



**AUSTRALIAN
AUTOMOBILE
ASSOCIATION**

ANNUAL REPORT

2009-2010



AAA's 2009 Australia's Best Cars judges and winning vehicles in the program's 10th anniversary year.

AUSTRALIAN AUTOMOBILE ASSOCIATION

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Throughout its 85-year history, the Australian Automobile Association has been the national voice of Australian motorists. The AAA Business Plan sets out the following objectives:

OBJECTIVES OF AAA

- a)** To promote responsible, safe, affordable motoring.

- b)** To represent, safeguard and protect the interests of Australian motorists.

- c)** To facilitate opportunities for the mutual benefit of member clubs.

- d)** To engender a spirit of cooperation between member clubs.

- e)** To manage relationships with the Federation Internationale de l'Automobile (FIA) and international motoring clubs.

In meeting these strategic and corporate objectives, AAA has developed its activities around seven themes. They are:

THEMES AND STRATEGIC OUTCOMES

Motorists	Easier, safer, more pleasurable and affordable motoring
Safety	Safer motoring
Infrastructure	A transport network which moves people and freight safely, quickly and efficiently
Environment	Improved environmental performance of cars
AAA working groups	Best practice
Public affairs	Influence, inform and lead debate
International relations	Strong links to the international motoring community to enhance opportunities for sharing of experiences, development of products and creation of public policy



Mike Harris
AAA Chief Executive

CHIEF EXECUTIVE'S REPORT

AAA and Constituent motoring clubs continued to work on behalf of their motoring members and all road users across a broad range of activity at the local, state, national and international level throughout 2009-10.

This activity goes from the core business of delivering roadside and other services to members, through to government liaison and advocacy at state and federal levels, and on to taking a high profile in international motoring issues such as the development of the FIA's Mobility for All program and the declaration of the United Nation's Decade of Action for Road Safety.

The historic declaration of the Decade of Action – from 2011 to 2020 – flowed from the first-ever Global Ministerial Summit on Road Safety held in Moscow in November 2009, which endorsed the global governmental framework for road safety.

AAA and the motoring clubs are committed to working with the federal and state governments on this international road safety initiative, so that Australia plays its part in this global effort.

The UN declaration should set the scene for the development of Australia's 10-year National Road Safety Strategy, which will set targets for reductions in road fatalities and trauma through to 2020 and propose solutions to assist in this reduction.

The NRSS is being advised by the National Road Safety Council which was established in November 2009. The AAA President has a position on the Council, reflecting AAA's role as the leading motoring organisation in Australia.

AAA also hosted an event at the RACV City Club in March 2010, featuring former World F1 racing champion, Michael Schumacher, promoting the FIA and AAA's Make Cars Green environmental emissions program.

Domestically, AAA and the clubs have had a busy year in delivering and promoting their programs and services in line with the internationally recognised safe systems approach to motoring – safer drivers in safer cars on safer roads.

The Commonwealth-funded *keys2drive* program continues to gain momentum in terms of learner drivers taking up the offer of a free lesson with their supervising driver (normally a parent), accrediting the driver trainer industry and providing access to a new way of driver training – the Find Your Own Way method. *keys2drive* was launched in all states in 2009-10 and is now in operation.

AAA and the clubs are also increasingly active in the area of older drivers and the provision of support programs for this group – not only in terms of keeping members in their cars driving, but also ensuring mobility options are available once they stop driving. A AAA Working Group developed an Older Drivers' Position Paper which has been approved and will form the basis for advocacy efforts in this high-profile area and demographic.

In addition, AAA and the clubs joined with the NZ Automobile Association to host a visit by highly-regarded US occupational therapist, Elin Schold-Davis, to discuss older driver issues and also present the CarFit program, which aids older drivers by ensuring they are comfortable and in control when seated inside their car.

