



# STRATEGIC PLAN

## 2016 - 2018

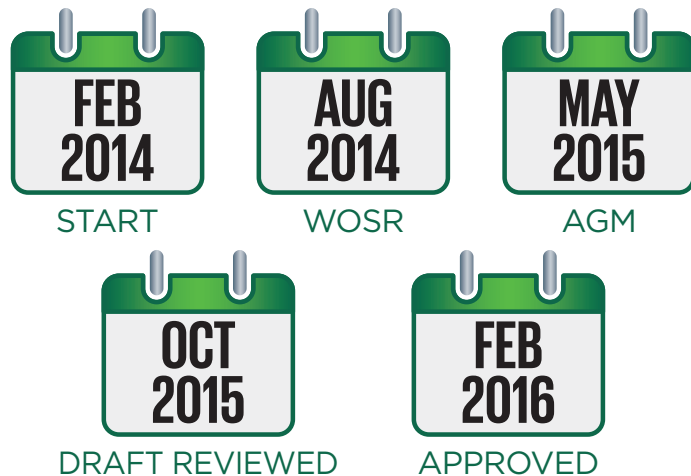


Australian Karting Association Ltd T/A Karting Australia



# Background

The objective was to create a plan for Karting Australia's future that will see karting hold a long term position of prominence in the Australian motorsport landscape.



Developed over the first 2 years since the “Company Limited By Guarantee” structure and following the comprehensive review of karting in Australia by the executive team under the direction of the Karting Australia Board.



# Challenges & Opportunities

Defining Vision, Mission Values and Goals in the dynamic Karting Australia environment.

## Establishing the highest priorities.

- Fun.
- Safety.
- Member growth and retention.
- Simplicity.
- Improved value and values.
- Integrity.

Creating financial stability and security to allow appropriate development plans to be prepared and implemented.

Creating sustainable growth in a niche sporting market under a ‘Federated Structure’.

Reinvigorating a sporting landscape that had become stagnant.

# Our Vision, Mission & Values

## Vision

To be a  
first class leader in  
Australian motorsport  
and the sport of  
Karting at all levels

## Mission

Lead,  
govern,  
promote  
and grow the  
sport of Karting  
in Australia

## Values

### **Leadership**

Enjoyable and fun  
sporting competition

### **Safety**

Integrity

### **Achievement**

Excited and engaged  
members

**Positive and  
collaborative culture**



# Our Guiding Principles

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## We will:

- Encourage participation and competition in the sport from a young age.
- Promote excellence and integrity in the sport.
- Provide a family oriented, fun, fair, well organised, safe, and value for money experience for all participants.
- Establish and grow partnerships with all key stakeholders to improve the business and the sport of karting in Australia.
- Strive to achieve diversity within the sport and the organisation.
- Deliver on the strategic goals of the organisation.
- Promote and engage in driver education through the sport of karting.





# OUR STRATEGIC GOALS



WHAT WE WANT TO ACHIEVE



# Exciting, Fair & Safe Competition

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**This means that all levels of our sporting competition are carried out following the “1 Sport – 1 Rule Book” philosophy that provides:**

- Consistency of interpretation and application of rules.
- Fairness to all participants.
- Progressively simplified competition and class structures.
- Exciting and fun competition in which to participate.
- Better event formats and management.
- Best possible (and safest) facilities that utilise appropriate new technologies as they become available.
- Improved safety practices and procedures.
- Defined elite driver development pathways for those who wish to pursue their ambitions.



# Growth & Development

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## **This means sustainable growth in:**

- Club membership and competition licence numbers.
- Participation in events.
- Volunteers who run events, support clubs and the sport of karting.
- Karting industry investment and support of karting at all levels.
- Sponsorship and commercial partnerships.

## **This means development and/or improvement of:**

- National, State, Zonal and Club karting competition.
- The financial position of Karting Australia, State Associations and member clubs.
- Strategic alliances and partnerships, in both the private and public sectors.
- CAMS relationship.
- The recruitment, development and retention of officials.
- The overall Karting Australia brand and image.



