

Empowering a Motorsport Nation

Motorsport Australia Strategic Plan

2020-2022





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Welcome to the Future of Motorsport

Motorsport Australia is proud to present its 2020-2022 Strategic Plan – Empowering a Motorsport Nation. This Plan sets out the future direction of motorsport in this country and builds on the significant achievements of the last five years.

Since the Confederation of Australian Motor Sport (CAMS) was formed in 1953, it has been the trusted custodian of motorsport in this country. Under the auspices of the Fédération Internationale de l'Automobile (FIA), it has overseen and regulated the sport to a point where Australia is seen as one of the leading motorsport nations in the world, particularly in the area of safety. We've supported the development of our young stars and ensured that Australians continue to compete at the highest levels, both here and overseas. In recent years, our role has changed markedly, and the organisation is now more active as a promoter of the sport. In addition, we also provide expert training services in other countries. We are, and remain, the peak motorsport body for our sport in Australia.

In late 2019 the CAMS name was changed to Motorsport Australia in order to better reflect our role. We also believe that it will assist us in further growing and promoting the sport as the new name now tells our story.

Motorsport is in an enviable position. We are currently enjoying record competitor numbers and events underpinned by a growing number of clubs and volunteer officials. This growth will provide us with an unprecedented number of opportunities in areas such as track development, funding junior development and increased government support. We

are also committed to ensuring that more girls and women take up the sport, whether as competitors or in the myriad of other roles available in the sport.

Our commercial partners are also enjoying the benefits of working closely with Motorsport Australia and this plan demonstrates how we will build upon these opportunities to generate even more commercial support, which in turn will result in a more financially sustainable sport.

This Plan outlines our key objectives for the next three years and provides the vision for how we intend to increase motorsport's footprint in Australia. From grassroots through to the international level, all components are crucial to this Plan. We will work collaboratively with all stakeholders and improve access to our sport so that Australians can continue to safely enjoy one of this country's most popular sports. Our focus is also on adapting new technologies to allow the sport to better respond to the changing needs of the next generation of racing enthusiasts.

The significant benefits of motorsport, ranging from volunteering to the sporting, social and economic benefits it brings, particularly to regional communities, provides Motorsport Australia with a solid platform to continue growing our sport. We enjoy a strong relationship with the FIA and Sport Australia, and through this Plan we will aim to achieve the goals outlined in the recently published *Sport 2030 - National Sport Plan*.

We look forward to an even stronger future for Australian motorsport together with you, our participants, supporters and key stakeholders.

What is Empowering a Motorsport Nation?

Motorsport Australia's vision is for the motorsport community to work as one and to have "more people enjoying more motorsport, in more places, more often". We believe motorsport can improve health and social outcomes for all Australians through their involvement in our great sport.

The Motorsport Australia community has a membership of many, including competitors, officials, car clubs and their members, venues, professional teams, event promoters, auto-related industries, government agencies, commercial partners, volunteers, our staff and more.

Together we will introduce more people to the power of motorsport and inspire a new generation to get involved.

Motorsport in Australia is thriving. In the last five years, we have enjoyed record growth in the number of active licence holders, volunteer officials, clubs and events. We intend to build on that momentum and empower competitors, officials, clubs and motorsport fans to enjoy more motorsport, more often.

Each element of the Plan is important and will fuel our success. As we deliver the Plan we will "Empower a Motorsport Nation".

*More people enjoying
more motorsport,
in more places,
more often*



Engage - Excite - Improve

The Engage - Excite - Improve cycle will guide Motorsport Australia, our members, our clubs and our partners. We will listen to and engage with each other to provide the experiences our communities want.

We recognise the unique roles and responsibilities held by each section of the Motorsport Australia community, and the importance of each of these roles – we are all in this together. We are committed to working together, strategically, to achieve a whole of sport benefit.

Empowering a Motorsport Nation is the blueprint for how Motorsport Australia will collaborate with key stakeholders and partners to drive the increased capacity, relevance and sustainability of motorsport across Australia.

Time for Change

The changing and dynamic nature of sport in Australia, as well as current social, political and financial influences, means the continuing success of motorsport is far from assured. Realising this, Motorsport Australia, and our key stakeholders, have identified some fundamental changes that need to be made in the way we work together to achieve the sport's broad-ranging potential.

Empowering a Motorsport Nation has been developed with regard to the recommendations made in Sport Australia's *Intergenerational Review of Australian Sport 2017* and its *Sport 2030 – National Sport Plan*.

Released in 2018 the 2030 National Sport Plan aims to address the many forces influencing people's decisions and choices about how they spend their recreational time and sporting dollars. This knowledge has helped craft this Plan.