In its advocacy efforts to fund and design safer roads and road infrastructure, the AAA Board has brought the Australian Road Assessment Plan (AusRAP) back into the spotlight with the development of a new Business Plan, an Action Plan and approved funding for maintenance of the program into 2010-11.

AAA's vehicle safety rating program, the Australasian New Car Assessment Program (ANCAP), continued to grow in 2009-10 with a \$5 million funding partnership with the Federal Government over five years, the development of an ANCAP road map

laying out future benchmarks for star ratings and a variant policy to expand the range of vehicles star rated, and bringing together a number of New Car Assessment Programs from other countries to share information.

This included hosting officials from EuroNCAP and meeting with Korean NCAP.

Australia's Best Cars continued to grow in stature in its 10th year, with more than 280 cars tested and scored by judges from the motoring clubs in the run up to the successful 2009 Best Cars awards night hosted by RACV in Melbourne.

Apart from these activities, AAA and the clubs were also active in the Climate Change space, rolling out Phase I and II activities to mitigate vehicle emissions at a corporate and an individual level.

I would like to thank the AAA President, Freda Crucciti, the AAA Board, groups such as the Public Policy Forum, the Communication Managers' Group and the Technical Working Group among others, officers and members of the constituent clubs and my own AAA staff who have worked hard and long in the cause of road safety, and in particular for their efforts and support over the last year.

Thank you and I commend this Annual Report to you.



Freda Crucitti
AAA President

PRESIDENT'S REPORT

2009-10 has been another rewarding and challenging year in this, the 85th anniversary of the AAA. I have been impressed with the ongoing collaboration between AAA and our constituent motoring clubs to advance motoring issues, develop common programs and policy and to promote road safety to a range of target groups including, most importantly, our motoring members.

There is an enormous wealth of knowledge and commitment to road safety and motoring issues within the clubs and AAA. We are committed, on behalf of our motoring clubs' members, to continue building on these foundations to create the momentum for advancement of road safety in Australia. I am further excited in what can be achieved through AAA, building and strengthening our working relationship with other national bodies and federal government departments to address our common issues.

As AAA President, there has been a number of highlights that I'm pleased the Association delivered on over the past 12 months. These highlights have included:

- The launch and national roll out of *keys2drive* and the engagement of driving instructors, learners and their supervisors as part of the program;
- Policy development across a number of fronts and issues; and

- Development of AAA election policy and strategy, including the significant emphasis on road safety placed by the Greens.

AAA has had a significant impact on public policy in a number of areas such as older drivers, safer road infrastructure, fuels and biofuels, technical issues, vehicle safety and advocacy on national and international motoring and road safety matters.

One area where AAA and the clubs are undertaking major activity is in the older driver demographic and understanding their mobility needs. I have a particular interest in this area and it is pleasing to see AAA and the clubs working on behalf of older members and road users to ensure they retain their mobility and – when they do move out of the driver's seat – have viable transport options.

AAA's policy segmentation has identified and engaged younger drivers through *keys2drive* and we are now identifying and engaging older drivers with similar policy activity,

including development of an older driver's policy through Public Policy Forum (PPF) and the Older Driver's Working Group.

AAA has consolidated its international links through prominent activity in collaboration with the international motoring body, the FIA, in the support and promotion of the UN Decade of Road Safety, and working collaboratively with programs such as iRAP and new car assessment programs around the world.

The AAA Technical Working Group has also been very active, identifying and pursuing issues and policy on behalf of individual motorists and in the national interest.

In November 2009, I was honoured to be appointed to the National Road Safety Council – a role I shall be committed to continue with in the immediate future. AAA needs to be acknowledged as a significant contributor to the current 10-year National Road Safety Strategy which finishes at the end of 2010. AAA's activities to support the strategy have been many such as AusRAP, ANCAP and advocacy on infrastructure.

It is fulfilling to see such excellent work being done across Australia and the number of people committed to road safety, saving lives and reducing trauma.

