and injury<br>management program of<br>our employees whether<br>they occur at work or<br>outside of work. |

### INTEGRITY We do the right thing



#### SUPPORTING OUR PATROLS

We are keen to support Patrols nearing retirement through our transition to retirement program. Dennis Maina, has been a Patrol for 26 years and feels that he still has a lot to give through his work as a Patrol. He also wants more time for his passions outside of work like sport and his family. Dennis took advantage of the flexible work arrangements and is enjoying balancing work and lifestyle. Dennis says that it has worked out much better than expected and his job satisfaction has also increased significantly.

| WHAT WE WANT TO<br>DO   | OUR FOCUS IN<br>2009/2010   | OUR PROGRESS & ACHIEVEMENTS   | OUR PRIORITIES FOR 2010/2011   |
|---|---|---|--|
| WELLBEING<br>Ensure the wellbeing<br>of our employees and<br>enhance their work life<br>experience.   | Implement the<br>Wellbeing Program<br>across the NRMA<br>Group, which focuses<br>on a work-life balance<br>and the use of online<br>support services.   | NRMA Group launched Wellbeing @<br>NRMA. Priorities were developed by a<br>working group and include fitness, health<br>and social activities.<br>A mental health training program was<br>piloted in 2010.  | Implement Wellbeing<br>Program across the NRMA<br>Group.   |
| GOVERNANCE<br>To have leading<br>corporate governance<br>practices in place<br>that are effective and<br>reflect our core values.                   | A full review of the<br>new governance<br>structure. This includes<br>considering the<br>principles outlined in<br>this document when<br>providing our service<br>to Members, and<br>ensuring transparency<br>to Members. | Internal governance processes were<br>reviewed.<br>Industry advisory panels introduced to<br>assist the Board and provide independent<br>business advice.<br>As part of our drive to improve<br>transparency to Members and in response<br>to Member feedback, the format of the<br>Concise Annual Report was changed to a<br>more user-friendly Member Review. | Continually improving<br>our corporate governance<br>practices many of which<br>are reflected in the<br>proposed new NRMA<br>Constitution.   |
| <b>RISK FRAMEWORK</b><br>Instil a risk<br>management culture<br>throughout the NRMA<br>Group.   | Actively manage our<br>risk exposure to remain<br>sustainable across the<br>NRMA Group.   | Group Risk Management frameworks<br>reviewed and amended to reflect<br>new industry standards.  | Update, enhance and<br>document the Group<br>Business Continuity Plan.   |
|   | Maintain a<br>comprehensive,<br>effective Group<br>internal audit and<br>process improvement<br>program.  | The new Internal Audit Charter was<br>approved.<br>Group Internal Audit provided advice<br>to NRMA's management to help them<br>meet challenges associated with process<br>improvement.   | Continue to promote<br>and ensure a culture of<br>adherence to high ethical<br>standards, integrity,<br>transparency and<br>accountability.  |
| SUPPLY CHAIN<br>Implement a Group<br>Procurement Policy<br>that is integrated<br>across our businesses<br>when purchasing<br>products and services. | Develop social and<br>environmental criteria<br>to be embedded into<br>the Group Procurement<br>Policy and sourcing<br>decisions across the<br>NRMA Group.  | A new Group Procurement Policy is being<br>developed which includes a framework<br>to ensure that social and environmental<br>criteria are considered. This will be<br>implemented across the Group in 2010.  | Through new supplier<br>engagement principles<br>embed sustainability<br>requirements into<br>procurement processes<br>and communicate these<br>to our major and new<br>suppliers. |



# OUALITY Expect the best from us

We are committed to ensuring Members experience legendary customer service whenever they deal with us.

#### **OUR MEMBERS**

Having a lasting relationship with our Members is critical for the long-term sustainability of NRMA as we grow and expand our Member services. Over the past 12 months we have analysed how we provide our service to Members to build on our strengths and find ways to take our service levels even higher. Key areas of interest for our Members are fast and efficient roadside assistance and effective advocacy.

In addition to our Members, NRMA has a wide range of stakeholders such as government, community and industry. We pride ourselves on being able to forge strong and lasting relationships with them. We strongly believe that effective communication and engagement with our stakeholders enables us to deliver on our commitment of help, trust, honesty and integrity.

