



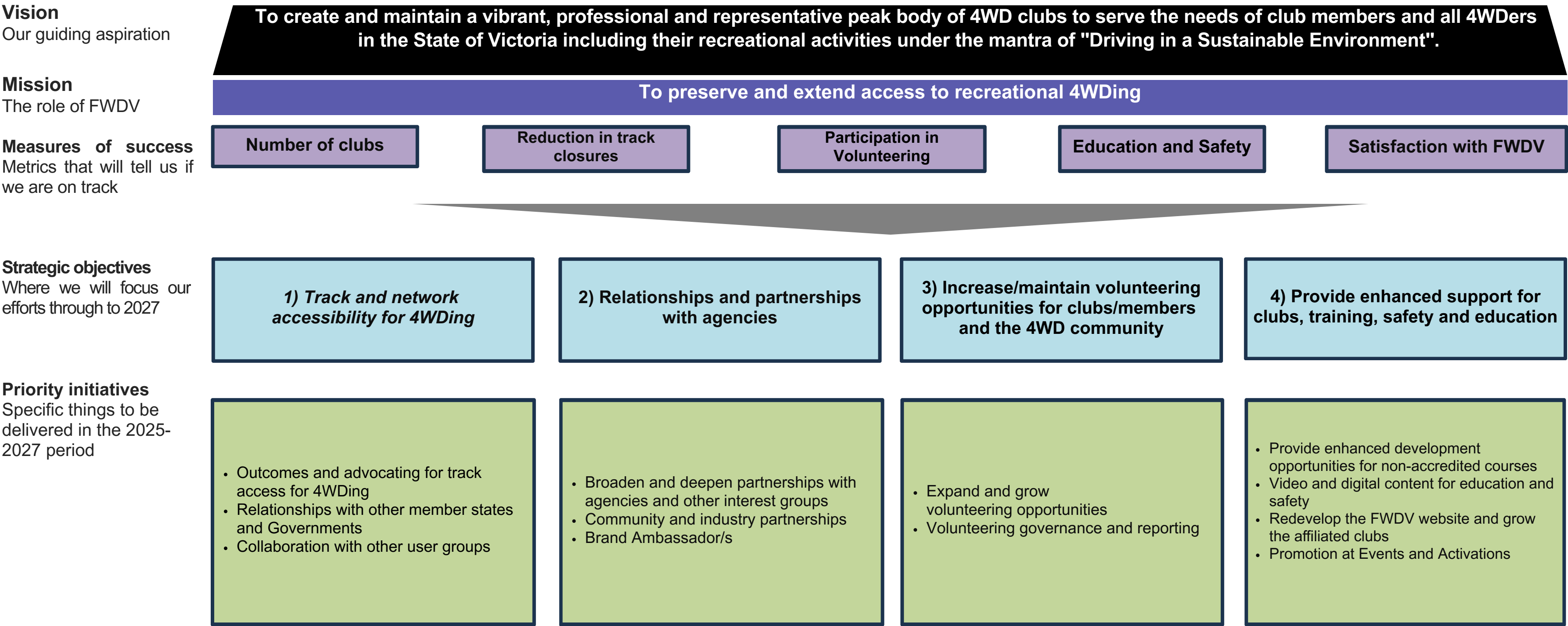
Four Wheel Drive Victoria

Strategic Plan
January 2025 – December 2027



Strategy on a page

January 2025 – December 2027



Strategic objective 1

Track and network accessibility for 4WDing



Objective: *Track and network accessibility for 4WDing*

Rationale: Considered the top priority by FWDV members and the 4WD community

| Initiative | 2025 actions | 2026 actions <i>(to be reviewed end of 2025)</i> | 2027 actions <i>(to be reviewed end of 2026)</i> |
|--|---|--|---|
| 1.1) Outcomes and advocating for track access for 4WDing | <ul style="list-style-type: none"> Review and provide comments on the SOP (Standard Operating Procedure) for permanent road closures issued by DEECA FWDV to build a central process for obtaining feedback from the greater 4WD community when tracks are closed but should not be FWDV to chair the required two meetings of the Four Wheel Drive Advisory Committee (FWDV, DEECA and PV) Maintain communication with relevant Minister and senior advisors FWDV to participate in any ministerial / government agency taskforces e.g. Great Outdoor Taskforce consultation sessions | <ul style="list-style-type: none"> Review and provide comments on the SOP (Standard Operating Procedure) for permanent road closures issued by DEECA FWDV to build a central process for obtaining feedback from the greater 4WD community when tracks are closed, but should not be FWDV to attend the meetings of the Four Wheel Drive Advisory Committee (FWDV, DEECA, and PV) Maintain communication with the relevant Minister and senior advisors FWDV to continue to participate in any Taskforces consultation sessions | <ul style="list-style-type: none"> Review and provide comment on the SOP (Standard Operating Procedure) for permanent road closures issued by DEECA FWDV to build a central process for obtaining feedback from the greater 4WD community when tracks are closed, but should not be FWDV to attend the meetings of the Four Wheel Drive Advisory Committee (FWDV, DEECA and PV) Maintain communication with relevant Minister and senior advisors FWDV to continue to participate in any Taskforces consultation sessions. |
| 1.2) Relationships with other member states and Governments | <ul style="list-style-type: none"> Continue to network with other member states on feedback and access challenges Ongoing attendance with Four Wheel Drive Australia and delegates through scheduled monthly or required meetings Initiate relationships with other state governments | <ul style="list-style-type: none"> Continue to network with other member states on feedback and access challenges Ongoing attendance with Four Wheel Drive Australia and delegates through scheduled monthly or required meetings Initiate relationships with other state governments | <ul style="list-style-type: none"> Continue to network with other member states on feedback and access challenges Ongoing attendance with Four Wheel Drive Australia and delegates through scheduled monthly or required meetings Initiate relationships with other state governments |
| 1.3) Collaboration with other user groups | <ul style="list-style-type: none"> Network and build relationships with other recreation groups to construct more united advocacy for track access and less closures | <ul style="list-style-type: none"> Network and build relationships with other recreation groups to construct more united advocacy for track access and less closures | <ul style="list-style-type: none"> Network and build relationships with other recreation groups to Construct more united advocacy for track access and less closures |

Strategic objective 2