It is important to make sure that we engage in conversation about road

safety to support bringing down the levels of fatality and road trauma nationally, now estimated to be almost \$18 billion a year. AAA has accelerated the momentum for change.

We now look forward to the motoring clubs and AAA's active involvement in the new NRSS and communicating with our 6.5 million members. With such a membership base across the clubs, AAA represents a powerful lobby in its advocacy activities.

My term as the first female President of AAA will conclude this year. I am very proud to have been able to demonstrate that the agenda of AAA and the motoring clubs is of relevance to all, irrespective of gender, age and ethnicity. I am pleased that, in my role, I was given opportunities to meet with many individuals across Australia. These conversations have been valued by me and enriched my insight of the issues we face.

In conclusion, I would like to thank my fellow AAA Board members and specifically to Ray Grigg, the Vice President and incoming President. I wish to express my gratitude to AAA Chief Executive, Mike Harris, his team and all those in the clubs who contribute to support the work of the AAA.

My term as President has come to an end, but I assure you that my commitment to the agenda will continue.

Thank you and keep safe.

AAA BOARD

The AAA Board oversees the activities and strategic functions of the AAA and in national and international matters on behalf of constituent motoring organisations – NRMA Motoring & Services, RACV, RACQ, RAASA, RACWA, RACT, AANT and RACA.

The Board met in August 2009 (Gold Coast), November 2009 (Melbourne) and April 2010 (Canberra). The AAA Annual Conference was hosted by the RACV in November 2009.

Board meetings set and review the strategic direction of the AAA, review AAA activities against the Business Plan, decide on key policy issues, oversee AAA forward planning, exchange views among constituents and ensure the statutory requirements for the organisation are achieved.

Board committees include:

- Audit, Risk and Investment; and
- Remuneration.

Board committees each have their own Charter to ensure their relevance and have met regularly throughout 2009-10.

Some members of the Board also attended the FIA General Assembly conducted in Paris in November 2009. AAA Board members also attended the Global Response Roundtable meeting held in Canada in June 2010.



Freda Crucitti
President AAA,
Director RACWA



Ray Grigg
Vice-President AAA,
Vice-President RAASA



Alden Halse
President, RACWA



Roger Locke
President, RACT



Ian Gillespie
Chief Executive
Officer, RACQ



Ian Stone
Chief Executive
Officer, RAASA



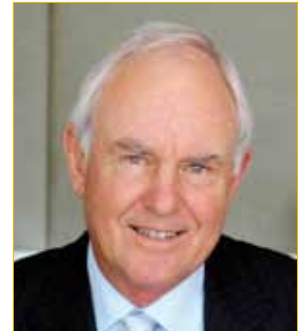
Wendy Machin
President, NRMA



John Isaac
President, RACV



Richard Pietsch
President, RACQ



Leon Holmes
President, RAASA



Bob Bradley
President, AANT



Gavin Thomas
President, RACA



Tony Stuart
Chief Executive
Officer, NRMA



Colin Jordan
Managing Director/
Chief Executive Officer,
RACV



Terry Agnew
Group Chief Executive
Officer, RACWA



Greg Goodman
Chief Executive, RACT



Mike Harris
Chief Executive, AAA

AAA undertakes a range of activities on behalf of Constituent motoring clubs and their members. These activities are undertaken at the national and international level, and are presented in line with the AAA Business Plan 2008-12.

Motorists

Federal Budget

AAA awarded the 2009-10 Federal Budget a “pass” but definitely not a “credit”. The Federal Government took a “spending” approach to dealing with the global financial crisis (GFC), with a major emphasis on funding road and rail infrastructure projects and providing a bottom line deficit of \$57.6 billion – the largest deficit handed down by any Australian government.

Most of this funding was already announced. The Budget delivered \$8.5 billion in new funds for infrastructure projects – but only \$3.4 billion for road construction – through the former AusLink program now renamed as the Nation Building Program.

