

Member Panel report, Jan 2022: **election advocacy**



In January 2022, RAA ran four online focus groups to explore our members' views on current RAA advocacy activities and their election priorities. 25 members participated: here's a summary of the findings.

Members view advocacy as core to RAA's identity and expect RAA to speak on their behalf

RAA has influence because it represents so many members and because of the expertise it acquires from research, analysis and consultation to understand what members need and want.

RAA's best known advocacy areas are road infrastructure and fuel pricing

RAA is also associated by some with other topics such as safer drivers, safer vehicles, electric vehicles and public transport. Members are aware of a range of advocacy methods used by RAA, including: engaging with politicians and government officials; generating media stories; member education (e.g. samotor); and conducting research and analysis. RAA is viewed as taking a measured approach to advocacy.

There are two slightly differing views on who RAA represents: its members; or transport users

There is broad consensus that RAA represents all South Australian transport users, including cyclists, pedestrians and public transport users as well as motorists. While RAA advocacy may be member focused, non-members will typically also benefit from it. Some members think RAA should focus its advocacy efforts on transport issues, while others see benefit in RAA advocating for members on non-mobility topics where it provides services (e.g. travel, home, insurance).

We'd like to know your thoughts on key issues regarding mobility, road safety, urban development and tourism. If you haven't already signed up for RAA's Member Panel, you can do so [here](#).

Members feel they have limited information on which to judge how successful RAA's advocacy work is

Real-time fuel pricing is the clearest recent example of RAA advocacy success, while with roads advocacy it can be hard for members to know how big a role RAA played when an upgrade is announced. Members see and hear RAA advocating on a range of issues but would welcome more communication on whether or not this work has led to a positive outcome.

The top overall election issue for many members is the health system, while the top transport related issue is the condition of the roads (linked by some members to heavy vehicles)

In addition to road maintenance, there is an appetite among members for RAA to prioritise advocacy on the transition to electric vehicles, improving public transport, improving the efficiency of the road network, promoting safer road use and addressing fuel prices.

Some members are pleased with the balance and linkage of RAA's six election priority areas, while others are surprised about the inclusion of sustainable urban development and a stronger tourism economy

There was a suggestion that RAA needs to explain why it is talking about urban development and tourism and how these tie in with the other priority areas. Others questioned whether RAA would be advocating for connected and liveable rural areas as well as cities.