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**AUSTRALIAN KARTING ASSOCIATION QLD INC.**

**STRATEGIC PLAN 2022 – 2025**

**PLANNING TO CREATE BETTER KARTING COMMUNITIES THAT**

**WORK AND PLAY TOGETHER**

**NOTES TO ASSIST STATE ASSOCIATIONS TO CUSTOMISE THE TEMPLATE STRATEGIC PLAN**

This template State Association Strategic Plan is based on the Karting Australia Strategic Plan for the period 2019 – December 2022 that has been developed in conjunction with all State Karting Associations.

The document is a template only and has a number of text boxes and highlighted words, phrases and sentences throughout which should be customised to make the Strategic Plan specific for each Member State.

The passages highlighted in grey in sections 3 and 5 are customisation that Karting Australia has made to the Template Strategic Plan in converting it from the national strategic plan to the plan for each member State association.

A Member State may wish to further customise Sections 1, 2, 3 and 4 if they desire, although the requirements of those sections would be fully met with the recommended customisations that are marked in the Template.

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| Notes in this coloured section in the Template are provided to explain the rationale behind the forthcoming section of the Strategic Plan and the reason for its inclusion. **These sections should all be deleted from the finished document.** |
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| Notes in this coloured section in the Template indicate that you should consider specific State and regional programs and initiatives (if any) that your State will undertake to achieve the Goals and Strategies outlined in the Plan. **These sections should all be deleted from the finished document.** |
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| Add any State Specific programs and initiatives in sections marked with this colour blue. **Remove the blue background from the finished Plan.** |

**This page should be deleted from the finished document.**

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| **AUSTRALIAN KARTING ASSOCIATION QLD INC STRATEGIC PLAN 2021 – December 2024** | |
| **Notes For Section 1** | *The vision statement describes what the organisation at all levels will look like in the future. It serves as a guiding beacon that depicts the kind of future to which the organisation aspires. It also provides direction to everyone in the organisation as they focus their efforts on achieving the vision.*  ***Sport Australia Comment***  *It is important that whatever vision and mission is developed, it reflects the aspirations of the stakeholders.*  *A vision statement should illustrate what the sporting organisation wants to become in the future. For example, a vision statement may be:*  *'Our vision is to be recognised as a world leader'.*  *A vision statement is the first step in the strategic planning process followed closely by the development of a mission statement.*  *Well-conceived visions are distinctive and specific to a sport and avoid generic, feel good statements like “we will become a leader and the first choice of participants” which could apply to any sport. A good vision needs to be beyond a sports immediate reach to help unleash unified actions that move the sport down a path of realising that vision.* |
| **1.0** | ***VISION FOR OUR SPORT OF KARTING***  To support within the State of Queensland the Karting Australia Vision 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. |
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| **Notes For Section 2 & Section 3** | ***Sport Australia Comment***  *Some strategic plans contain a purpose statement instead of a mission statement. Other plans may contain both a mission statement and a purpose statement.*  *A* ***purpose statement provides the reason or reasons you exist****. It is about why you exist, whereas* ***the mission is about what you do and for whom****.* |
| **2.0** | ***OUR PURPOSE AS A SPORT***  Through our Queensland Karting Community – our Affiliated Clubs, 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 within Australian Karting Association QLD Inc. |
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| **3.0** | ***THE MISSION FOR OUR SPORT***  **Our Mission is to lead, govern, promote and grow the sport of karting in Queensland and to be an effective and collegiate MEMBER of Karting Australia.**   * The Queensland karting community will constantly strive to provide a respectful, 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 ***Queensland Management and Executive Committee’s*** will strive to provide effective leadership, governance and guidance with ‘whole of sport’ objectives that are aligned with Karting Australia’s objectives to our entire karting community * Our ***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, respective 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 of 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 Queensland |
| **Notes For Section 4** | ***Sport Australia Comment*** *The sports values are the beliefs, traits, and behavioural norms that the sports staff and volunteers are expected to display in conducting the sports business and pursuing its strategic vision and strategy.* |
| **4.0** | *KARTING QLD CORE VALUES* -R.E.S.P.E.C.T  |  |  |  |  |  | | --- | --- | --- | --- | --- | | * Respect | * Participation | * Teamwork |  |  | | * Excellence | * Enjoyment |  |  |  | | * Sportsmanship | * Courtesy |  |  |  | |
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| **Notes For Section 5** | ***Sport Australia Comment***  ***Key Goals and Objectives***  *The long-term Goals and Objectives can be defined as the results the organisation hopes to achieve when attempting to pursue its vision and mission within the plan’s period. It is essential for a sporting organisation to state its long-term goals and objectives as they will indicate the direction of the organisation and assist with future evaluation. Stating the long-term objectives can also enable a sporting organisation to reveal its strategic priorities.*   * *To provide a reason why the long-term objective is important to the sport, a rationale may provide some useful background.*   *All Goals and Objectives should have the following attributes:*  ***Specific*** *Write Goals and Objectives simply and describe exactly what will be accomplished when each objective is achieved.*  ***Measurable*** *They need to be measurable so it can be determined when it has been achieved. If it can’t be measured it might not be manageable.*  ***Achievable*** *Expect to achieve the Goals and Objective and do not set them too high or make them unrealistic.*  ***Related to the vision*** *The Goals and Objectives must relate to the vision of your organisation.*  ***Time bound*** *Each Goal and Objective must have an achieve-by date. A deadline is a great motivator for achieving objectives.*  *When writing strategies an organisation should describe what it aims to accomplish by using ‘doing’ verbs to start the strategy such as: foster, develop, provide, prepare, produce, organise, perform, nurture, support, explore, promote, advance, build, introduce, deliver, adopt, sustain and build.* |
| **5.0** | ***OUR GOALS AND KEY STRATEGIES*** |
| **5.1** | **GOAL: EXPAND KARTING’S PROFILE**  **KEY STRATEGIES:**   * Support, encourage and implement Karting Australia programs that are designed to expand karting’s profile in Queensland * Develop and implement a diverse Queensland ambassador program * Effective use of club and state database information to manage and maximise communication opportunities * Elevate the state’s membership base to improve the profile of the sport * Harness and utilise the power of social media for the promotion of karting, to grow awareness of the sport at a grassroots level * Ensure that Clubs are mindful and informed to enable them to drive local area awareness of the sport and the Club |
| **5.2** | **GOAL: GROW DRIVER MEMBERSHIP AND PARTICIPATION**  **KEY STRATEGIES:**   * Support, encourage and implement Karting Australia programs that are designed to grow driver membership and participation in Queensland * Harness 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 * Support the Clubs in respect to the needs and the benefits of promoting and acting locally to drive membership of the Club * Grow initiatives to increase participation across competitive and social karting activities whilst building upon and promoting lower cost club karting initiatives * To further develop and promote club competition encouragement measures including initiatives such as Club Driver Rankings and Ultimate Club Racer * Utilise and encourage implementation of Karting Australia initiatives to increase diverse participation in karting (eg Girls Race Too) * Encourage the development of new events that are unique, family friendly and offer maximum participation * Encourage the development of new programs that address the needs of the social Karter that are easily organised, time effective, safe and social * Encourage Clubs to be active in their local communities and support new members * Capture and analyse statistical data on all karting participation – both social and competition |