Petrol Prices

AAA and Constituent clubs regularly highlighted petrol pricing issues throughout 2009-10, particularly prior to holiday periods. AAA was pleased with the ACCC decision to rule against the Caltex acquisition of Mobil sites, and expressed the importance of maintaining competition at the wholesale and retail levels within the industry. Furthermore, AAA communicated that, while reform of road taxation should feature prominently in the Henry Review of Taxation and was pleased it did so, any changes should not entail raising fuel excise

Public Policy Forum Meetings

The Public Policy Forum (PPF), comprising representatives from all constituent clubs, is responsible for researching and developing policy proposals and implementing Board decisions. PPF meetings were conducted in October 2009, February 2010, and May 2010. AAA policies fall into three broad

categories: safety, the environment and affordability. Topics addressed in the PPF meetings included the National Road Safety Strategy, Federal Election policies, AusRAP, fuel tax reform, alternative fuels, driver education, older drivers, climate change and fuel pricing.

In conjunction with the PPF meetings, a meeting of the AusRAP Steering Committee is held which reviews recommendations from a Technical Working Group and sets policy direction for AusRAP.

Communication Managers Group

The Communication Managers Group (CMG) provides advice on a range of strategic communication issues and develops communication strategies and media plans to support AAA and PPF activities. It met in July 2009, January 2010 (teleconference) and March 2010 (teleconference).

The CMG provided major input and advice to PPF and the Board about communication aspects of Australia's Best Cars. It also developed a communications strategy to support *keys2drive* and provided advice on Climate Change and older driver issues.

Australia's Best Cars

On behalf of the Constituent clubs, AAA manages and facilitates the Australia's Best Cars program. Australia's Best Cars prides itself on being a comprehensive, objective and credible source of information for new car buyers. The 2009 Awards dinner was hosted by RACV in Melbourne and featured winners in 12 categories. The winners' awards were well promoted by manufacturers and the media, with media analysis showing a growing national audience.

Through 2009-10, Australia's Best Cars has developed protocols for presentation of a Safety and an Environmental award as part of the program.



Members of the AAA Fuel Pricing Group and RACQ at a refinery visit in Brisbane in March 2010.

Media Releases

07.6.2010	ANCAP Funding Good News for Motorists
31.5.2010	ACT receives the keys to safer driving
14.5.2010	Queensland receives the keys to safer driving
12.5.2010	Steady As She Goes Road Budget
05.5.2010	Road User Charge a Priority Issue
03.5.2010	South Australia receives the keys to safer driving
02.5.2010	Henry Report Recommendations
29.4.2010	Western Australia receives the keys to safer driving
01.4.2010	No Fuel Price Rises Over Easter
30.3.2010	<i>keys2drive</i> comes to New South Wales
25.3.2010	Schumacher Supports Make Cars Green
02.3.2010	UN Proclaims Decade of Road Safety Action
16.2.2010	Older Driver Issues in the Spotlight
16.2.2010	<i>keys2drive</i> - Free Sessions for Tasmanian Learner Drivers
01.1.2010	Time to Provide Leadership on Road Safety
22.12.2009	The Lives of You and Your Loved Ones Are In Your Hands
02.12.2009	Australia's Best Cars Winners Announced
25.11.2009	Australia's Best Cars Finalists Announced
20.11.2009	<i>keys2drive</i> Rolls Out in Victoria
19.11.2009	World Leaders Gather for Road Safety Summit
06.11.2009	Current National Road Safety Strategy Failure
06.11.2009	NRSC to Provide New Leadership on Road Safety
16.10.2009	Road Pricing on Reform Agenda
29.9.2009	Safety Warning for Imported Utes
17.9.2009	Road Fatalities up in 2009
18.8.2009	AAA Rejects Call For Excise Increase
02.7.2009	<i>keys2drive</i> Tasmanian Rollout Gathers Momentum

AAA Submissions on Behalf of Members

AAA represents the views of Constituent clubs and their 6.5 million members on a range of motoring issues. In 2009-10, AAA presented the following submissions:

- AAA Submission to the National Environment Protection Council regarding the Treatment of Electric Vehicles under ADR 81/02 and the Green Vehicle Guide;
- AAA Submission to the Department of Infrastructure, Transport, Regional Development and Local Government regarding the Draft Regulation Impact Statement for Review of Euro 5/6 Light Vehicle Emissions Standards; and
- AAA Submission on the 2010-11 Federal Budget.

