



# RECREATIONAL AVIATION AUSTRALIA

2019 – 2023 Strategy  
“A pilot in every home”

# Our values



## Risk based

The right of people to take risks means having a measured mindset with respect to safety. Having a proportionate approach means assessing risks and then applying a commensurate level of control to the activity.



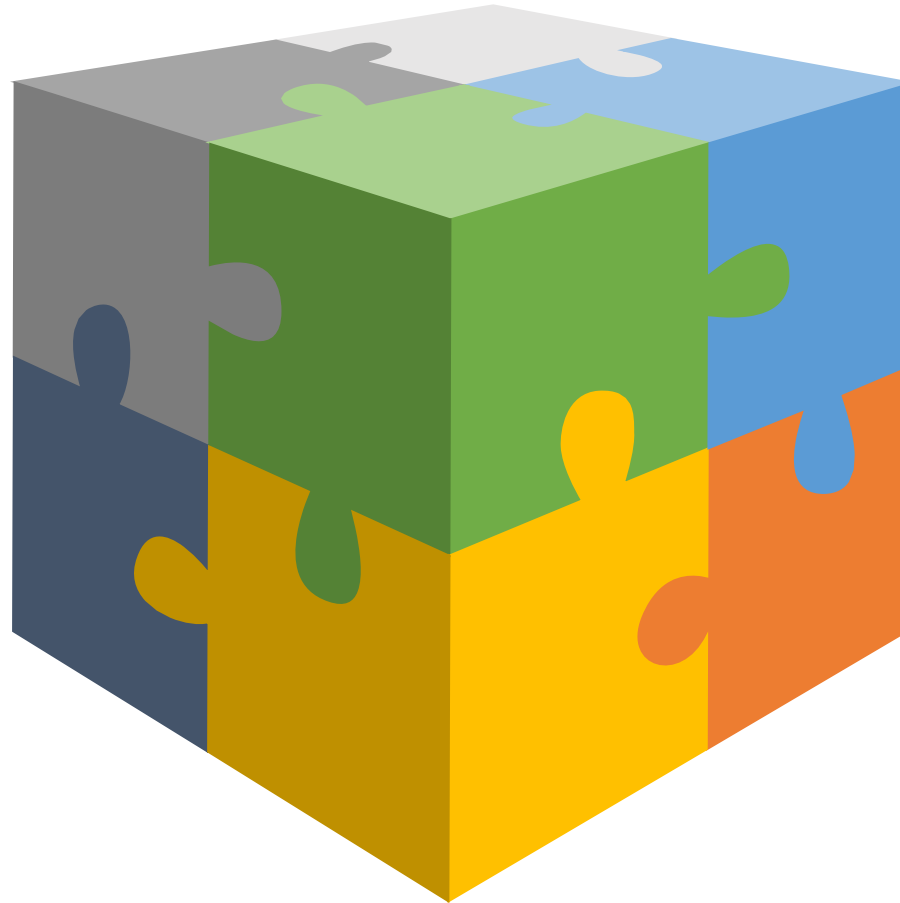
## Stability

RAAus will seek to provide stability for aviators, government bodies and other stakeholders. We will do this by being process driven and focussed on our long term strategic objectives which will be communicated to relevant parties.



## Simplicity

Everything we do should be done with a view to making it easier for aviators to aviate. A rule, process, system, or any other artefact of RAAus will not be permitted if it does not simplify aviation.



## Transparency



Being honest and open with members and other stakeholders is the centre of everything we do. We must act in an inclusive manner and our actions must always be viewed with integrity.

## Accountability



In everything that RAAus does we must be accountable for our actions. This applies to directors and staff as well as members. We must be consistent with how we approach problems and be respectful of each other.

## Innovation



We must always strive to be different and progressive. Accepting the status quo is not in our nature and we will be proactive in generating growth and change within the industry.

