

## Welcome to the August edition of Flagstaff

We have been busy over the winter months and are now preparing for National Council in Spring. In this issue you will read about our hospitality conference, how the National Council meeting is shaping up, our business plan and initial findings from our research project.

Have you subscribed yet to the email Flagstaff? It's easy just email us at [flagstaff@rnzrsa.org.nz](mailto:flagstaff@rnzrsa.org.nz)

### 'Raising the Flag' – Hospitality RSA 2010

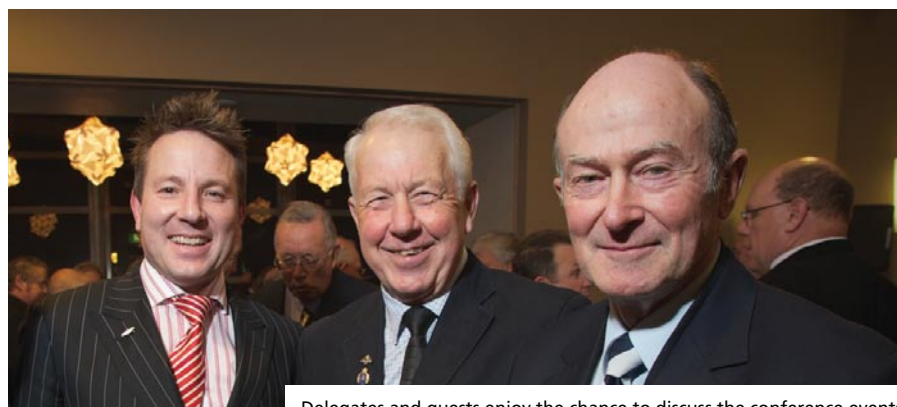
*Over 100 RSA Club Presidents, Managers and senior staff recently attended the RSA's inaugural hospitality conference 'Raising the Flag' – Hospitality RSA 2010 held in Wellington 13-15 July.*

The aim of the conference was to arm local RSAs with new skills and knowledge needed to continue to raise our flag in the community.

In recent years clubs have dwindled, amalgamations have sometimes been forced, as opposed to agreed, and some clubs have closed. The one constant has been change and RSA members want the skills and tools needed to ensure their clubs are viable in the future.

Key themes from the conference were based around:

- The demands of hospitality today with a focus on business operations and the development of strategic and business plans, good governance and management practices, training, understanding your offering and looking at new products



Delegates and guests enjoy the chance to discuss the conference events



- Legislative requirements including the Sale of Liquor and Gambling Acts, Compliance issues, gaming in the future and industry updates
- Operational tools like centralised accounting systems, new bar assessment software, and ATM machines
- Marketing and communication practices such as club loyalty programmes, marketing plans and reaching your audience through the media (TV, radio, newspapers, websites and social media networks)

Recent examples of these themes in action were reinforced by presentations by Tauranga and Opotiki RSA delegates.

RSA Tauranga delegates provided an insight into seizing an opportunity and converting a motor inn into a new club. The Opotiki RSA told conference members how

amalgamation can be a mutually beneficial process for both parties provided that the right planning is done.

Delegates were able to take away with them:

- The tools to create a strategic plan
- A software application to assist chefs with menus and food costs
- An update on the liquor licensing laws and how they need to be applied
- Information on benefits associated with an ATM and a centralised accounting system

General feedback from delegates indicated a need for continued education and professional development opportunities.

National Office will shortly have key points available for RSAs and these will be emailed out in September.

## National Council Meeting 2010, Michael Fowler Centre, Wellington

Monday 11 October – Wednesday 13 October

*This year's annual National Council Meeting will be held in Wellington from Monday 11 October to Wednesday 13 October 2010.*

We have received 29 remits for consideration during the business sessions.

Important presentations include the findings from the Nielsen Research into RSA Membership and its practical application over the next decade, as well as presentations on how the RSA needs to review its structure and improve its governance practices.

The Pensions and Welfare Workshop on Monday morning will take delegates through the War Pensions process with the assistance of key individuals: Greg Crott (Deputy Secretary for War Pensions) David McGregor (Chair of the War Pensions Appeal Board) and Dr Anne Campbell (health/medical issues). At the Forum in the afternoon delegates will hear from Rick Ottaway (General Manager VANZ) and can participate in a Q&A session.

The just completed Hospitality RSA Conference enables the Business Forum to devote its attention to two major issues facing RSAs in 2011. The first issue is the liquor licence legislation. The second is the Rugby World Cup 2011 Tournament and how both the RSA and the RWC can benefit.

The Council programme will be completed by Friday, 10 September and available via the private site, emailed directly to you or published in the next Flagstaff.



## National Office 2010/11 Business Plan Update

*Our business plan has been developed from last year's Future Forum at National Council and the NEC Strategy Workshop. The plan is in direct response to the National Council's directive to use increased capitation to create new benefits for RSAs and members.*

Flagstaff will provide monthly progress reports against the agreed key deliverables.

For July/August the following was achieved:

*Analyse our market potential:* Nielsen Research commissioned, project commenced and some initial findings made available

*Advocate for War Pensions Act Rewrite:* Law Commission's report on the re-write of the War Pensions Act 1954 tabled in Parliament – RSA advice provided

*Increase benefits to clubs and grow better clubs:* 'Raising the Flag' Hospitality RSA 2010 Conference

*Upgrade communication methods and systems:* Communication audit completed, communication strategy under development, Flagstaff e-newsletter launched

*Improve relations with RSAs:* Visited 10 RSAs in West Auckland

*Clarify roles and responsibilities of National Office:* Review commenced August 2010

A copy of the business plan can be downloaded at <http://www.rsa.org.nz/about/publications.html>

## Nielsen Research: Initial Findings

*What is the research project about?*

The research project seeks to find out what people think about the RSA, why they join, why they don't, what appeals and what doesn't. The results will inform ongoing strategic work on the RSA brand and help us determine the shape of the RSA for the next 5-10 years.

*Who are they talking to?*

Nielsen researches have been talking to RSA members and non-members, service and non-service personnel across the country.

*When will we know the outcome?*

Top level findings will be presented at the National Council Meeting this October.

*Some initial research findings*

- The RSA is competing in the hospitality sector where competition is intense. Barriers to visiting or joining an RSA are linked to perceptions of old fashioned premises, big open spaces, unsophisticated dining and restrictive membership rules.
- People want an RSA that looks to the future, reflects modern kiwi culture and celebrates life, with up-to-date facilities, that is progressive and vibrant whilst still respecting traditional values around remembrance.
- People want a welcoming and inclusive membership policy and equality was a popular theme (non- service members can feel like they are intruding).
- People want to support the RSA and what it stands for, but not necessarily join a club.
- Remembrance is a valued point of difference for the RSA (there is respect for war heroes and people felt proud of what we had become as a nation) but it is too focussed on the past.
- The RSA's welfare work has a very low profile outside the veteran community.

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