#### **OUR INNOVATIONS**

We welcome a culture of innovation and continuous improvement through embracing ideas and feedback from our staff, Members and business partners. Our innovation program Making Great Ideas. Happen is about finding better ways to deliver both Member and commercial value, and make NRMA a better **2010 Australian Business** place to work every day.

We're doing this through our Ideas Pipeline and Portal. Our purpose built system has been designed to identify and evaluate new ideas by supporting and actioning great ideas as quickly as possible. As part of the Innovation Program, we launched an 'Innovation Challenge' and collected and evaluated over 500 ideas from across the business. More than 150 have been implemented. Green Drive, one of the ideas. has resulted in fuel savings of 8% in the trial and a prototype device being developed to support eco-driving skills.

We were thrilled that NRMA was awarded the 2010 Australian Business Award for Business Innovation. Our success in winning this award was based on our piloting of real time innovations as well as the achievement of our strategic and business goals.

We've also been honoured to receive the 2010 NSW Chartered Institute of Logistics and Transport Industry Achievement of the Year for the NRMA Roadside Assistance iPhone application.

# AUSTRALIAN NRMA Motoring & Services

Award for Business Innovation

| WHAT WE WANT<br>TO DO  | OUR FOCUS IN<br>2009/2010  | OUR PROGRESS & ACHIEVEMENTS  | OUR PRIORITIES FOR 2010/2011   |
|--|--|--|--|
| MEMBER EXPERIENCE<br>Build a high<br>performing<br>culture that<br>delivers business<br>results and<br>Member value.   | Continue to provide<br>excellent service to<br>our Members and<br>focus on opportunities<br>for improvement<br>and increase our<br>performance.<br>Expand our<br>measurement to<br>provide a more detailed<br>understanding of<br>the satisfaction of<br>Members with our<br>different products and<br>services. | We reviewed our service to Members to gain<br>further insight and understanding of the views<br>of our Members.<br>We continuously train our call centre staff<br>to offer products and service with integrity.<br>We introduced more intelligent questioning<br>and careful listening to assist the Member in<br>selecting the products that are right for their<br>circumstances.<br>Overall Roadside Assistance satisfaction is 95%<br>("good or even better").<br>For the first time we measured Member<br>Experience across the NRMA Group with 72%<br>of Members rating the experience as "GREAT"<br>meaning either a nine or ten out of a possible<br>score of ten. | Member Experience<br>Champions<br>to be established in each<br>business area to drive<br>improvement.<br>Continue to deliver<br>legendary Member<br>experience by supporting<br>staff with more training.<br>Achieve a "GREAT" score<br>of 79% across NRMA<br>Group. |
| MEMBER RELATIONS<br>Continuously<br>improve our high<br>level of service by<br>listening to what<br>our Members<br>tell us through<br>feedback and<br>surveys. | Develop a new Member<br>feedback system to<br>build on our ability to<br>capture and respond<br>to customer feedback<br>and improve reporting<br>ability.  | Existing Member feedback systems and<br>processes have been enhanced across the<br>NRMA Group. Requirements for a fully<br>integrated solution have been incorporated<br>into a wider Group systems review.<br>Achieved our service level agreement of<br>resolving 80% of Member feedback in five<br>business days.   | Ensure our Member<br>feedback process is world<br>class.   |
| STAKEHOLDERS<br>Better manage<br>our relationship<br>and engagement<br>with key<br>stakeholders and<br>suppliers.  | Formalise our<br>stakeholder<br>engagement activity<br>and work towards<br>a common and<br>coordinated approach<br>in managing the needs<br>and expectations of our<br>stakeholders.   | Stakeholder & Supplier Relationship<br>Management system has been implemented<br>to key users.<br>A Stakeholder Management plan has been<br>developed for review and action.   | Continual improvement<br>in the identification and<br>management of key<br>stakeholders and develop<br>strategies to strengthen<br>important relationships.<br>Develop specific<br>stakeholder<br>management plans for<br>each Group business.                       |
| INNOVATION<br>Foster an<br>innovation culture<br>to deliver Member<br>value and<br>business results.   | Improve engagement<br>via understanding of<br>how innovation will<br>achieve strategic vision<br>and goals.  | The Innovation Program <i>Making Great</i><br><i>Ideas. Happen</i> was launched including the<br>introduction of an ideas portal and the first<br>Innovation Challenge was run.  | Embed innovation and<br>collaboration across the<br>business, and expand<br>elements across the Group<br>and out to our Members.   |

### OUALITY Expect the best from us



#### **GOING THE EXTRA MILE FOR MEMBERS**

Simon Tracy Senior Manager, Member Relations, recently won the Society of Consumer Affairs Professionals (SOCAP) Rising Star Award. The newly launched SOCAP Australia Rising Star Award is designed to recognise a manager who has made a significant contribution to improving the complaint handling process or outcome, going above and beyond their job description within their organisation.