Relationships and partnerships with agency bodies



Objective: Relationships and partnerships with agency bodies

Rationale: Considered second highest priority by members and the 4WD community

| Initiative | 2025 actions | 2026 actions <i>(to be reviewed end of 2025)</i> | 2027 actions <i>(to be reviewed end of 2026)</i> |
|--|---|---|---|
| 2.1) Broaden and deepen partnerships with agencies and other interest groups | <ul style="list-style-type: none"> • Scope and prioritise partnerships and opportunities with DEECA, Parks Victoria and other relevant agencies • FWDV to continue to form part of the Stakeholder Consultative Committee (SCC) for Mount Stirling • Build on the relationship with the Victorian National Parks Association • Develop relationships with other community interest groups • Liaise with Land Managers, LGAs | <ul style="list-style-type: none"> • Scope and prioritise partnerships and opportunities with DEECA, Parks Victoria and other relevant agencies • FWDV to continue to form part of the Stakeholder Consultative Committee (SCC) for Mount Stirling • Build on the relationship with the Victorian National Parks Association • Develop and maintain relationships with community interest groups and land managers | <ul style="list-style-type: none"> • Scope and prioritise partnerships and opportunities with DEECA, Parks Victoria and other relevant agencies • FWDV to continue to form part of the Stakeholder Consultative Committee (SCC) for Mount Stirling • Build on the relationship with the Victorian National Parks Association • Develop and maintain relationships with community interest groups and land managers |
| 2.2) Community and industry partnerships | <ul style="list-style-type: none"> • Scope partnerships with industry and product companies for discounts and value-add benefits • Build relationship with RACV, holiday parks, tourism sectors and the automotive industry state and Australia-wide • Introduce a National Fleet Program for discount for members • Seek feedback and advice from international bodies such as from the USA, Tread lightly • Continue to build networking information from Australian Automotive Aftermarket Association (AAAA) | <ul style="list-style-type: none"> • Scope partnerships with industry and product companies for discounts and value-add benefits • Build relationships with RACV, holiday parks, tourism sectors and the automotive industry state and Australia-wide • Maintain any National Fleet Program for discount for members • Seek feedback and advice from international bodies such as from the USA, Tread lightly • Continue to build networking information from Australian Automotive Aftermarket Association (AAAA) | <ul style="list-style-type: none"> • Scope partnerships with industry and product companies for discounts and value-add benefits • Build relationships with RACV, holiday parks, tourism sectors and the automotive industry state and Australia-wide • Maintain any National Fleet Program for discount for members • Seek feedback and advice from international bodies such as from the USA, Tread lightly • Continue to build networking information from Australian Automotive Aftermarket Association (AAAA) |
| 2.3) Brand Ambassador/s | <ul style="list-style-type: none"> • Initiate an option to have a targeted Brand Ambassador for 4WDing in Victoria or partner with a current industry one | <ul style="list-style-type: none"> • Continue to promote through the brand ambassador via digital, education, in-person or events | <ul style="list-style-type: none"> • Continue to promote through the brand ambassador via digital, education, in-person or events |

