



AUSTRALIAN KARTING ASSOCIATION LIMITED

Trading as:

KARTING AUSTRALIA

STRATEGIC PLAN 2019 – 2023

**PLANNING TO CREATE BETTER KARTING COMMUNITIES THAT
WORK AND PLAY TOGETHER**



KARTING AUSTRALIA STRATEGIC PLAN 2019 – December 2023

2020 REVIEW

The Board has reviewed the Strategic Plan during 2020 and undertaken a comprehensive review of it in December. The disruption to normal activities caused by the COVID-19 pandemic have been taken into consideration and the Board has resolved to extend the Strategic Plan by one (1) year (to now end December 2023) and to consolidate the programs that were planned for 2020 and 2021 into the period 2020/2021. Several adjustments have also been made to highlight the increased focus on building a [Quality Volunteer Program](#) for Club Volunteers and Licenced Officials. Adjustments to the plan are highlighted.

1.0

THE NATIONAL VISION FOR OUR SPORT OF KARTING

For Australian Karting to be recognised as a **destination sport** and **the starting point of local, state, national and international motor racing** with a community of karting clubs that provide motorsport activities that are enduring, inclusive, well organised, safe, exciting, fun and family friendly for people of all ages.

2.0

OUR PURPOSE AS A SPORT

Through our Karting Community – our Affiliated Clubs, Member States and Karting Australia, and Competitions at all levels, we will inspire and encourage more people to participate in the sport of karting as a competitive sport and as a recreational activity thereby enlivening and growing karting.

3.0

THE MISSION FOR OUR SPORT

Our Mission is to lead, govern, promote and grow the sport of karting in Australia

- The Australian karting community will constantly strive to provide safe, fun, family oriented, well organised, time efficient, value for money motor sport for participants of all ages
- The **Karting Australia Board and Management** will strive to provide leadership, governance and guidance to the national karting community
- The **Member State's Management and Executive Committee's** will strive to provide effective leadership, governance and guidance with 'whole of sport' aligned objectives to their state karting community
- The **Clubs Management and Executive Committees** will strive to provide effective leadership and management with 'whole of sport' aligned objectives to their Club community
- We commit to always provide karting competition for our members that is conducted with fairness and integrity
- We commit to provide a sporting framework that ensures that our Clubs are welcoming and inclusive
- We commit to provide social and recreational karting for our members that is fun and well organised
- We will strive to achieve increased diversity and in particular female participation in motorsport
- We will develop the value of our brand and in so doing will establish and grow partnerships with key stakeholders and sponsors to improve the business and the sport of karting in Australia

4.0

KARTING'S VALUES

Integrity
Achievement
Excellence

Leadership
Teamwork
Perseverance

Engagement
Positive
Inclusiveness

Safety
Caring
Fairness

Fun
Collaboration
Respect

5.0

OUR GOALS AND KEY STRATEGIES

5.1

GOAL: EXPAND KARTING'S PROFILE

KEY STRATEGIES:

- Develop and implement an ambassador [and social media influencers](#) program, including harnessing the ex-karting profile of current motor racing personalities
- Expand karting's partnership programs to include: F1 Australian GP, Supercars and other key Australian motorsport stakeholders
- Effective use of karting's club, state and national database to maximise communications opportunities
- Leverage karting's membership base to improve the profile of the sport
- Harness and exploit the power of social media for the promotion of karting, to grow awareness of the sport
- Ensure that Clubs are mindful of and equipped to drive local area awareness of the sport and the Club

5.2

GOAL: GROW MEMBERSHIP AND PARTICIPATION

KEY STRATEGIES:

