

BRIEFING NOTE TO THE NATIONAL EXECUTIVE COUNCIL

ADDITIONAL ASSOCIATION LOGOS

MEMBER PREFERENCES



A



B



C

AIM

1. The aim of this note is to report on the results of a member survey, which asked members of the three logos presented above, which one they preferred.

BACKGROUND

2. Consideration of alternative designs was prompted by a query from the Commander RCAF who asked whether the RCAF Association had thought about changing or updating the association badge/crest/logo. The prevailing badge is depicted on the left (A), and underscoring his question was use of the latin phrase “Per Ardua Ad Astra”.

3. From the website of the RCAF, we learn:

The Royal Canadian Air Force retains the Air Command motto *Sic Itur Ad Astra* – “such is the pathway to the stars”. This motto was first granted to the Canadian Air Force when it was formed in 1920. *Sic Itur Ad Astra* was replaced by *Per Ardua Ad Astra*, the motto of the Royal Air Force, when the Royal Canadian Air Force came into being in 1924. Thus, *Sic Itur Ad Astra* continues to recall the very earliest days of the establishment of a national air force.

RESULTS

4. An e-mail was sent out to 5,734 addressees, with the following results:

- a. In favour of badge “A” – 269; or, 54%;
- b. In favour of badge “B” – 89; or, 18%; and,
- c. In favour of badge “C” – 141; or, 28%.

DISCUSSION & RECOMMENDATIONS

5. These results DO NOT mean we are best served with a badge employing the “Per Ardua Ad Astra” phrase. The results ONLY mean as many as 54% percent of current serving members prefer this badge. This percentage changes, with each passing year, or month, or even day. It is precisely because

other members have other preferences that we should be working proactively to support their needs and desires, just as much. This means the regalia we offer our members should include regalia which helps them to identify with the national air force with which they are most familiar. We already accept such practices; retired air force veterans wear all manner of badges on their blazers and wedge caps. Some even wear squadron or higher formation (6 Bomber Group, 10 Tactical Air Group, etc...) badges, instead of an association badge, because their identity is derived from such entities, not from the Association per se. Some members continue to wear the long defunct pre-1994 RCAF Association badge, which would seem to suggest we should probably be selling new versions of the same badge to those who prefer it. Forcing one badge on members, or significantly restricting their choice, are practices long since abandoned in the volunteer sector. Any effort to oppose the diversification suggestions made herein, deserves our most intense scrutiny, lest we fall victim to those who are prone to privilege and promote the Association itself, to the detriment of its mission, aims and objects. We have tolerated such indiscretions for far too long, and the damage such practices have done is evident everywhere one looks.

Prepared by: Dean Black, Executive Director, RCAF Association, 613-232=4281; director@airforce.ca