

More Motorsport More Often

# Motorsport Australia Strategic Plan

2023 - 2025



# An inclusive motorsport from grassroots to elite

**Motorsport Australia is proud to present its 2023-2025 Strategic Plan which outlines how we will embrace the opportunities, work through the challenges and strive to take motorsport to new heights.**

This Strategic Plan is the culmination of months of planning and discussions with many different motorsport stakeholders.

As part of the development of this Plan, the Motorsport Australia Board and Executive have consulted widely about what our priorities should be to grow the sport at all levels. The feedback provided has been instrumental in ensuring we remain on track to achieve our aim of seeing more people enjoying more motorsport more often.

This includes understanding the opportunities for improvement, as well as building further on the many strengths of our organisation and sport.

As a member-based organisation, we exist for our members. Motorsport Australia (previously the Confederation of Australian Motor Sport (CAMS)), has been the custodian of motorsport since 1953, facilitating motorsport

across the country, under delegation by the sport's global governing body, the Federation Internationale de l'Automobile (FIA).

Throughout our history we have seen the sport change for the better and that progress is set to continue as we deliver this latest Strategic Plan.

The next three years will provide opportunities to innovate, lead and embrace changing technology to ensure our sport remains sustainable, in both the short term and the long term.

This Strategic Plan has four clear objectives to help us deliver our vision for 2023-2025, providing safe, fair and inclusive motorsport from grassroots through to the elite level.

We encourage you to read this Plan and see where you or your organisation may be able to play a part in delivering motorsport's future goals.

As part of our commitment to lead the sport through this next chapter, we will also regularly review our goals and objectives, ensuring we meet our benchmarks and react appropriately to any significant or unexpected changes.





# Where we've come from

## **Since 1953 Motorsport Australia has been motorsport's custodian and its home.**

Our history is full of amazing stories about the dedicated and passionate people who have made the sport part of the Australian way of life since inception.

Over the 70 years since CAMS was founded we have worked to grow the sport, adapt to the latest technology and most importantly, deliver a safe, fair and inclusive sport for everyone to enjoy.

Our 2020-2022 Strategic Plan focused on our mission to 'Empower a Motorsport Nation' and that mission remains. Motorsport Australia is committed to seeing 'more people enjoying more motorsport more often'.

While we didn't know it when it was first developed, that Strategic Plan proved to be an important and foresighted document which helped us responsibly navigate one of the most tumultuous periods the sport would ever experience, the COVID-19 pandemic.

Despite the significant interruptions of 2020 and 2021, we were able to make remarkable progress across the various strategic pillars of our 2020-2022 Plan, including, but not limited to

- A much-simplified licence structure for competitors and officials
- Major upgrades to Motorsport Australia tech systems and our member portal
- Substantial investment in the future of motorsport, including Esports
- The founding of the Australian Motorsport Council, together with Karting Australia, ANDRA, Speedway Australia and Motorcycling Australia
- Increased diversification of commercial revenue streams across Motorsport Australia and its events
- Giant steps taken for diversity and inclusion, including through programs such as FIA Girls on Track and Ricciardo's Racers
- Improved government relationships leading to increased funding for all levels of the sport



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

## Our vision

Motorsport Australia's vision for the motorsport community remains the same: **“more people enjoying more motorsport, in more places, more often”**. We believe involvement in our great sport can improve health and social outcomes for the community.

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 continue to inspire a new generation to get involved.

## Our people

The 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 to achieve our vision.

## Our values

Our values provide a common purpose that we all should understand, work towards and live by. Motorsport Australia's Values – Excellence, Respect, Accountability and Pride – remain the anchor to our culture.

# 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.

# 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.

# 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 purpose

**“To grow motorsport while delivering safe, innovative and socially responsible activities that are readily accessible at all levels, with a focus on grassroots.”**

Our purpose is clear. The growth of motorsport is our number one priority. Whilst this is important at all levels, we will do this with a particular focus on grassroots.

While growth of the sport is key, ensuring we keep our existing participants involved in the sport is also extremely important. That includes our loyal officials, without whom we could not go racing, as well as all competitors, our clubs and the event organisers who play a vital role in the sport.

Being socially responsible is about engaging in good environmental stewardship and ethical work practices, as well as treating participants with respect and creating an inclusive and welcoming environment for all.

The world is changing and technology is rapidly evolving. We cannot stand still, whether it comes to safety or technology. Motorsport must be adaptable and accept change, improving the sport for future generations.

Motorsport Australia’s operations between 2023 and 2025 will be guided by this Plan, which will be used by staff, monitored by the Board and formally reviewed every twelve months.