- Harness and exploit the power of social and local media for the promotion of karting, karting clubs, karting competition and recreational club karting to grow the sport and its participants, followers and supporters
- Ensure that Clubs are equipped and mindful of the need and benefit of promoting and acting locally to drive membership of the Club
- Grow initiatives to increase participation across competitive and recreational karting activities
- Build upon and promote lower cost club karting initiatives
- To further develop and promote club competition encouragement measures including SP Tools Club Driver Rankings and Ultimate Club Racer
- To live the motto: "More Time On-Track - Less Time in The Paddock" at Race Meetings
- Develop and implement initiatives to increase female participation in karting
- Encourage the development of new events that are unique, family friendly and offer maximum participation
- Develop new programs that address the needs of the recreational Karter that are easily organised, time effective, safe and social
- Develop new family friendly participation programs
- [Develop participation strategies for Volunteers and Officials](#)
- Encourage Clubs to be active in their local communities and support new members
- Encourage Clubs to offer organised recreational karting activities to complement their competition karting activities
- Capture data on all karting participation – both recreational and competition

5.3	<p>GOAL: ENRICHING OUR PEOPLE AND CULTURE</p> <p>KEY STRATEGIES:</p> <ul style="list-style-type: none"> • Strive for continual club improvement as a core element of the Building Better Kart Clubs program • Develop and implement a <i>'Respect Karting'</i> program to improve the karting experience for all participants • Always apply the highest standards of governance at National, State and Club levels • Ensuring that karting is conducted with fairness and integrity and in accordance with the Rules at all times • Cultivate and adopt a culture of collaboration between all stakeholders and encourage sharing of ideas, innovations and success between clubs nationally
5.4	<p>Goal: BUILD A QUALITY VOLUNTEER PROGRAM</p> <p>KEY STRATEGIES:</p> <ul style="list-style-type: none"> • Develop a Volunteer Management Framework for the sport • Develop a Volunteer Management Plan with and for Clubs and Member States that includes appropriate volunteer attraction, training, management and retention strategies • Implement structures which ensure quality, accountability and consistency across national, state and club levels. • Develop and deliver quality training programs for officials, volunteers and club administrators • Develop and implement Club, State and National Volunteer recognition programs • Develop and cross promote volunteer opportunities with like-minded organisations
5.5	<p>GOAL: DEVELOP HIGH PERFORMANCE</p> <p>KEY STRATEGIES:</p> <ul style="list-style-type: none"> • Ensuring that the national competition structure engages with all participants who desire to compete at higher levels • Encourage State Karting Associations to develop and offer State and regional karting competitions that allow participants to compete in larger, well organised, well promoted and structured race meetings • Conduct a feasibility study on the introduction of an Australian Karting Academy
5.6	<p>GOAL: ENSURE KARTING'S SUSTAINABILITY</p> <p>KEY STRATEGIES:</p> <ul style="list-style-type: none"> • Develop sound commercial relationships that enhance karting's brand profile • Expand our revenue streams through new sponsors, partners and grants programs • Seek and try to obtain grants for initiatives and programs to grow the sport and introduce new participants to karting