Parliamentary Visits Program (PVP)

The Parliamentary Visits Program for 2009-10 involved visits by the RACV and RACWA in October 2009, RACQ in November 2009 and June 2010, and RAASA in June 2010.

The RACV were represented by their President, John Isaac, and GM Public Affairs, Brian Negus. The visit commenced with a working lunch hosted by AAA Executive Director, Mike Harris, and attended by

Infrastructure Australia CEO, Michael Deegan. This was an opportunity to discuss directly with IA their current round of considerations on projects in Victoria and elsewhere in Australia. The RACV also met with a range of Ministerial and Shadow Ministerial offices including the Prime Minister's office and the Leader of the Opposition.

The RACWA met with most WA-based Federal members, including the Parliamentary Secretary for Northern Australia and WA, the Hon Gary Gray. RACWA President, Alden Halse, together with Head of Public Advocacy, Matt Brown, also hosted discussions with advisers from Transport and Infrastructure Minister Albanese's office.

In late November 2009 the RACQ President, Richard Pietsch, CEO, Ian Gillespie, and Executive Manager, Public Policy, Michael Roth, met and discussed tourism and road safety issues with a number of Queensland Federal MPs as well as the Office of the Minister for Tourism, the Hon Martin Ferguson.

The RACQ President, Richard Pietsch, General Manager, External Affairs, Gary Fites, and Executive Manager, Public Policy, Michael Roth, returned to Canberra in early June 2010 to discuss infrastructure issues and low carbon fuel standards with a range of political offices, including the Office of the Minister for Environment, the Hon Peter Garrett, and the Shadow Minister for Energy and Resources, the Hon Ian Macfarlane.

After attending the CEDA Canberra conference in late June, the RAASA's General Manager Public Policy, Penny Gale, and Manager Mobility and Safety, Wendy Bevan, met with the Department of Infrastructure and Transport Deputy Secretary, Lyn O'Connell, to raise some SA transport issues and also met with key advisers in Minister Albanese's office

Safety

Australasian New Car Assessment Program (ANCAP)

The AAA has always been a strong supporter of ANCAP and continues to be an active member of ANCAP through involvement in the ANCAP Technical Working Group, ANCAP Council and ANCAP Board of Directors.

In 2009-10, ANCAP published ratings for a wide range of vehicles, including

vans, utility vehicles, passenger cars and 4WDs. The ratings highlighted a number of achievements, including the first light commercial vehicles (vans and utilities) to achieve an ANCAP 5-star rating, as well as a number of lower star ratings for some vehicles. The Federal Government has also joined as an ANCAP stakeholder.

keys2drive

AAA's innovative driver education and training program, *keys2drive*, was rolled out in all states in 2009-10. Specialist coaches have trained more than 1,000 driving Instructors during the 2009-10 period and there are now 504 *keys2drive* accredited Instructors across Australia. There are approximately another 500 Instructors progressing through their five on-line self-reflection tasks to finalise their accreditation.



Federal Minister for Infrastructure and Transport, the Hon Anthony Albanese, MP, at the ACT launch of *keys2drive* in May 2010.

With the initial *keys2drive* focus on training and accrediting driving instructors, providing lessons grew gradually through the year, with some 5,000 free lessons provided. Activities to increase the lessons numbers utilised the following methods: creation of a schools direct email database, leveraging of the Clubs' current educational programs and marketing, Google advertising and better support for Driving Instructors to help them promote *keys2drive*.

