



For the better

2019 ICMIF Biennial Conference

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Western Australia

- » 2.6 million Km²
- » 2.6 million people
- » 938,097 households
- » 2.1 million registered vehicles



Source: Australian Bureau of Statistics, Census of Population and Housing 2016.

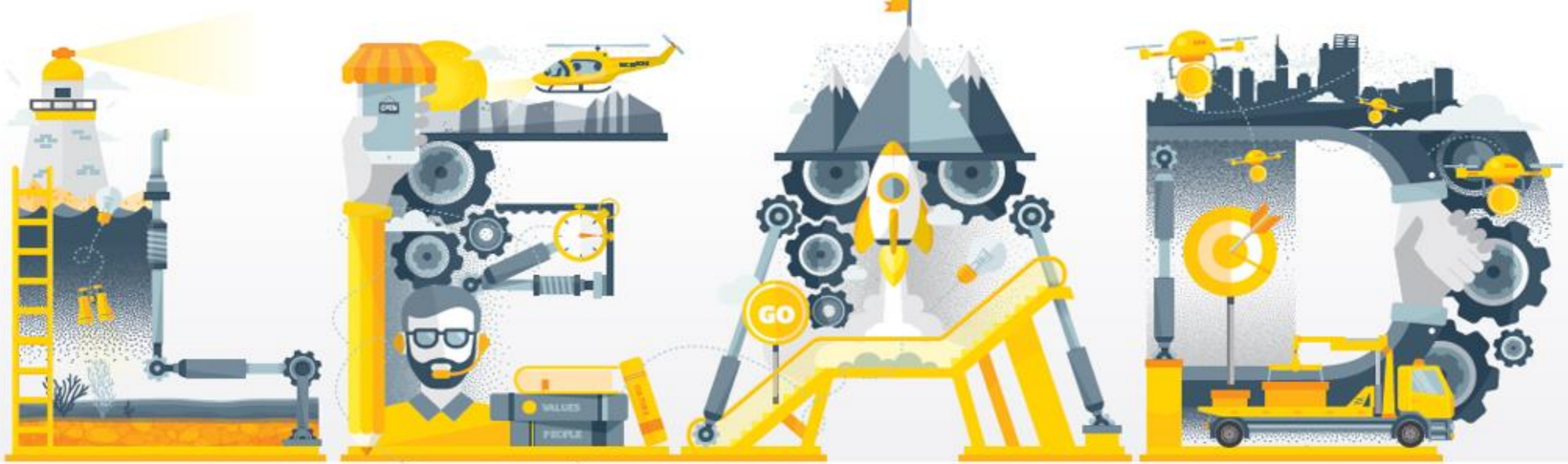


Purpose

To protect and enhance the lifestyle of our members.

Vision

To be WA's most valued organisation by 2020.



L Look out for each other

We are all about safety for us and safety for our members so that we create a great workplace for everyone

E Every interaction counts

We have the power to make a difference with every interaction

A Achieve together

We are passionate about working together to achieve more for our members

D Deliver on promises

We have a heritage built on trust and we deliver on promises; we have a go and achieve great results

Our values

+ Members at heart + Achieving for the better + Keeping safe



For the better

Becoming the Driving Force



Advocacy

RAC works with government at all levels and other organisations on the issues that affect the way Western Australians move around their community.



**Video
Placeholder**

Initiatives



RAC Electric Highway[®]



Elephant in the Wheatbelt



bstreetsmart



Intellibus[®]



