

Empowering a Motorsport Nation

Motorsport Australia Strategic Plan 2020-2022

2021 Update



An update on our Strategic Plan

Cover photo: Epic Sport Photography

In late 2019, Motorsport Australia released its 2020 – 2022 Strategic Plan to highlight the key strategic areas to allow motorsport to grow, prosper and reach new heights in the years ahead.

At the time it was released, no one could have predicted the disruption and change 2020 and 2021 would force upon not just the sport, but the world as a whole.

Motorsport Australia has taken the opportunity to update its current strategic plan and also highlight our achievements to date as we look towards the next 12 to 18 months. Understandably, there has been an overall decrease in competitor numbers due to the reduction in motorsport events around the country, however this now presents an exciting opportunity to grow the sport and welcome back those who have taken some time away. With 2022 promising to deliver a more stable environment for events, Motorsport Australia is confident of driving growth in the years ahead.

Since the early days of this pandemic, Motorsport Australia has been assisting its members, clubs and event organisers with detailed guidelines on how the sport can resume safely.

The Return To Race document developed in 2020 continues to play a vital role in providing event organisers with the tools required to host motorsport events in a COVID climate, where government restrictions vary from region to region.

Significant improvements have taken place at Motorsport Australia during the past 18 months, most notably a complete restructure of our licence and event permit structure. This change was foreshadowed in

Motorsport Australia is confident of driving growth in the years ahead

the original strategic plan, however the timeline was brought forward to maximise the opportunity that the COVID pause had on the sport.

Now, as we continue to look even further into the future, the goals and strategies that will help grow the sport continue to be identified.



In recent months, an in-depth Member Survey was conducted in mid-2021. As you will see in this plan, the results from the Survey have been incorporated into our strategic objectives.

This refreshed strategic plan demonstrates our plans to grow motorsport into 2022 and beyond. It highlights key focus areas and growth opportunities, and new priorities identified since the plan was first developed. The strategic plan is constantly being revised and an updated edition for 2023-2025 will be released later next year.

Motorsport Australia's goal, more people enjoying more motorsport more often, remains the same as we 'empower a motorsport nation'.

We look forward to seeing you at your next motorsport event.



Photo: Speed Shots Photography

More motorsport, more often

In 2020, Motorsport Australia announced significant changes to its licence and permits structure, improving access to motorsport participation and simplifying the licence structure.

The new look initiative 'More Motorsport More Often', saw 90 per cent of competitor licence holders pay less or the same for their 2021 licence renewals, while those competitors who will see a slight increase in renewal costs will now be able to access more events.

There was also a reduction in licence types with Competitor Licences going down from 34 types to 11 and Officials' Licences reducing from 78 types to 40.

These changes will not stop officials from continuing in their usual roles, however they will provide an easier pathway for officials to learn new skills.

Event organisers and clubs will also see benefits from these changes, with Motorsport Australia reducing its 172 permit types to 61.

This change will see more consistency in the cost of permits, with the new permit structure making the permit process easier and fairer.

The significant restructure had been identified as part of the wide ranging review conducted in early 2020 by the Motorsport Australia Recovery Taskforce – formed during the COVID-19 pandemic.

2020 provided us with an opportunity to critically review everything we do – from our own structure, through to our licence and permit offerings.



Our Strategic Priority Areas



One Motorsport

Work collaboratively, through aligned structures, systems and behaviours, to grow an industry leading national sports organisation.



Connecting People with Motorsport

Make participation and involvement in motorsport easier, more diverse and more rewarding for all Australians of all ages and backgrounds.



The Future of Motorsport

Continually strive to support the needs of our community for the future success of our sport.

Engage new technologies and systems to deliver improved services and support to our Motorsport Australia community for the betterment of our sport.

Key strategic projects and initiatives update

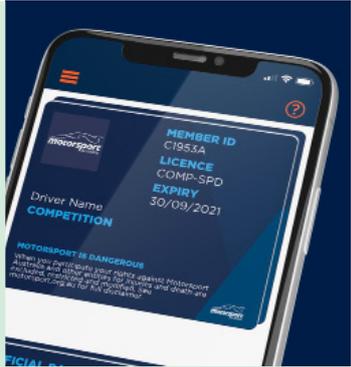
One Motorsport

Work collaboratively, through aligned structures, systems and behaviours, to grow an industry leading national sports organisation.