Strategic objective 3

Increase/maintain volunteering opportunities for clubs/members and the 4WD community



| Objective: Increase/maintain volunteering opportunities for clubs/members/4WD community | | | |
|---|--|---|--|
| Rationale: Considered third highest priority by members and the 4WD community | | | |
| Initiative | 2025 actions | 2026 actions (to be reviewed end of 2025) | 2027 actions (to be reviewed end of 2026) |
| 3.1) Expand and grow volunteering opportunities | <ul style="list-style-type: none">Expand the promotion of track clearing and other community events (i.e. bush clean up) daysCreate opportunities for all clubs to participate in volunteering and community events/supportReview Regional Reps forum with a focus on developing inter club collaboration, networking and involvement in regional activitiesCreate partnership with other user groups for better outcomes and events such as clean up the bush days | <ul style="list-style-type: none">Expand the promotion of track clearing days and broaden the opportunities of support and open up to all clubsCreate opportunities for all clubs to participate in volunteering and community events/supportContinue to support the Regional Reps forum with a focus on developing inter club collaboration, networking and in regional activitiesCreate partnership with other user groups for better outcomes and events such as clean up the bush days | <ul style="list-style-type: none">Expand the promotion of track clearing days and broaden the opportunities of support and open up to all clubsCreate opportunities for all clubs to participate in volunteering and community events/supportContinue to support the Regional Reps forum with a focus on developing inter club collaboration, networking and in regional activities.Create partnership with other user groups for better outcomes and events such as clean up the bush days |
| 3.2) Volunteering governance and reporting | <ul style="list-style-type: none">Improve collection and reporting of volunteer work undertaken by clubs to FWDVCollaborate with Parks Victoria to improve their reporting mechanism (i.e. Park Connect) around governance and reporting volunteer work and signing up to events | <ul style="list-style-type: none">Improve collection and reporting of volunteer work undertaken by clubs to FWDVContinue to collaborate with Parks Victoria on improvements to Park Connect | <ul style="list-style-type: none">Improve collection and reporting of volunteer work undertaken by clubs to FWDVContinue to collaborate with Parks Victoria on improvements to Park Connect |

Strategic objective 4

Provide enhanced support for clubs, training, safety and education



Objective: Provide enhanced support for clubs, training, safety and education

Rationale: Identified need for more proactive club support and enablement of development opportunities