RAC Rescue Helicopter



RAC Arena

**Time of
Great
Change**



**Industry
Structure**



Society



Technology

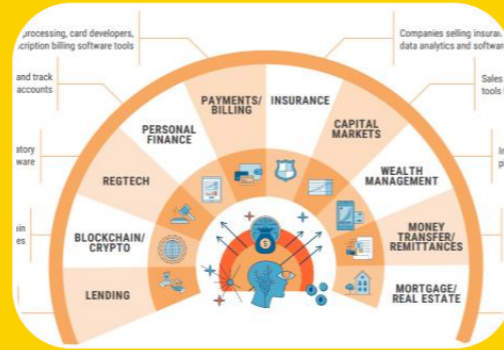


**Asset
Ownership**

Our Response to Uncertainty



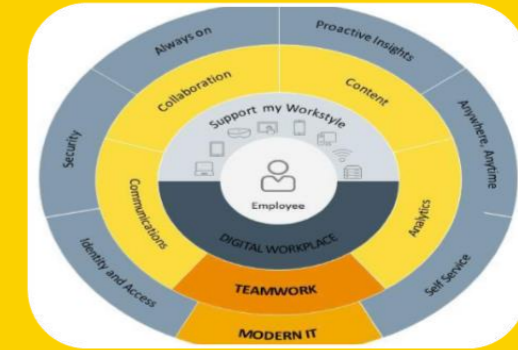
Technology & Usage Pathway Studies



Trend Monitoring



Modern Workplace



Human Centred Design



Partnering



Scenario Planning



Revenue Growth & Diversity



Data & Analytics

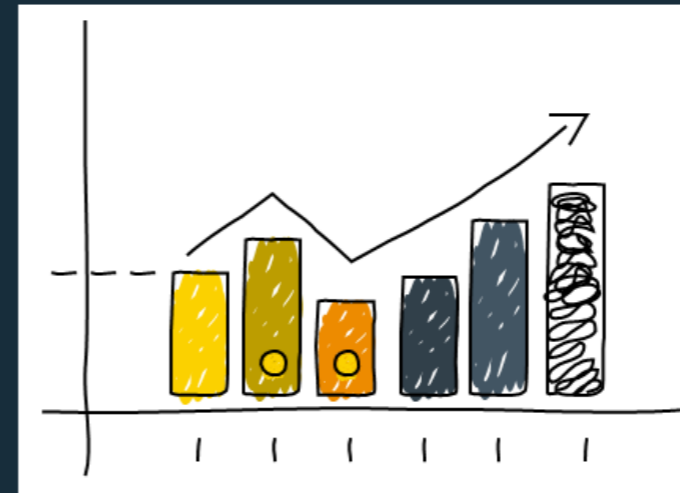
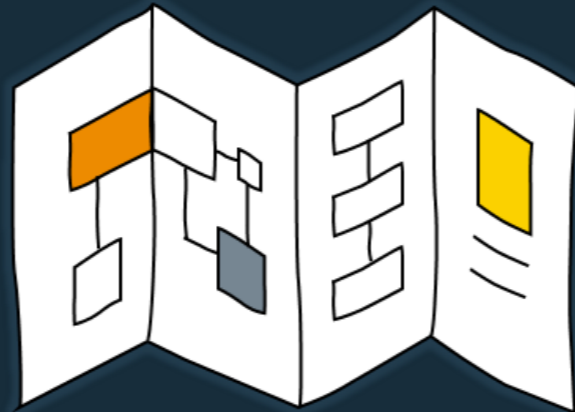
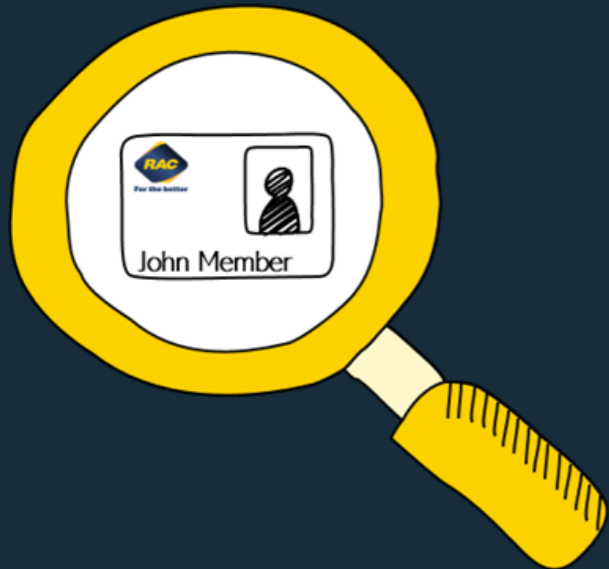
Influencing our **Culture** and **Capability** through mindsets

Member Focus

Shared Vision

Data Driven Decisions

Focus on Learning



Member Centred Program



Rapid Implementation **Design Sprints**



Developing a higher purpose and vision for RAC

Our Staff **LEAD** the Way



Learning Focus

- Culture is king.
- Story telling & narrative.
- Create systems / processes that discover.
- Collaboration, diversity, inclusion and safety.
- Allow for variation.



Thankyou