# Cultural Improvement

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**This means improving the overall culture in the sport at all levels of competition, administration, officiating and participation so as to ensure that:**

- Karting is always fun.
- Karting events are well organised.
- Karting is conducted with fairness and integrity and in accordance with the Rules at all times.
- Stakeholders understand and respect the hierarchy of control required for the management of the sport under the “Federated Structure” through which karting is managed.
- Adopt a culture of collaboration between all stakeholders.
- Stakeholders support Karting Australia’s values and respect our Code of Conduct.
- Volunteers are valued, recognised and acknowledged for their contribution to karting.

Thereby uniting all stakeholders behind our vision and mission, living our values each and every day so that we collectively achieve our strategic goals.

This includes Karting Australia, members, State Karting Councils, Executive Commissioners, clubs, officials, competitors, volunteers, karting industry, sponsors, commercial partners and all other stakeholders.





# Best Practice Governance

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**This means ensuring effective sports governance through leadership, integrity, trust and good management.**

Effective governance will ensure more effective decision making and demonstrate transparency, accountability and responsibility in the activities undertaken.

We will continue to unify the sport through clear governance structures and processes - the development and implementation of effective policies, procedures and systems for modern sport and business management that comply with legal and regulatory obligations.

Karting Australia is guided by the Australian Sports Commission's Sports Governance Principles to ensure good leadership and decision making with sound and effective governance.



# OUR STRATEGIC OBJECTIVES



KEY INITIATIVES THAT ENABLE US  
TO ACHIEVE OUR GOALS



# Strategic Goal - Exciting, Fair & Safe Competition

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## STRATEGIC OBJECTIVES / INITIATIVES:

- National training programs that engender the “1 Sport – 1 Rule Book” philosophy.
- We exceed our member’s expectations in the events that are conducted for their enjoyment.
- Simplified entry into the sport.
- A clear pathway from grassroots entry point through to higher levels of competition.
- Safety standards at our events are never compromised (Safety 1st).
- More time on-track and less time off track at Race Meetings.
- We present professionally organised, well run events at all levels of competition.
- A better value for money experience at all levels of competition.
- Improved consistency in the judicial process.
- Improved karting facilities.
- Improved driver skills.
- Implementation of new technology.
- Encourage the establishment of an international standard national karting complex.
- Enhanced image of the sport at all levels.





# Strategic Goal – Growth & Development

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## STRATEGIC OBJECTIVES / INITIATIVES:

- Increase in the number of licence holders.
- Increase in the participation at all levels of competition.
- Improvement in the retention rate of drivers in the sport.
- Increase the number of volunteers and officials.
- Increase participation in National Championship, National Series, State Championships and State Series events.
- Introduce or strengthen Zonal competition where applicable.
- Adoption of a comprehensive “Business Development Plan”.
- Improvement in the financial standing of Karting Australia, State Associations and Clubs.
- A consistent, strong, recognisable and reputable Karting Australia brand.
- Improved engagement with the community.
- Alliance with CAMS that delivers more opportunities to our members.



# Strategic Goal – Cultural Improvement

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## STRATEGIC OBJECTIVES / INITIATIVES:

- A culture of shared responsibility for the development and progressive improvement of the sport.
- Stakeholders understand and “live our values”.
- A collaborative culture within the sport.
- Consistency of compliance with Karting Australia Rules and policies.
- Full alignment of SKC’s and Clubs with Karting Australia vision, mission and strategy.
- Our Clubs, volunteers, officials and administrators clearly understand and deliver against our goal of exciting, fair, safe and first class competition.
- More effective training for our Officials.
- Fair, effective and respected judicial system.
- Zero breaches of our Code of Conduct and Member Protection Policy.



# Strategic Goal – Best Practice Governance

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## STRATEGIC OBJECTIVES / INITIATIVES:

- Adopt policies and procedures that reflect an evolving organisation.
- Adopt a unified Strategic Plan for karting.
- Adopt where appropriate the Australian Sports Commission's Sports Governance Principles.
- Adopt an effective risk management framework for the business and the sport of karting.
- Compliance with all legal and regulatory obligations.





***# RACING STARTS HERE***



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