| Initiative | 2025 actions | 2026 actions <i>(to be reviewed end of 2025)</i> | 2027 actions <i>(to be reviewed end of 2026)</i> |
|---|--|---|--|
| 4.1) Provide enhanced development opportunities for non-accredited courses | <ul style="list-style-type: none">• Roll out online Student Management System for FWDV courses• Ongoing training and traineeships for new and experienced club trainers• Support club trainer growth / network• Promote Cert IV in TAE40122 to club trainers | <ul style="list-style-type: none">• Seek out opportunities to expand course offerings• Development of a 12-month provisional training calendar• Review the manual for trip leader training guides and resources for clubs• Promote Cert IV in TAE40122 to club trainers | <ul style="list-style-type: none">• Development of a 12-month provisional training calendar• Review of track classification guides for clubs• Promote Cert IV in TAE40122 to club trainers |
| 4.2) Video and digital content for education and safety | <ul style="list-style-type: none">• Produce promotional videos for courses• Reinstate the FWDV YouTube channel and platform effectively | <ul style="list-style-type: none">• Ongoing revision and implementation of video and digital content• Produce a targeted digital marketing plan | <ul style="list-style-type: none">• Ongoing revision and implementation of video and digital content |
| 4.3) Redevelop the FWDV website and grow the affiliated clubs | <ul style="list-style-type: none">• Review existing website / functionality. Develop a website that integrates / functions with Clubs (i.e. membership management and Student Management Systems) to enabling better service, features and promotion opportunities• Launch a new 'Club Finder' feature• Prioritise membership, clubs, training and education features on the website• Produce a 'how to' and steps to forming a new club affiliated with FWDV | <ul style="list-style-type: none">• Ongoing revision and implementation of new and best functions available relevant for the website• Map out possible new clubs and locations in regional and metro Victoria• FWDV to attend in-person at affiliated clubs to provide support and communicate governance, platforms, policies and administration | <ul style="list-style-type: none">• Ongoing revision and implementation of video and digital content |
| 4.4) Promotion at Events and Activations | <ul style="list-style-type: none">• Attend the 2025 National 4x4 Outdoors Show in Melbourne with an engaging and relevant exhibit• Promotion at the 2025 Victorian 4WD Show with an engaging and relevant exhibit• Attend industry shows within Victoria and Australia to amplify promotion of clubs, membership and FWDV operations | <ul style="list-style-type: none">• Attend the 2026 National 4x4 Outdoors Show in Melbourne with an engaging and relevant exhibit• Promotion at the 2026 Victorian 4WD Show with an engaging and relevant exhibit• Attend industry shows within Victoria and Australia to amplify promotion of clubs, membership and FWDV operations | <ul style="list-style-type: none">• Attend the 2027 National 4x4 Outdoors Show in Melbourne with an engaging and relevant exhibit• Promotion at the 2027 Victorian 4WD Show with an engaging and relevant exhibit• Attend industry shows within Victoria and Australia to amplify promotion of clubs, membership and FWDV operations |

Measures of success

There are five measures that we are tracking over time to determine our success



| Measure of success | Purpose | How we measure it | 2024 actual | | 2027 target |
|--|--|--|--|-----|--|
| 1) Number of clubs | Demonstrated growth. | Count of affiliated clubs. | 76 | | 80 |
| 2) Advocate for tracks to remain open and a reduction in closed tracks | Maintain accessibility for 4WDing. | Participation in Standard Operating Procedure (for road closures). Implement of permit or mvo access for proposed closed tracks. Monitor and report on tracks opened / closed. | 0.45% increase on track closures. | | 0.01% decrease on track closures. |
| 3) Club participation and volunteering | Promotion and participation in club and community activities. Assist communities/rebuild (post-disaster). | Track clearing (events). Bush clean up (events). Assisting land managers (events). Club hosting (events). | T/C 2327 hrs ('23/24) Bush 630 hrs LMA 1111 hrs CH 2671 hrs | | 12 events (one per month). |
| 4) Provide enhanced support for clubs, training, safety and education | Provide opportunities for driver training and allied skills such as chainsaw, recovery / winching. | Advanced numbers in courses offered (accredited and non accredited for 4wding and chainsaw) and frequency. | Courses offered | 42 | Increase enrolments by 3% each year, from the previous year. |
| | | | Learners enrolled | 393 | |
| | | | Clubs with DTUs | 19 | |
| | | | Club members trained | 234 | |
| 5) Satisfaction with FWDV | Demonstrate improved member and community satisfaction with the association as a whole. | NPS (Net Promoters Score) as per annual member survey. (% with 8-10 satisfaction rate - % with 0-7 satisfaction rate). | N/A | | 50 |