Australian Standards

AAA actively supports the development of standards such as the Australian Design Rules and Australian Standards. AAA has had a lead role in the revision of the Australian Standard for Child Restraint Systems for Use in Motor Vehicles that was published in February 2010. The new standard has moved to categorise child restraints, based on shoulder height of the seated occupant which correlates with correct fitment of the harness. A new category of booster seat, designed to accommodate older children, has also been incorporated in the standard.

The AAA is also supporting the initiative of the Australian Government in the development of a Global Technical Regulation for Pole Side Impact.

Infrastructure

Australian Road Assessment Program (AusRAP)

AusRAP is an initiative of AAA and Constituent clubs, using data from State Government road and traffic authorities. It assesses and rates Australian roads using two protocols – risk mapping of casualty crashes and a star rating system using an internationally recognised Road Protection Score (RPS).

The AusRAP reports are being increasingly recognised among governments, industry, the media and stakeholders. State and Territory road authorities provided valuable technical advice and data for use and analysis under the program. AusRAP research findings were referenced in a AAA pre-budget submission to the Federal Government.

In the second half of 2009, AAA, in conjunction with RACQ, the Queensland Department of Transport and Main Roads, iRAP and ARRB, undertook a survey of selected sections of Queensland's highways to trial the new iRAP model. This model has now been adopted by AusRAP, and allows greater scope for advising the road authorities on how casualties can be reduced on surveyed roads in the most cost-effective manner. AAA, in conjunction with RACV, VicRoads, iRAP and ARRB will also be

conducting a similar trial in Victoria, planning for which began in the first half of 2010.

The AAA Board approved a recently proposed three-year AusRAP Business Plan, so the future of the program is assured. The Australian Government has expressed enthusiasm for AusRAP, but disappointingly has not provided any funding since 2007.

Environment

Fuel Standards Consultative Committee

AAA continues to represent consumer interests as a member of the Fuel Standards Consultative Committee, a group which provides recommendations to the Australian Government minister regarding national fuel quality standards.

Working Groups

Road Service Managers

The 2009 Road Service Managers' Conference was hosted by the RAA in Glenelg, South Australia on 19-20 October 2009. The conference included presentations and discussions on new business initiatives and road service.

The Road Service Managers also oversee the National Automotive Training Group, which has responsibility for development of national training packages for road service patrol personnel.

Technical Policy Group

The AAA coordinates regular discussions between clubs on matters of technical policy including vehicle safety, environment and consumer protection issues. The Technical Policy Group provides input to develop AAA policy and advocacy positions and to develop AAA submissions such as those on electric vehicles and Euro 5/6 emissions standards.

International Relations

FIA Region II Activities

AAA is an active member of the FIA Region II, providing leadership and support for a range of activities throughout the Asia-Pacific area. This included several meetings of the Region II Executive Committee during 2009-10 to look at a number of issues, including support for inactive clubs in the region, identifying commercial opportunities and the promotion of road safety programs, particularly road assessment programs

FIA Conference Week

Delegates from AAA and Constituent clubs attended the FIA Conference Week and FIA Working Group sessions in Lake Como, Italy, in May 2010. Delegates from more than 50 countries attended the international conference.

Commissions included Road Safety and Mobility, Legal and Consumer Affairs, Tourism, Road Assistance, and

Marketing. AAA was represented at the Conference and made a number of presentations and submissions to the various Commissions. Given the large representation from Region II clubs, the opportunity was taken to hold a Region II Executive meeting.

FIA Statutes Review Commission

The Chief Executive represented Region II on the Statutes Review Commission.

Global Response Roundtable

AAA co-ordinates the participation of Australian Club CEOs with CEOs from motoring organisations in Europe and North America, to share information and experiences. Issues covered included competitive threats, internet initiatives, levels of membership, environmental issues, traffic safety programs and telematics among others.