In line with this plan, Motorsport Australia will develop a detailed operational plan which incorporates financial allocations for each strategic project being implemented. We will successfully complete our projects in a timely manner and to the highest possible standard and ensure the financial management of the organisation remains sustainable at all times.



# Our 2023-2025 objectives

These four goals are our pillars of success for the coming years and outline our focus areas to achieve our purpose.

1

## Goal 1

Expand and increase participation and engagement in motorsport.

2

## Goal 2

Improve participant experience across all touchpoints.

3

## Goal 3

Secure and improve access to facilities.

4

## Goal 4

Minimise our environmental footprint and commence work towards net-zero carbon dioxide emissions

# Goal 1

## Expand and increase participation and engagement in motorsport



### Our success indicators

- Develop a national participation strategy
  - Key pillars include participation, improving operational efficiency, club services and growth, Esports, STEM, officials and volunteer development and venue development
- Develop an Esports membership structure and national championship
- Enhance officials' program by addressing culture and defining clearer pathways to engage with the sport through the following initiatives:
  - Officials mentoring programs
  - An enhanced Code of Conduct
  - Recruitment and retention programs
- Develop a strategy to engage with non-participants. This includes non-active club members, fans and spectators etc.

### Our measures

- Continued growth in the number of competition licence holders
- Maintain and grow total number of officials licence holders
- Increase the number of permitted events
- Welcome more affiliated clubs as members of Motorsport Australia family
- Grow the number of Esports participants involved in the sport through Motorsport Australia promoted and supported events
- Complete regular member feedback and satisfaction surveys to ensure trends and issues are being identified

# Goal 2

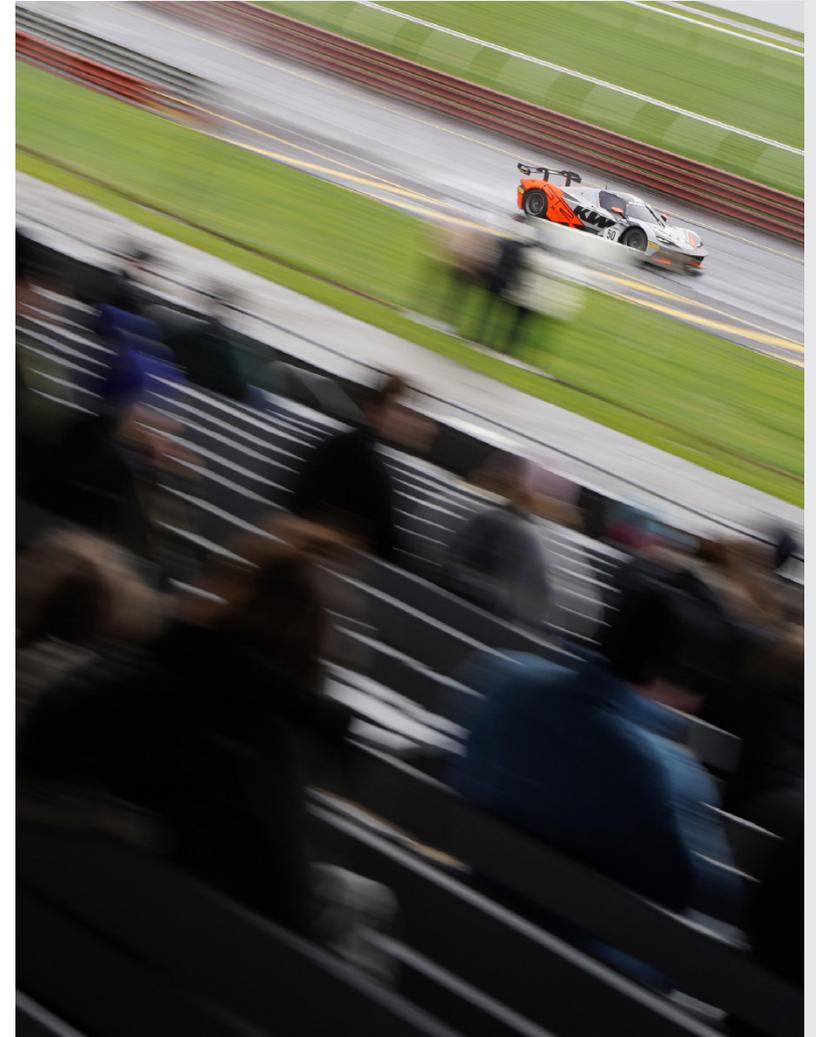
## Improve participant experience across all touchpoints