The Sport 2030 – National Sport Plan sets out Sport Australia's bold vision of "ensuring Australia is the world's most active and healthy nation, known for our integrity and sporting success".

The Motorsport Australia community is perfectly positioned to help Sport Australia's vision come to life – we want to play a part and Empowering a Motorsport Nation will help us do this.

We recognise the unique roles and responsibilities held by each section of the Motorsport Australia community – we are all in this together.

The Engage - Excite - Improve Cycle

1. Engage

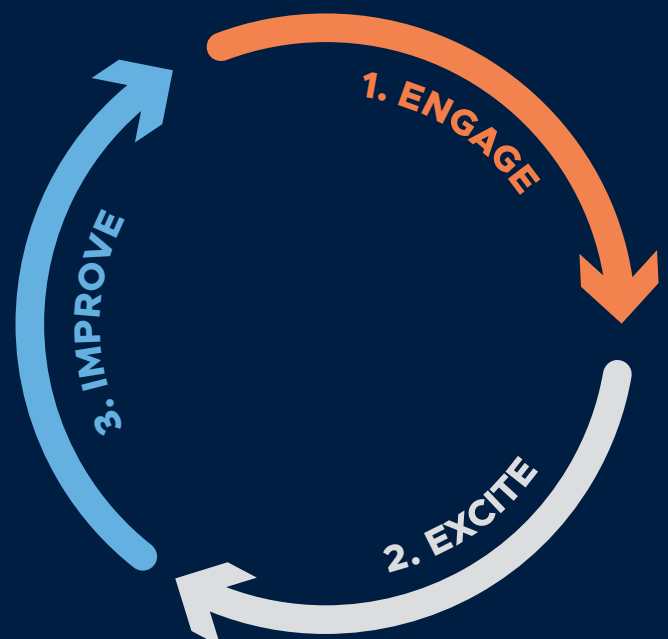
We will offer the right opportunities for more people to engage with motorsport in Australia to make sure it is and remains a relevant sport of choice.

2. Excite

We will work with our stakeholders to deliver positive, fun and meaningful experiences for all involved in motorsport and inspire a new generation of people to get involved in new ways.

3. Improve

We will support our Board, staff, commissions, state councils, committees, clubs, officials, drivers, and everyone else involved in motorsport to be the best they can be.



Motorsport: Our Way Forward

Our Purpose

To lead, promote, regulate, educate, develop and grow safe, fair, enjoyable and socially responsible motorsport in Australia.

Our Vision

More people enjoying more motorsport, in more places, more often.

Our People

The future strength of Motorsport Australia and the sport lies in our people. We will proactively attract, support, train and retain great people who can help us achieve our vision.

Our Behaviour Framework

Respect

We value each other, our differences, opinions and all involved in our sport.

We will:

Be inclusive and welcome all members of the Australian community into our sport.

Build positive and encouraging relationships with anyone who wants to engage with motorsport in Australia.

Value and listen to the opinions of others.

Show appreciation and thank people for their efforts and contributions.

Excellence

We embrace change and strive to be the best we can be.

We will:

Have the consumer at the heart of everything we do.

Work as one team towards achieving our collective vision.

Be innovative and embrace change; we are prepared to be challenged and adapt to the changing needs of our communities and consumers.

Enjoy what we do and excite people about the opportunities associated with being involved in motorsport.

Have safety at the centre of all our offerings.

Strive to be the best we can be – everyday.

Accountability

We do what we say we will do.

We will:

Take ownership of our behaviours and our work.

Be fair, ethical and transparent in all that we do.

Be open, listen and give honest feedback, for the benefit of the sport, even if it is uncomfortable.

Pride

We lead by example and take pride in our sport and our organisation.

We will:

Lead by example.

Celebrate achievements and acknowledge those who are contributing to our collective success.

Show support and enthusiasm for the organisation and all elements of our Motorsport Australia community.

Work to improve Motorsport Australia's image and confidently promote our brand to clubs, members and partners.

Take pride in every aspect of our work, the organisation, our motorsport community and the sport itself.



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.