The AAA and NRMA CEOs are members of the Board of the Global Mobility Alliance (GMA). The GMA oversees the work program of the Global Response Roundtable.

International Motoring Documents

International Driving Permits (IDP)

An IDP translates an Australian Driving Licence into an internationally recognised format, verifying the category and validity into nine different languages. The IDP also provides additional photo identification. There were 200,648 IDPs sold in 2009-10.

Carnet de Passages en Douane (CPD)

A CPD Carnet, is simply a vehicle "passport" which includes all vehicle details and allows entry into many countries around the world without lengthy delays and the need to pay duties at each border.

Around 400 vehicles are temporarily imported into Australia annually and the AAA guarantees to the Australian Customs Service to pay duties for these vehicles if they are not re-exported within the 12-month expiry period. The AAA issued 120 Carnets for vehicles leaving Australia in 2009-10.

Camping Card International (CCI)

A CCI is a useful and widely recognised document throughout Europe and Africa at camping and caravan sites. The CCI provides insurance cover for financial members for bodily injury to third parties. Clubs issued 207 CCIs in 2009-10. ●

AAA STAFF 2009-10

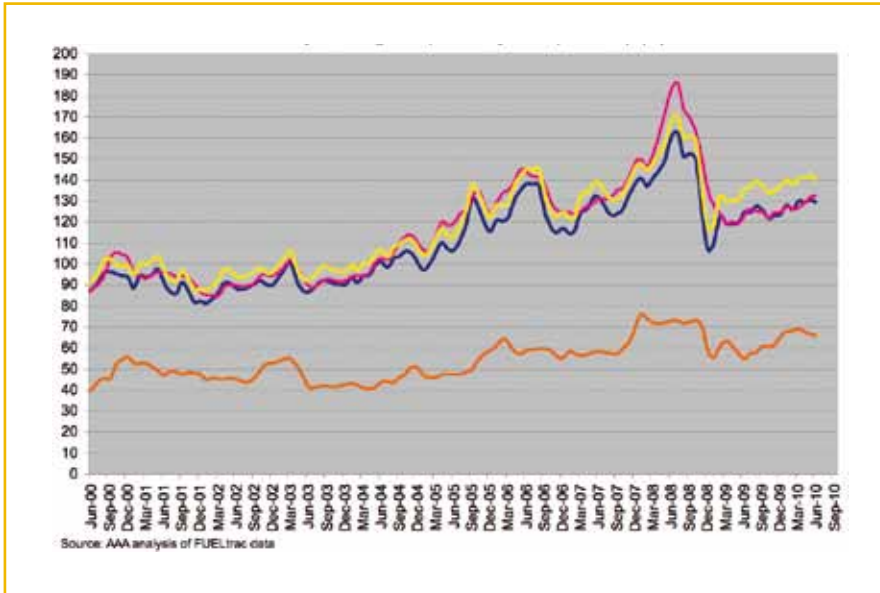


AAA Staff (left to right)