Information Technology and Digital Services Strategy

COMPLETED	Introduce a Motorsport Australia App, featuring a digital licence, eliminating the need for physical licence cards
	Implementation of a new member portal, providing a seamless end-user experience
	Implementation of new event entry portal providing a seamless end-user experience
IN PROGRESS	Ongoing review and continued improvement of the Motorsport Australia Apps for Competition Licence Holders, Officials and Event Organisers
	Provide members and stakeholders information regarding usage and access to new platforms and systems
ONGOING	Continue to drive change to promote women to fill leadership roles within the organisation
NEWLY ADDED	Increase Motorsport Australia App utilisation



All Motorsport Australia members can now access their licence on their mobile device, with the new Motorsport Australia App available on the App Store and Google Play.

Governance Enhancement Initiative

COMPLETED	Review the Commission and Committee structures and responsibilities
	Review the skills matrix for Board directors to ensure capabilities meet and drive strategic direction
	Drive change to promote women to fill leadership roles within the organisation
ONGOING	Review all organisational policies ensuring compliance with legislation and consistent with best practice

Human Resource Plan

COMPLETED	Plan specific leadership development programs and opportunities for women and key people
NEWLY ADDED	Re-engage with Motorsport Australia’s values and redefine behavioural expectations for staff and the organisation, and integrate into organisational practices
	Develop a Diversity and Inclusion Strategy to enhance existing programs and identify growth areas

Member Survey Actions

ONGOING	Continued support for clubs and members through improved online systems, including simplifying permit applications, club affiliation processes, Event Entry and online log books
---------	--

Connecting People with Motorsport

Make participation and involvement in motorsport easier, more diverse and more rewarding for all Australians of all ages and backgrounds.



Membership Model Review

COMPLETED	Review membership categories and options for growth and revenue
IN PROGRESS	Continue to engage members through surveys, along with other tools and programs, to identify opportunities for sustained licence and participation growth

Permits Model Review

COMPLETED	Simplify the permits structure and processes
IN PROGRESS	Increase the number of Motorsport Australia permitted events nationally

National Participation Strategy

IN PROGRESS	Expand the FIA Girls on Track program by increasing scheduled events and participants
NEWLY ADDED	Implement the National Participation Plan as approved by Sport Australia
	Develop a Diversity and Inclusion Strategy to allow more people to enjoy more motorsport more often



Photo: Turn 7 Media

The inspirational international program, FIA Girls on Track, has hit 2021 with just under a dozen events, using motorsport as a tool to expose girls to the incredible opportunities and career paths in our sport.

Officials Development Strategy

COMPLETED	Review and improve the existing Officials' licence structure to enhance development and participation at all levels
IN PROGRESS	Develop best practices to engage and retain highly skilled officials
	Expand reward and recognition program to incentivise registered officials
	Achieve and maintain growth in the number of officials
NEWLY ADDED	Develop an instructor and accreditation structure

Participation Growth Opportunities

NEWLY ADDED	Improve conversion of single event licence holders to annual licence holders
-------------	--

Member Survey Actions

ONGOING	Continued lobbying for more motorsport venues and facilities, as well as further funding and support from governments at all levels
	Further support to prioritise diversity in motorsport, building on the existing work of Motorsport Australia's new Diversity and Inclusion Committee
	Provide Officials with more support and member benefits, allowing them to attend as many events as possible

Connecting People with Motorsport

Make participation and involvement in motorsport easier, more diverse and more rewarding for all Australians of all ages and backgrounds.



Club Services and Growth

NEWLY ADDED	Develop a Club Resource Guide to assist with growth and sustainability
	Increase the number of Motorsport Australia affiliated clubs nationally
	Deliver enhanced webinar and education programs for clubs and stakeholders

Motorsport Venues

NEWLY ADDED	Develop a National Infrastructure Strategy
-------------	--

Events

NEWLY ADDED	Perform a strategic review of all Motorsport Australia State and National Championships
-------------	---

