

2021 MEMBER SURVEY RESULTS



More than 2,000 Motorsport Australia members, including competitors, officials and club office bearers, have had their say on the issues impacting them. Working with research firm TKP, we have captured some of the major themes and outcomes from the survey as well as Motorsport Australia's actions as a result of this feedback. Regular member surveys will continue to take place in the years ahead to help us respond to the needs of our members as we 'Return to Race'.

98%

OF OFFICIALS ARE WILLING TO SHARE THEIR KNOWLEDGE AND EXPERIENCE WITH MOTORSPORT AUSTRALIA

ACTION Embrace the support and loyalty of our officials, celebrating their work and commitment to deliver motorsport across the country.

For officials, the biggest challenges to their roles are



**COSTS OF ATTENDING EVENTS
LENGTH OF DAYS
LACK OF GROWTH OPPORTUNITIES**

ACTION Work closely with officials to provide ongoing support and exclusive discounts/reimbursements wherever possible. Continue to develop the Motorsport Australia Officials' pathway to provide officials with more development opportunities.

MEMBERS WERE EAGER TO SEE US IMPROVE DIVERSITY IN PARTICIPATION

ACTION Motorsport Australia's new Diversity and Inclusion Committee to develop strategies and programs to support the increased participation in motorsport for people of all backgrounds and abilities.

59% SAID THAT THEIR MEMBERSHIP WAS TIED TO HAVING A LICENCE

ACTION A streamlined and easy licence process for all members, understanding our role in facilitating access to motorsport.

ALMOST 50% OF MEMBERS SURVEYED HAVE BEEN A MEMBER FOR MORE THAN 10 YEARS

ACTION Continue to support our existing members, recognising their loyalty, while encouraging new members to experience motorsport for themselves.

SUPPORT FOR GRASS-ROOTS MOTORSPORT

WAS HIGHLIGHTED AS A KEY ISSUE, WITH IMPROVEMENTS IN THIS AREA NEEDED

ACTION Grassroots motorsport to be a key pillar of the current and future Strategic Plans. Growing the sport at grassroots has wide-reaching benefits for everyone involved in the sport, this includes a key focus on improving our State Championships.

76%

OF MEMBERS HAVE USED OUR ONLINE SERVICES

ACTION Rollout of enhanced online services to continue in the short term, including the Motorsport Australia App, online portal, expanding the Event Entry system and simplifying club affiliations.

60% HAVE USED THE MOTORSPORT AUSTRALIA APP

ACTION New app features to be regularly implemented and delivered to enhance overall motorsport experience.

**LACK OF TIME
LACK OF SUITABLE EVENTS
LACK OF FACILITIES
COSTS**

WERE HIGHLIGHTED AS THE MAIN BARRIERS TO PARTICIPATION FOR COMPETITORS

ACTION Lobbying for more venues and facilities, as well as funding programs to improve existing facilities.

73% READ THE MONTHLY SPEED READ MEMBER MAGAZINE

ACTION Continue to distribute this monthly publication, focusing on grassroots motorsport news and highlights.

SURVEY PARTICIPANTS HIGHLY RATED MOTORSPORT AUSTRALIA ACROSS MANAGEMENT OF SAFETY



ACTION Continue to deliver events to the highest standards and follow the latest safety innovations and trends.

THE MAJORITY OF MEMBERS SAID THEY WERE PROUD

TO BE ASSOCIATED WITH MOTORSPORT AUSTRALIA

ACTION Continue to promote motorsport in Australia, lobbying for more funding for grassroots sport, more venues and more support for the sport.

91% OF CLUBS HAVE BEEN AFFILIATED FOR MORE THAN 10 YEARS

ACTION Continued support for our clubs, while expanding our offerings to existing clubs, and welcoming new clubs into our family.

**PERMIT APPLICATIONS
SPORTING & TECHNICAL REGULATIONS
FUNDING APPLICATIONS**

ACTION Improved online permit process to be implemented and log books also moving online.

42% OF CLUBS SAID THE EVENT ENTRY ONLINE SYSTEM NEEDED TO BE IMPROVED

ACTION New features being regularly added to our Event Entry system to make it more relevant for all disciplines and events.