Strategic Priority Area: **One Motorsport**

Success Indicators

Motorsport Australia will have:

- Recruited, trained, supported and retained dedicated staff and Board members to drive our future success
- Contemporary good practice governance structures and systems in place across all levels of the sport
- A contemporary, collaborative, whole of sport approach to organisational planning and management
- Our Motorsport Australia brand understood, united, valued and purposeful brand, widely recognised throughout the Australian and international motorsport sectors, the Australian sporting industry and the broader Australian community
- Commercial revenue streams diversified, demonstrating growth to enhance our financial sustainability annually
- Contemporary digital/technology systems in place to support all levels of the sport

Our projects to deliver the strategic outcomes

- Governance Enhancement Initiative – so that Motorsport Australia's governance structures, systems and activities continue to evolve, in line with best practice
- Commercial Strategy (inclusive of branding, events and sponsorship) – to maximise Motorsport Australia's brand recognition and commercial revenue
- Information Technology and Digital Services Strategy – to optimise the use of high-quality digital content and platforms, systems and tools to effectively and efficiently manage all elements of our sport
- Human Resource Plan – the Motorsport Australia staff and governance human resource model is fit for future purpose, to drive the successful delivery of our 2020-2022 Strategic Plan



Strategic Priority Area: **Connecting People with Motorsport**

Success Indicators

Motorsport Australia will have:

- More licence holders
- More program participants
- More active officials
- More events
- More clubs and club members
- More high-quality digital content
- Improved digital and social media metrics annually
- Enhanced relationships with broadcast partners to affordably connect more people with motorsport

Our projects to deliver the strategic outcomes

- National Participation Strategy – to drive the development and delivery of current and new participation offerings, designed to get more people engaging with the sport, in more ways, in more places, more often
- Officials Development Strategy – updating the current Officials Development Strategy
- Club Support Plan – assist clubs with their operations and provide them with user-friendly and relevant online resources to enhance their capacity to grow motorsport
- Membership Model Review – to establish a progressive membership model framework which builds capacity, increases revenue and enables greater reach of motorsport across Australia
- National Communications Plan – to maximise the effectiveness and reach of our internal and external communications



Strategic Priority Area: **The Future of Motorsport**

Success Indicators

Motorsport Australia will have:

- Collected insight to better understand what current and future stakeholders (drivers, officials, clubs, commercial partners, broadcast/media partners, spectators, government, manufacturers, categories, etc.) want and how this can be best delivered
- Used new technologies to help grow the sport's reach and membership engagement (e.g. Esports and others)
- Successfully delivered new participation and event offerings in line with current and new consumer motivations
- Developed socially responsible practices and programs
- Continue to enjoy a strong relationship with the FIA, all motorsport categories and key motorsport stakeholder groups
- An improved relationship with Commonwealth, state and local government agencies
- Improved stakeholder satisfaction levels annually

Our projects to deliver the strategic outcomes

- Stakeholder Engagement Strategy – to better understand what stakeholders (drivers, officials, clubs, commercial partners, broadcast/media partners, spectators, government, etc.) want and how we can best deliver this
- Esports Plan – to optimally capitalise on the opportunities associated with this element of the sport
- Social Responsibility Approach – to work with stakeholders to educate and promote socially responsible practices and safeguard the integrity and safety of Australian motorsport



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What's Our Measure of Success?

Motorsport Australia's Empowering a Motorsport Nation strategy will be delivered by living our values and working together as one motorsport family. Insight will be key to continuing to grow our understanding and chart our progress.

Over the next three years we will use a range of internal and external measurements to monitor our progress against the key performance indicators set out within our departmental plans. In particular, we will monitor the number, and diversity, of people enjoying motorsport, focusing on how, when and why they participate.

We will also measure satisfaction levels across a range of areas, including licencing, training, resources, event permits and other member services, to ensure our members, volunteers and workforce are optimally supported. We will concentrate on our commercial success for the ongoing financial sustainability of Motorsport Australia and put more back into the sport each year. As part of this process, we will evaluate our external profile and impact.

Increased membership, more clubs, more people at tracks, new and innovative participation products and greater recognition of our stakeholders, will assist us in achieving our key objectives and to achieve our vision of **“more people enjoying more motorsport, in more places, more often”**.

Our Commitment to Empowering a Motorsport Nation

Empowering a Motorsport Nation 2020-2022 is the platform from which Motorsport Australia will make exciting and challenging changes to what we do, when we do it, how we do it, where we do it and with whom we do it.

Every member and stakeholder has a role to play in delivering the Plan. We will be working closely with all the participants of our Motorsport Australia community so that together, we achieve our potential between 2020 and 2022 (and beyond).

Motorsport Australia's operations between 2020 and 2022 will now be guided by this document, which will

be used by staff, monitored by the Board and formally reviewed every six months. Importantly, Motorsport Australia will develop annual operational plans which incorporate financial allocations for each strategic project being implemented during the relevant 12 month period. We will successfully complete our projects in a timely manner and to the highest possible standard; and ensure the financial management of Motorsport Australia remains sound at all times.

Through renewed trust, cooperation and commitment, we can, and will achieve our vision.



Photographers featured in this document:

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