6.0

TRACK MAP - FROM 'LIGHTS OUT' TO CHEQUERED FLAG 2019 - 2023

GOAL	DECEMBER 2019	DECEMBER 2020/2021	DECEMBER 2022	DECEMBER 2023	
EXPAND KARTING'S PROFILE	Expand KA's Partnership Programs <ul style="list-style-type: none"> Aust. F1 GP and Supercars 	Conduct awareness programs with Clubs at F1 and Supercars events	Conduct awareness programs with Clubs at F1 and Supercars events	Conduct awareness programs with Clubs at F1 and Supercar events	
	Develop a Karting Ambassador Program - Appoint at least 1 Ambassador in each State	Have 20 Ambassadors in place - 2021 <ul style="list-style-type: none"> Ensure that at least 20% of Ambassadors are female 	Have 30 Ambassadors in place	Have 40 Ambassadors in place	
	Conduct a National Membership Drive	November 2021: 'National Karting Awareness Month' including: "WELCOME TO KARTING DAY II"	"CLUB KARTING STARTS NOW" Conduct 'National Club Start-up Month' to launch the official 2021 Club Karting Season November 2022: 'National Karting Awareness Month' including: "WELCOME TO KARTING DAY III"	"CLUB KARTING STARTS NOW" Conduct 'National Club Start-up Month' to launch the official 2022 Club Karting Season November 2023: 'National Karting Awareness Month' including: "WELCOME TO KARTING DAY IV"	
	Develop new KA web site	Launch New KA web site - Complete			
	Run a minimum of 2 National Social Media promotions annually from 2020 to 2023 e.g. <ul style="list-style-type: none"> Hashtag promotion on Facebook, YouTube and Instagram* <ul style="list-style-type: none"> "Thanks for Taking Me Karting" promotion* Run a "Thanks Mum" Mother's Day and "Thanks Dad" Father's Day promotion 				
	GROW DRIVER MEMBERSHIP AND PARTICIPATION		Re-launch "Bring A Mate Day" program - Fresh look, greater visibility, and hype for the program	Share success stories across the entire Australian karting community	
		Every Club runs at least one stand alone "Bring A Mate" day			
Actively promote Club Driver Rankings and the Ultimate Club racer event at every opportunity to drive participation at Club level Leverage Ultimate Club Racer throughout the entire year					
		Commence transition to a digital licence system – Media, International and Officials	Move all Competition Licences to the Digital Licence platform		
		Develop and launch Junior and Senior female club karting	Promote and develop Junior and Senior female club karting	Promote and develop Junior and Senior female club karting	

		Create, develop and launch national “KART FUN MONTH” – implemented through COVID-19 necessity - 2020		
ENRICHING OUR PEOPLE AND CULTURE	Ratify a new, AKA Constitution			
	Modify the KA Strategic Plan for adoption by each Member State	Review and update the Strategic Plan		
	Develop and launch the “RESPECT KARTING” program	Build the “RESPECT KARTING” program	Further build the “RESPECT KARTING” program	Further build the “RESPECT KARTING” program
	Conduct a Pilot “Club Development” Program	Expand the “Club Development” Program – implemented through COVID-19 necessity - 2020	Expand the “Club Development” Program	
	Conduct a Pilot “State Association & Club Development” Program	Expand the “State Association & Club Development” Program – implemented through COVID-19 necessity - 2020		
	Conduct “BUILDING BETTER KART CLUBS 2” Conference	Conduct “BUILDING BETTER KART CLUBS 3” Conference - 2021	Conduct “BUILDING BETTER KART CLUBS 4” Conference	Conduct “Building Better Kart Clubs 5” Conference
ADDRESS THE ISSUE OF VOLUNTEER MANAGEMENT		Develop a Volunteer Management Framework (VMF) and Program	Implement the Volunteer Management Program in line with the VMF	Implement Club, State and National Volunteer management and recognition programs
	Develop and implement on-line training modules for “Introduction to Karting” and “General Officials”	Develop and implement on-line training modules for: “Event Command” and “Stewarding” 17 Courses launched during 2020	Develop and add further Courses in the Officials Academy	Develop and add further Courses in the Officials Academy
DEVELOP HIGH PERFORMANCE	Continue to promote the Australian Kart Championship as the pinnacle competition of Australian Karting			
	Work with the State Associations to create well-structured Zonal/State Series competitions			
	Start a feasibility study to establish an Australian Karting and Motorsport Academy	Continue a feasibility study to establish an Australian Karting and Motorsport Academy - 2021		
	Ensure that Australia’s top-level karting competitions create relevant pathways to higher level racing for those who wish to pursue their racing aspirations			
ENSURE KARTING’S SUSTAINABILITY	Develop a portfolio of sponsorship opportunities	Establish Sponsorship targets - 2021		
	Identify potential sponsorship targets and take the sponsorship offerings to market	Expand Karting’s National sponsorship portfolio - 2021		

	Develop programs that will increase appeal to women to start to race	Develop and launch Junior and Senior female Club Competition - 2021		
	Research and develop a grants access program	Implement a Grants Access Program - 2021		