# 1

## RAAus

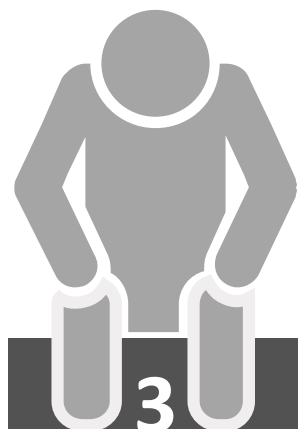
RAAus is currently the largest of the sport aviation bodies in Australia. It is a dominant player in the market with a strong brand and a strengthening reputation with influencers in government, bureaucracy and the regulatory authorities.



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## Aviation

As a result of the perceived competitiveness between segments aviation loses. There is no united voice, a spirit of combativeness between aviators and other stakeholders. The outcome is that little if any progress is made in terms of advancing the cause of aviation in Australia.

## General aviation

General aviation is often viewed as declining and struggling in Australia and is equally often disassociated with recreational pilots flying under the RAAus banner. Pilots from different segments of the sector regularly 'compete' for superiority with one another giving a perception of aviation being at war with itself.



## The aviation sector

Recognising the cross over in memberships and activities is critical to addressing the issues faced by RAAus and other aviation bodies. The RAAus “Pilot in every home” strategy is a realisation of this and aims to grow the sector thus benefiting RAAus and all other aviators.



## CASA

CASA issues licences for a diverse set of activities ranging from private operations by RPL and PPL holders through to CPL and ATPL holders who conduct commercial operations.



## RAAus

RAAus currently serves about 10,500 members engaged in recreational flying activities. The only commercial activity that is covered is for flight training purposes with aircraft hire being an indirect, non-flying but related activity.



## Other SAOs

Other SAOs offer a variety of aviation experiences for different audiences and activities. These range from model flying and amateur built aircraft through to joy flights in warbirds.



## Stabilisation

RAAus had a burning platform, it had failed to deliver on commitments to the regulator, was failing to provide services to aircraft owners and was orphaning pilots due to a lack of available aircraft.

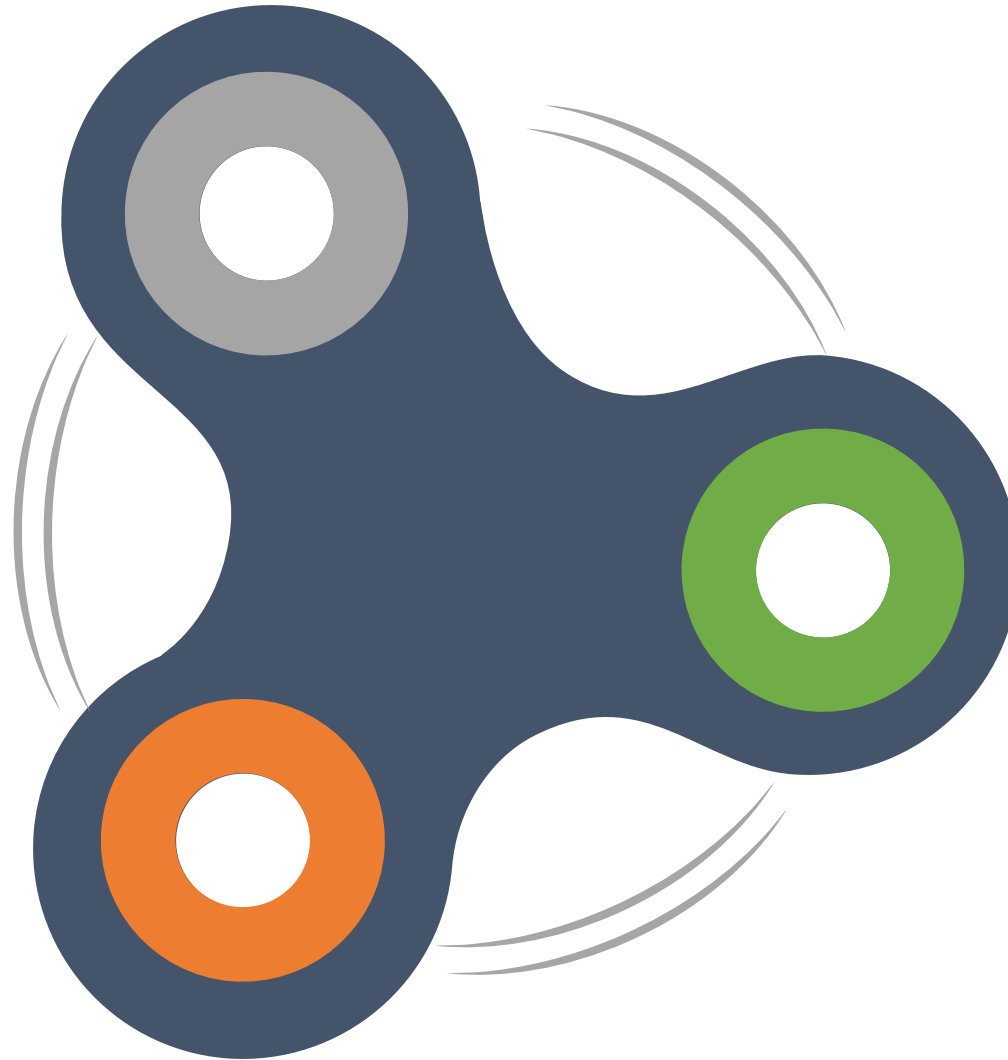
The previous 3 – 4 years has been focused on developing a stable platform for reliable service delivery with a sustainable financial position.



