

New Zealand Model Aeronautical Association (Inc.)

trading as "Model Flying New Zealand".

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Organisation profile

STRUCTURE	Incorporated Society
ESTABLISHED	1948
DATE REGISTERED	16 November 1948
REGISTRATION #	216930

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1. Executive Summary

Current position

New Zealand Model Aeronautical Association (Inc.) (NZMAA) was incorporated in 1948. It is a non-profit organisation dedicated to the promotion and protection of aero-modelling in New Zealand. In 2008 NZMAA commenced trading as "Model Flying New Zealand".

The MFNZ is governed by a nationally elected Council of Management with a President, Vice President, Secretary, Treasurer, Competition Manager, and Area Councillors who liaise with clubs in their area and represent their views at Council meetings.

In addition, there are a number of Special Interest Groups who make and control contest rules, select International teams, and organize rallies and competitions for their various categories of model flying.

The current membership is 2245 with an average age of around 53. This average age is increasing, very much like other traditional arts, crafts pastimes and hobbies. This includes Ham Radio, Woodworking and similar interests. In part, this tracks the aging, and improved health and activity, of New Zealand citizens.

Model Flying NZ is affiliated to the Fédération Aéronautique Internationale (FAI). The FAI was founded on 14 October 1905. From its inception, the FAI defined its principal aims as being to:-

"methodically catalogue the best performances achieved, so that they be known to everybody; to identify their distinguishing features so as to permit comparisons to be made; and to verify evidence and thus ensure that record-holders have undisputed claims to their titles."

The statutes also specify that each body holding sporting powers (i.e. the national members of FAI) should retain full and autonomous control over its own affairs.

2. Stakeholders

Stakeholders

- Members
- Clubs
- District Councils
- Regulators

3.Goals

Members

- To meet the needs of our members.
- To promote the recreational flying of model aircraft and in particular international, national and regional competitions.

Model Flying Safety

- To maintain and regularly review the model flying safety code.

Professional Assistance

- To provide advice to SIGS, clubs and members on legal and regulatory matters affecting model flying in New Zealand and to strongly support clubs in their endeavours to promote model flying as a high quality recreational and competitive activity.

Acquisition of Model Flying Sites

- To actively promote the acquisition and retention of model flying sites and to promote the Model Flying Sites Trust with the express objective of developing a funding platform for the acquisition and/or development: of model flying sites.

Environment and Resource Management

- To maintain an up-to-date record of environmental and resource management issues as they pertain to model flying in New Zealand and actively address environmental issues, especially noise and safety.

Public Relations

- To pursue an active public relations policy.

Regulatory Bodies

- Maintain and foster liaison with government departments and local authorities.

National and International Affiliations

- Foster close association with the RNZAC, FAI and overseas modeling bodies.
- Foster relationships with national bodies of similar interest groups.

4. Competitive advantage

NZMAA: -

- Is the only organisation in New Zealand: -
 - dedicated to the administration, coordination and preservation of model flying in New Zealand.
 - officially recognised by the Civil Aviation Authority of New Zealand (CAA) for the development and management of regulations for recreational model flying, including the testing of flyers competency against CAA approved NZMAA assessment standards.
 - Recognised by the FAI (through RNZAC) as the national body for NZ.
 - affiliated to and recognised by a large number of similar organisations throughout the world.
 - which provides its members with comprehensive third party public liability insurance.
 - which provides nationally and internationally recognised competency standards together with related tests for every class of model flying.
- Has a national management structure comprising a President, Vice-President, Secretary, Treasurer, Competition Manager and five regional councillors positioned to provide assistance, guidance and to represent the interests of 2245 members through 78 affiliated clubs and nine special interest groups.
- Has a comprehensive publicly accessible website providing information on all aspects of model flying in New Zealand.
- Each year publishes and distributes to members five issues of Model Flying World magazine reporting on model aircraft developments, events of interest and details of recent and future competitions.

5. Operational plan – for next three years

To promote model flying in New Zealand by: -

- Continuing to promote and hold national competitions each year.
- Regular attendance and displays at bi-annual airshows at Omaka, Wanaka, Masterton and Tauranga. {Cost: \$ 5,000}
- Support clubs holding local events, promotional shows or fly-ins. This can take the form of promotional material, magazines, flyers and poster, banners, the use of flight simulators, a PA system, and financial underwriting to ensure that a club does not suffer due to events beyond their control. { Cost: \$6,000 }
- Maintain a high quality, attractive and relevant website, and magazine, with goals of continuous improvement. { Cost: \$43,000 pa}
- Provide insurance cover, and extend this wherever practicable and cost-effective. {Cost \$16,000 pa}
- Form a new SIG, for the encouragement, promotion and education of FPV modelling and small UAS operation. { Cost: nil}
- Foster the growth of the Parkflyers movement and actively recruit club membership from Parkflyers.{ Cost: minor}
- Continue to advise and consult with NZ CAA on developments with First Person View “FPV” and UAS operators for the benefit of model flying. { Cost: minor}
- Verify via clubs that flying sites are suitable for the planned activities. { Cost: nil}
- Maintain a database of noise matters, including legislation, case studies, reduction techniques { Cost: nil}
- Monitor RSM and spectrum management issues for the continued access to radio frequencies for radio control, telemetry and other relevant purposes. { Cost: nil}
- Develop and provide promotional material for clubs, retailers and SIGs as appropriate { Cost: \$ 2,000}
- Provide support to SIGs {Cost \$3,000}