### Our success indicators

- Integrate siloed systems and data to create a centralised motorsport hub
- Make it easier to do more across all digital platforms including the member portal, event entry, member app and Motorsport Australia website
  - Aim to transform Event Entry into an all-encompassing Event Management System for organisers and competitors, while ensuring the Portal becomes the central source of information for our members
- Improve the participant experience by ensuring a more welcoming and inclusive environment at motorsport events
- Deliver contemporary motorsport experiences through use of technology and innovative event formats
  - Leveraging our digital development to streamline event experience and information

### Our measures

- Greater use of an enhanced Motorsport Australia App
- Increased Member Portal usage across the following areas
  - Licence Renewal/Application
  - Club Affiliation
  - Permit Application
- More stakeholders utilising an improved Event Entry system
- Review and act upon participant feedback and implement our Respect Code to improve the culture of our sport





# Goal 3

## Secure and improve access to facilities

### Our success indicators

- Create a strategy to deliver a 'Home for Motorsport'
- Develop further strategies to actively lobby governments at all levels and private investors to encourage investment in motorsport infrastructure
- Develop greater value to track licence holders to maximise the use of their facilities
- Provide support to facility operators to improve and upgrade their facilities
- Develop facility development guidelines to help deliver greater diversity and inclusion outcomes for the venue users
- Develop a venue database integrated with all other CRM systems that provides a comprehensive overview of each licensed venue

### Our measures

- Increase the number of permitted Motorsport Australia activities at licensed facilities
- Identify and secure a Motorsport Australia controlled 'Home for Motorsport'
- Increase the amount of government funding secured by venue operators for events and capital improvements

# Goal 4

## Minimise our environmental footprint and commence work towards net-zero carbon dioxide emissions

### Our success indicators

- Embed sustainable practices within Motorsport Australia
- Investigate fuel technologies and develop industry partnerships
- Explore tyre recycling, reduction in tyre usage, and sustainable tyres
- Reduce waste at Motorsport Australia events and support our partners to understand the impact this has on the environment, as well as assist them to take appropriate action

### Our measures

- Become a certified carbon neutral organisation
- Test at least one sustainable fuel technology in competition
- Work with stakeholders to achieve accreditation under the FIA Environmental Certification Program
- Commence investigation to offset the impact of our National Championships
- Investigate reduction in tyre use and research tyre sustainability and recycling





# Where we're going

**This updated Strategic Plan for 2023-25 lays the foundations for the future of motorsport for the next decade.**

As we enter an exciting period of change for our sport, the strategic direction Motorsport Australia is now setting allows us to embrace change, meet its challenges, prepare for new technologies and set the course for a successful and sustainable future across all measures.

The objective of this Plan is to guide our operations and long-term goals. It is a Plan that will be regularly reviewed and updated as we nimbly adapt to changes to our business as they arise: it won't be sitting on the shelf. If recent years have taught the world anything, it is that we need to be ready to respond to global events that could affect our day-to-day operations, as well as our ability to meet our long-term objectives.

To see our sport flourish, this Plan sets higher standards for the years ahead including bold targets around environment and social governance.

The future of motorsport is exciting and the innovation we see today will help drive the sport of tomorrow as we

- Continue to create opportunities for participation from grassroots
- Better the member experience from portal to trackside
- Work towards creating a facility "home" for Motorsport Australia
- Do what we can to protect the places we play by improved environment stewardship.



# A sport for all

To achieve our objectives, it is imperative that motorsport remains accessible and welcoming for everyone. Our new Respect Code reinforces our commitment to providing fair, safe and socially responsible motorsport for all members of the motorsport community.

Through existing and new programs, Motorsport Australia is committed to growing the sport and embracing Australia's diversity.

It is up to everyone at Motorsport Australia, as well as our officials, competitors, clubs and event organisers to provide an inclusive and supportive environment.

Initiatives, such as FIA Girls on Track and Ricciardo's Racers, will continue in the

coming years, allowing us to introduce the next generations to the sport.

Motorsport Australia will also continue to support other programs like Racing Together, which is already seeing great success introducing and providing pathways for Australia's Aboriginal and Torres Strait Islander communities to participate in motorsport.

All this combines with our published Strategic Objectives for 2023-2025 to grow the sport and make it even easier to enjoy more motorsport more often.

The passion for motorsport will only grow and we all have our own part to play.



## The ASC's vision for Australia

The Australian Sports Commission (ASC) new strategic vision sets the target of establishing Australia as the world's best sporting nation.

The vision consists of three strategic goals:

- to lead and enable the world's best sport system
- involve more Australians with sport at all levels
- drive innovation in sport.

This requires all sports to play their part. Our Strategic Plan confirms our commitment to good stewardship and technological transformation, and to increasing engagement and participation to see our sport thrive.



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