## Security

The stabilisation of RAAus has required significant investment in people, processes and systems. Combining this with the previous losses of the organisation has eroded the capital reserves of the company.

Continuous improvement as part of business as usual activities will see these capital reserves strengthened over time.



## Solidification

The coming 3 – 4 years will shift the focus from stability to solidification. By solidifying RAAus' position in the aviation sector we will reinforce the strength of the brand, the power of the members, and our financial sustainability. RAAus will leverage these to grow our market and for the benefit of the aviation sector as a whole.

Activities in this area will include the pursuit of greater member benefits, a stronger voice for aviation in political circles and heightened awareness of aviation in the broader community.



# A pilot in every home



## Engagement

Strategies that engage our existing members and also introduce more people to aviation.



## Training

Continue to develop and deliver relevant training to our members, specifically, instructors and maintainers.



## Innovation

Look at technological solutions and embrace emerging technologies to improve the member experience.



## Growth

Explore options that both grow our membership and expand privileges for our members



## People

We are supported by a skilled team



## Processes

We are smart, responsive and pragmatic



## Systems

We are supported by leading technology

## Enablers

## Strengths

- Brand
- Dominance
- Simplicity
- Staff/team
- Span of procedures
- Communication
- Automation
- Transparency
- Agility
- Regulatory respect
- Industry respect
- Standardisation



## Weaknesses

- Resources
- Finance
- Document Flow
- Standardised Internal Training
- Brand in the community
- Maintenance
- Compliance
- Maintenance Compliance
- Trust
- Evaluation
- Knowledge of Global Market Forces
- 

## Opportunities

- Additional Privileges
- Acquire Segments
- Internal Data Mining
- New Technology
- Airfield Privatisation
- Part 149
- Less Presence (Hidden hand)
- COPA/IAOPA/RANZ/EAA
- Fee Increase
- Training/Education
- Commercial Partnerships
- Turnkey School Franchise
- Disruptive Capability
- Rec Activities Cross Pollination



## Threats

- Maintenance Compliance
- Regulation Changes
- Rumours
- Airfield Privatisation
- New Entrants (ELAAA etc.)
- Other Recreational Activities

## Political Factors

- Appetite for Aviation
- AOPA Relationship
- Dick Smith
- Aviation Groups



## Economic Factors

- \$AUD Movements
- Luxury Income
- \$ Fuel
- SOAR
- Airport Fees

## Social Factors

- Media
- Social Perception/Image
- Difficulty
- Cost
- Foreign Tourism



## Technological Factors

- PAVS
- VR/Sims
- Avionics

## Environmental Factors

- Luxury Alternatives
- Accessibility
- Weather
- Congested Airspace



## Legal Factors

- CASA
- Security
- Airports
- ERSA