- Maintain a set of draft agreements, case studies and guidelines for working with landowners for flying field acquisition. { Cost: nil}
- Continue to work with Airlines to ensure they have the minimum restrictive policies and procedures to ensure the safe carriage of models and accessories. { Cost: nil}
- Assisting overseas competitors with FAI licenses and similar requirements { Cost: minor}
- Monitor the Wings Badge program to ensure that it is relevant, up to date and complied with to the maximum possible extent. { Cost: minor}
- Attend NZAF meetings as far as practicable to ensure that Aeromodelling is well represented in the sport and recreation aviation sector. { Cost: returns a small surplus, approx. \$3,000 pa}
- Assistance with School programs. A number of individual modellers assist schools with the optional “Flight” module that can be run at the 6-10 year level. Others run, on an ad-hoc basis, science based programs with a strong aviation content with local schools. This places time demands on the individual concerned, and MFNZ can ease the burden by providing standard lesson and activity plans and material. This will be developed further. { Cost: not known, to be identified}
- retain reserved funds for specific purposes. The current one is the “Deans Bequest” of around \$35k that has been reserved for the development of the Flying sites Charitable Trust
- To commence a pilot project that will collect material for, and actively investigate the establishment of, an aeromodelling museum, either real and/or virtual.
- Register Model Flying as an activity to be recorded on District Plans with selected Councils.
- Start and continue to hold an annual, national rally, somewhat like the “Joe Nall” event in the USA.
- Establish a Flying sites charitable trust to invest in the future of flying fields on both islands. It is accepted that it suitable land can be very costly, so it may be land that has little commercial value such as closed rubbish tips, or flood mitigation plains.
- From time to time, run member surveys via “Survey Monkey” or similar on-line services.
- Ensure that Councillors Job Descriptions are maintained and updated as necessary.
- Add or amend Job descriptions and posts as may be required in support of the running of the organization.
- Update all documentation to a high standard. {Cost \$ 1,000}

- Update the membership database in keeping with current software developments. {Cost \$ 1,000}
- Maintain all IT and office equipment in accordance with the asset register depreciation schedule. {Cost \$ 2,500}
- Support participation in overseas competitions by providing financial assistance to suitably competent teams and individuals. {Cost \$14000 p.a.}

6. SWOT and critical success factors

Strengths
Well established – experienced management team – financially sound – good communication systems and processes – strong rapport with CAA and FAI – no competing model flying organisations.
Weaknesses
Ageing membership base. Model flying is a niche recreational activity which generally appeals to Baby Boomer and pre-Baby boomer cohorts (pre - 1964). Generation X (1965 - 1985) and Generation Y (1986 - 2002) are poorly represented with the risk that they may develop other interests upon reaching retirement age e.g. technology based retirement activities. Traditional model aircraft (vintage) are currently very popular with members but these may have little or no appeal to Gen X&Y segment who are more techno-savvy.
Opportunities
The recent development of multi-rotor and autonomous/semi-autonomous aircraft provides an avenue for growth in a specialised area of model flying which is attractive to Gen X&Y.
Threats
Risk of declining membership numbers due to aging, particularly if uptake by Gen X & Y is low. Risk of a break-away group being formed, particularly one to meet the specific needs of a Special Interest Group e.g. a breakaway organisation for aerobatic or control line flyers.

SWOT summary

Critical success factors

- Membership - numbers need to be maintained at 2000+ members.
- Health of the organisation – measured by the absence of, or a limited number of complaints.
- Retention and development of flying sites.

Target market

The target market is potentially any person in New Zealand with an interest in aeromodelling and NZMAA recognizes that clubs are the main conduits to modelers.

Youth segment

This is a difficult segment to attract and retain. Teenagers have many interests and model flying has to compete against high-tech music (teenage rock groups), information technology, cars and the opposite sex.

Gen X&Y

Currently poorly represented and present as a viable target due to - family demands easing and financial strength increasing. These factors can be offset by work pressures which may be significant. Also strong competition from activities considered fashionable within the work environment – physical fitness (gym membership), cycling, triathlons etc. Overseas studies have concluded that Gen X are the most fertile ground for recruiting new members to the hobby having a degree of financial stability and moving beyond participation in competitive physical sports.