"Winning the inaugural SOCAP Rising Star Award is an incredible honour. The field of finalists was amazing, I feel very humbled. The value NRMA places on feedback and the Member experience certainly makes my job easier, as does having managers who really get it. Of course, the award belongs as much to the Member Relations Team as it does to me, any success I have is because they've made me look good."





We speak out where it matters

### **SPEAKING OUT** We speak out where it matters



Advocacy is a key service NRMA provides to our Members.

#### **ADVOCACY**

Advocacy to all levels of Government on behalf of our Members has always been a key function of NRMA from the day we started back in 1920. Along with providing roadside assistance to Members, advocacy to Government on motorists' behalf was one of the original motives for establishing NRMA. We are focussed on delivering better results for our Members – more government funding for better roads, fairer licensing for older drivers, fairer petrol prices, greener motoring, standing up for young motorists and safer cars.

Our advocacy is underpinned by a strong research focus and through the use of mainstream print and electronic media for awareness campaigns.

We are committed to producing high quality research reports and government submissions to put forward our case on a variety of issues that affect our Members.

The NRMA's reputation as the motorists' champion is stronger than ever, and today all levels of government frequently approach the NRMA for advice on formulating policies that are relevant to motorists.

#### **ROAD SAFETY EDUCATION**

Advocacy isn't just about speaking out - it's also about providing credible, relevant information and education programs, which helps keep Members safe and informed. That is why the NRMA provides a raft of up-to-date education programs and tools on its website and through the community, which aims to keep motorists and all road users safe.

### HOW WE ARE GOING

| WHAT WE WANT<br>TO DO   | OUR FOCUS IN<br>2009/2010   | OUR PROGRESS & ACHIEVEMENTS  | OUR PRIORITIES FOR 2010/2011  |
|---|---|--|---|
| Advocate on behalf<br>of our Members to<br>achieve fairness,<br>transparency and<br>policy reform under<br>the broad themes<br>of safer roads,<br>safer drivers, safer<br>vehicles, transport<br>economics and<br>sustainable<br>transport. | Improve the<br>feedback<br>mechanisms to<br>Members on our<br>advocacy activities.<br>Maintain a high<br>satisfaction rating<br>among Members on<br>the NRMA's work<br>on behalf of all<br>motorists. | A report on performance against our advocacy<br>plan will be available on the NRMA website<br>shortly.<br>NRMA is regarded as the most trusted<br>organisation when it comes to information about<br>road and road safety issues as measured by an<br>independent survey of NSW residents. | Maintain best practice<br>for advocacy activities<br>by undertaking an<br>annual public review<br>of advocacy activities.<br>Conduct annual survey<br>to measure trust levels<br>in community.<br>Ensure other parts of<br>business understand<br>advocacy priorities and<br>inform decision making<br>across the Group.<br>A key focus on youth<br>road safety education<br>in primary schools and<br>when learning to drive.<br>Raise the importance<br>of transport and<br>mobility for our ageing<br>population by holding a<br>Summit. |

#### **ROAD SAFETY THROUGH** THE AGES

We're proud of our youth education programs. Motorvate is an in-school program primarily being delivered in regional areas focussing on educating young drivers on the consequences of speed, alcohol and fatigue. We also help educate over 10,000 Year 10-12 students from schools around Sydney on the consequences of risk taking behaviour on the road as part of the Australian Youth and Road Trauma Forum. For the past 4 years, NRMA's TechnoPush has involved school students in designing, building

and demonstrating pushcarts incorporating a number of safety features. Partnering with the NSW Department of Education & Training, the event also encapsulates important road safety messages as well as providing a challenging



project for boys and girls to be involved in.

We're also proud of our Driving Safely for Longer program, which provides support and information to help our Gold Members to stay safe on the road - either in their car, as pedestrians or when using motorised scooters.

#### **COMMUNITY SUPPORT**

NRMA supports grass roots road safety education programs through our annual NRMA Safer Driving School Road Safety Grants to community groups to address local road safety issues.