Esports

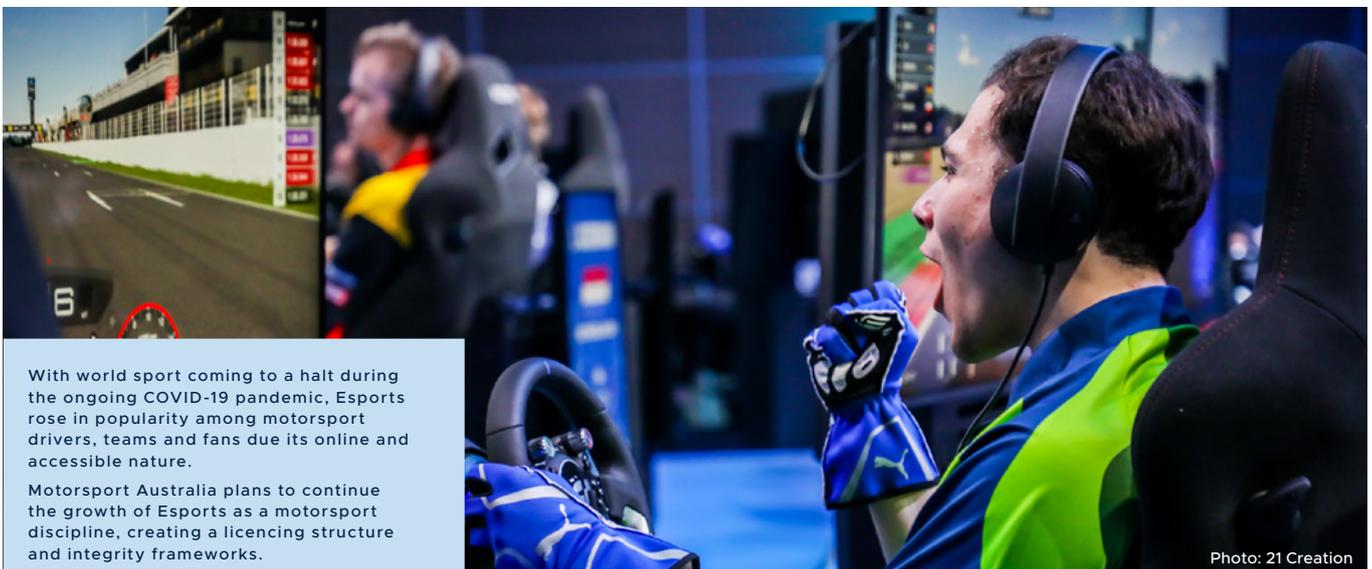
NEWLY ADDED	Develop an Esports program, including a training and licence structure along with best practice sporting and integrity frameworks
	Develop contracted partnerships with Esports advocates and industry leaders

National Communications Plan

IN PROGRESS	Implement media plans for each Championship/Series promoted by Motorsport Australia on a yearly basis to keep up with the latest trends
NEWLY ADDED	Develop a broader media content, marketing and digital plan to outline future resourcing needs and opportunities

Member Survey Actions

ONGOING	A strong and clear focus on grassroots news and updates across Motorsport Australia's publications, including Speed Read, website and social media
---------	--



With world sport coming to a halt during the ongoing COVID-19 pandemic, Esports rose in popularity among motorsport drivers, teams and fans due its online and accessible nature.

Motorsport Australia plans to continue the growth of Esports as a motorsport discipline, creating a licencing structure and integrity frameworks.

Photo: 21 Creation

The Future of Motorsport

Continually strive to support the needs of our community for the future success of our sport. Engage new technologies and systems to deliver improved services and support to our Motorsport Australia community for the betterment of our sport.



Stakeholder Engagement Strategy

COMPLETED	Conduct a stakeholder engagement survey (Member Survey)
NEWLY ADDED	Each Commission to develop a five-year sporting plan for their respective disciplines

Social Responsibility Approach

COMPLETED	Progress current FIA Environmental Accreditation Star Rating
IN PROGRESS	Continue to deliver world's best practice in motorsport safety and influence global safety trends for the benefit of the sport
	Promote socially responsible practices (safety, integrity, environment and inclusion) into scheduled events
	Continue to research socially responsible practices developed by industry partners including the FIA and government agencies
	Continually review and improve Motorsport Australia's integrity systems, policies and programs
NEWLY ADDED	Implementation of risk awareness culture for all staff and stakeholders
	Retain current FIA Environmental Accreditation Star Rating (subject to funding)
	Implement and build on the Environment Management System and Action Plan



The 2021 Australian Motorsport Survey was distributed to all stakeholders - competitors, officials, clubs - in July with the goal of gaining valuable insight to inform on how we can make motorsport participation in Australia more inclusive, exciting, safe and fair.

Member Survey Actions

NEWLY ADDED	Develop a broader corporate social responsibility strategy focusing on the environment and the impact of climate change
-------------	---



Motorsport Australia's operations at its new Melbourne headquarters has attained the highest level of recognition in the FIA's Environmental Accreditation Framework following completion of an extensive audit by the FIA in November 2020.

The FIA's Environmental Accreditation Program is an initiative to help motorsport organisations around the world measure their environmental performance to facilitate improvements in sustainability.

Photo: Epic Sports Photography



MEMBER OF



Motorsport Australia
275 Canterbury Rd, Canterbury VIC 3126
Phone: +61 3 9593 7777 Hotline: 1300 883 959
motorsport.org.au