Baby boomers

While all age, gender and socio-economic groups are potential targets, current membership age and gender demographics clearly identify men approaching retirement age or already retired as the largest membership segment. The reasons for this are: -

- Need for an activity to fill retirement years.
- Entry cost can be low.
- Need for fellowship with similarly aged men.
- Provides an opportunity to continue to use work skills in retirement years.
- Model flying is a challenging activity.
- Provides social activities and the opportunity to play a meaningful role in an organisation.

Factors influencing purchasing habits

- Gen X&Y – work and family involvement can adversely affect ability to participate in recreational activities.
- Cost – while entry level cost can be low, annual subscriptions, travel to flying field and replacement of aircraft can be a deterrent, particularly for older members.

How MFNZ will meet the market's requirements

NZMAA will continue to offer:

- A magazine
- Insurance for modeling flying activities
- A website
- A Nationwide structure of well-regulated clubs operating from safe locations in a benign legislative environment

- Advice on the acquisition and retention of flying fields
- Advice on noise and it's adverse impact on flying fields
- Promotional material for public and club events and
- A large model (15Kg to 25Kg) inspection and certification process, as a delegated authority from NZ CAA.
- The National championships held each year.

7. Competitor analysis

Competitor Organisations

There are very few opportunities for a competitor organization. NZMAA is a non-profit Incorporated Society and is not selling products or services in any usual business sense.

There have been parallel organizations in the past, but they generally fail for a variety of reasons. The usual reason is a lack of focus and effort by promoters, and CAA's policy to only recognize one organization per interest group.

Nevertheless, if a significant number of members become disaffected, there is a possibility that a parallel breakaway organization could be promoted, and succeed. This would not be in the overall best interests of aeromodelling in NZ, as there is strength in numbers, like any niche hobby, sport or pastime.

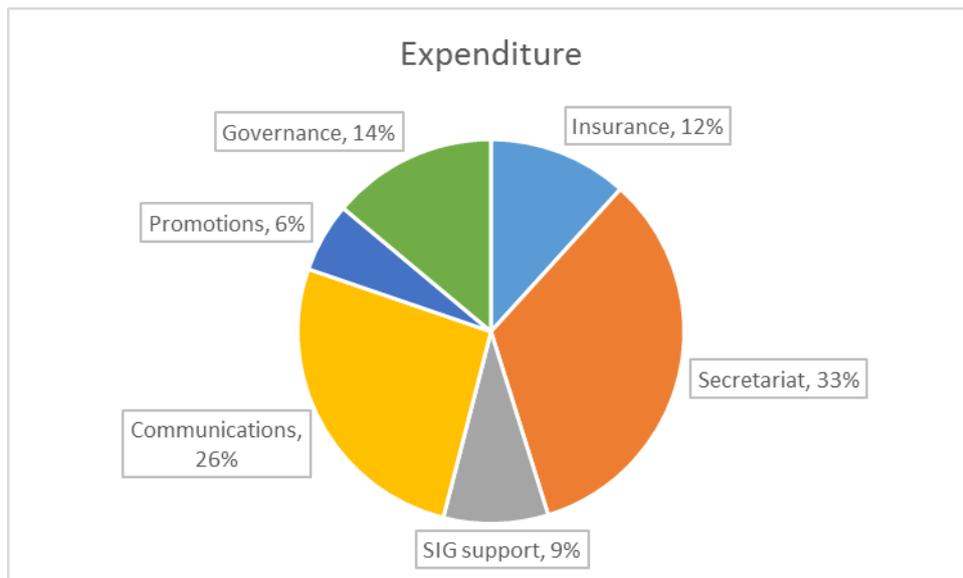
8. Financial plan

Funding

Income is provided from membership fees. These fees are set annually by the Council as a part of the budgetary process in support of planned expenditure. The aim of the Council is to maintain an operating balance equivalent to 18 months expenditure.

Income and Expenditure Forecast 2014 / 2015

Income	Membership	117,000	
	Advertising	9,000	
	Interest	7,500	
	Other	4,600	
			138,100
Expenditure	Insurance	15,000	
	W/off loan	1,000	
	Depreciation	4,000	
	SIG Grants	5,000	
	Meetings	14,000	
	Memb. Exes	5,000	
	MFW	36,000	
	Office	5,000	
	Prof / Bank	1,000	
	Promotion	5,000	
	Secretariat	28,000	
	Subs	4,000	
	Internet/tele	1,400	
	Software etc.	2,500	
Other	3,000		
			129,900
	Surplus		8,200



9. Compliance

Legal and regulatory considerations

NZMAA and members operations to be within , NZMAA Rules, CAA regulations uk lauins and NZ L

Insurance

Provide Public Liability and Forest and Rural Fires Act cover Cover for members, reviewed annually. Extensions to policy as directed by NZMAA Council.
