Introduction to the new

Open Africa
Route Toolkit

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Welcome to the Open Africa Route Toolkit

Open Africa promotes off-the-beaten-track self-drive travel routes to help tourism businesses and cultural initiatives create and sustain much-needed economic activity in their local communities.

As part of Open Africa's support to routes, we offer the Route Toolkit as an accessible source of information for route members and leaders to use.

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Route members have free access to the toolkit and can search for relevant information from their computers or mobile devices. Please contact the support staff for help or suggestions on making improvements by sending an email to support@routetoolkit.co.za.

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How To Compile Your Annual Route Plan

Category: **Guides**

Winston Churchill is quoted as saying that those of us who plan are bound to do better than those who do not plan, even though those who plan rare stick to the plan. This is why we should plan – there is something inherent to the process of planning that helps us in achieving better results!

This Guide provides you with insight into what needs to be covered in your route plan for the year and how you should ideally go about in doing the planning.

Why is your annual route plan important?

When we are busy with making things happen, we rarely have the time to stand back and assess if we are indeed on the right path to reach the destination we are aiming for. This is why the route should annually put enough time aside to develop a well-considered year plan.

The process of producing an annual plan provides the route members with the opportunity to priorities what should be done in the year ahead. It also offers the opportunity to ask if the route has the capacity to take on all of these plans. This may lead to difficult, but essential, decisions on what can be achieved with the resources available to the route.

The annual planning document provides a point of reference, which is very useful for the following use:

- It assigns responsibilities to individuals, which they will be kept accountable for.
- It sets deadlines for achieving important milestones at different points in the year.
- It provides individuals with the authority to act on behalf of the route.
- It formalizes a budget for the route to describe the anticipated income and allocated expenditure items.

How to decide if setting up an Open Africa route is a good idea

How to initiate an Open Africa route

How to collect information needed to start a new route

How to organise and present the needed information for starting a route

How to communicate with Open Africa head office

How to choose the most suitable legal formation for the route

How to set up a co-operative

How to set up a company or trust

How to set up a voluntary association

How to draft founding documents for a voluntary association

How to use the founding documents for effective functioning

How to report to and involve members in governance

How to elect your route leadership and appoint them to the best positions

How to assign responsibilities to route members

How to lead your route

How to serve your route as Chairperson

How to serve your route as Treasurer

How to serve your route as Secretary

How to serve your route as Route Development Coordintator

How to serve your route as Marketing Coordinator

How to serve your routes as coordinator of a project

How to structure route membership categories and fees

How to do succession planning

How to remain compliant with the law

How and when to register for tax

How to have effective meetings

How to use local assets in your rout plans

How to unite your route behind a shared purpose

How to do your annual route plan

How to identify income streams for the route

How to identify and approach potential grant-givers and funders

How to write a funding proposal

How to use the annual plan in getting things done

How to report on the route plans

How to monitor and report on the route impact

How to develop a project idea

How to develop a project plan for short-term project

How to develop a project plan for medium-term project

How to manage a short-term project

How to manage a medium-term project

How to develop a project budget

How to serve your routes as coordinator of a project

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How to manage a short-term project

How to manage a medium-term project

How to develop a project budget

How to develop and manage a route budget

How to keep members involved in route projects

How to gain most benefit from Open Africa membership

How to cooperate with other Open Africa routes

How to identify potential strategic partners

How to establish strategic partnerships with government

How to establish strategic partnerships with other associations

How to establish strategic partnerships with local businesses

How to recruit new members

How do we develop a marketing plan for our route

How to develop route packages and special offers

How to co-operate with tour operators

How do we attend travel shows

How to use social media in promoting the route

How to use local signage in promoting the route

How to optimise referrals between route members

How to develop and manage a route budget

How to manage route finances

How to open a route bank account

How to report on route finances

How to approach the Two-Day Route Planning Workshop