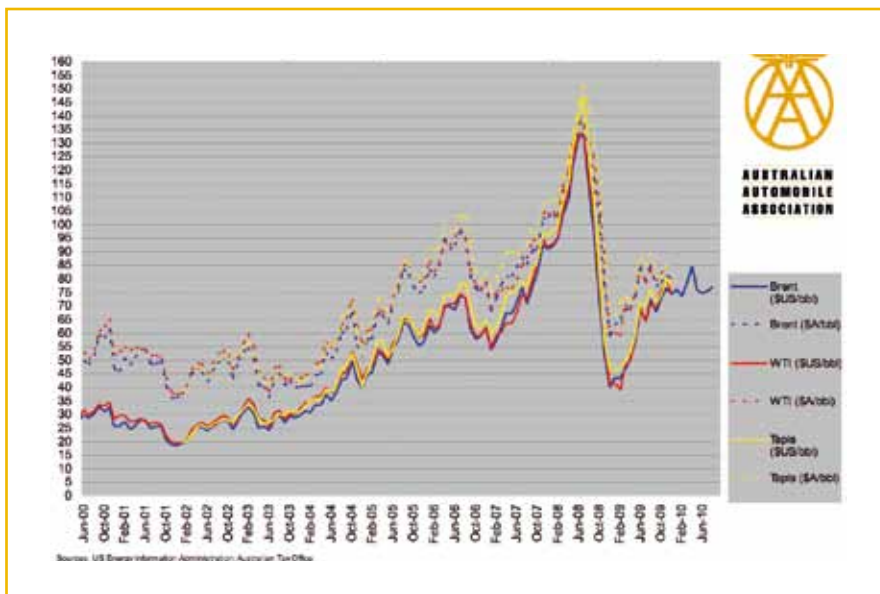
Allan Yates	Communications Manager
Sioban O'Halloran	<i>keys2drive</i> Administration Officer
Margaret Blacklock	Finance Manager
Henry Pike	Research Officer
Peppina Sorbara	International Documents Officer
Mike Harris	Chief Executive
Kirsti Donovan	Office Assistant
Julie Anderson	Liaison Manager
James Cameron	Research & Policy Officer
Geoff Eysers (seated)	<i>keys2drive</i> National Co-ordinator
Richard Temperly	Research Officer
Craig Newland	Director, Technical Services

AAA GRAPHS AND STATISTICS

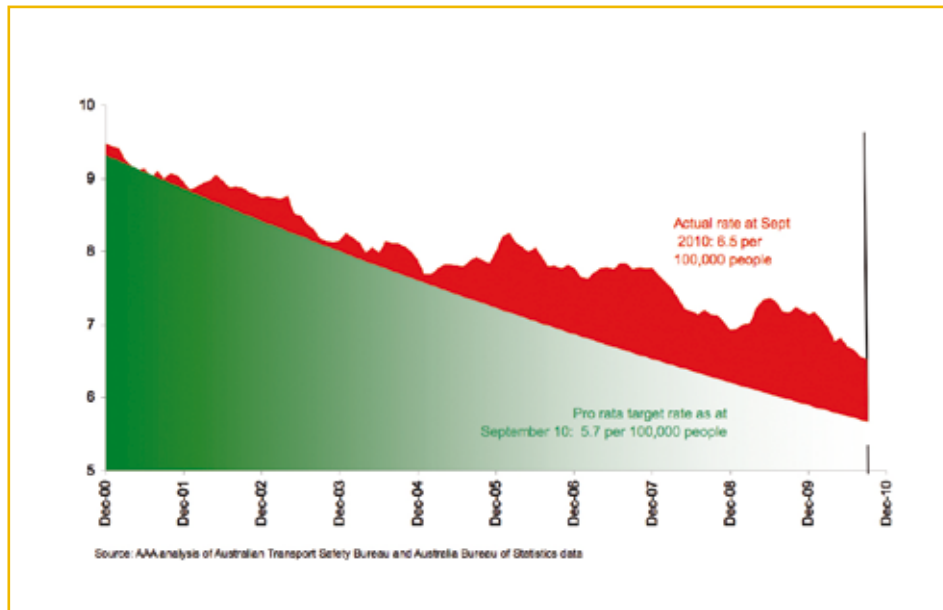
Monthly average capital city fuel prices (cpl)



Average monthly crude oil prices (\$ per barrel)



Road Death Rate Against National Road Safety Strategy Target (Deaths per 100,000 population)



The above graph shows that while there has been significant improvement in the road fatality rate since the current National Road Safety Strategy commenced – from 9.4 deaths per 100,00 population in January 2001 to 6.5 deaths per 100,000 population in September 2010 – the result to date is well short of the target 5.7 per 100,000 population that the strategy was aiming for at this time.

State graph colour key (opposite)

- National
- State
- National Target

State and Territory Progress against the National Road Safety Strategy Target

Road deaths per 100,000 population