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| **5.3** | **GOAL: ENRICHING OUR PEOPLE AND CULTURE**  **KEY STRATEGIES:**   * Support, encourage and implement Karting Australia initiatives that are designed to enrich our people and culture in Queensland * Strive for continual club improvement as a core element of the Building Better Kart Clubs program * Implement the ‘*Respect Karting’* program to improve the karting experience for all participants * Always apply the highest standards of governance at 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 |
| **5.4** | **Goal: ADDRESS THE KEY ISSUE OF VOLUNTEER MANAGEMENT**  **KEY STRATEGIES:**   * Support, encourage and implement Karting Australia initiatives designed to address the key issue of volunteer management in Queensland * Assist in the development and implementation of appropriate framework, plans and resources for volunteer attraction, training, management and retention strategies * Develop and deliver quality training programs for officials, volunteers and club administrators * Implement structures which ensure quality, accountability and consistency across national, state and club levels. * Develop and implement Club and State Volunteer recognition programs * Develop and cross promote volunteer opportunities with like-minded organisations in Queensland |
| **5.5** | **GOAL: DEVELOP HIGH PERFORMANCE**  **KEY STRATEGIES:**   * To develop and offer State and regional karting competitions that allow participants to compete in larger, well organised, well promoted and structured race meetings * Encourage drivers within Queensland who desire to compete at higher levels within Queensland, nationally and internationally to do so within the national competition structure |
| **5.6** | **GOAL: ENSURE KARTING’S SUSTAINABILITY**  **KEY STRATEGIES:**   * Support, encourage and implement Karting Australia initiatives that are designed to ensure karting’s sustainability in Queensland * Develop sound commercial relationships that enhance karting’s brand profile * Expand the state’s revenue streams through new sponsors, partners and grants programs * Encourage Clubs to expand their revenue streams through new sponsors, partners and grants programs * Seek and try to obtain grants for initiatives to grow the sport and introduce new participants to karting |

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| **Noes For**  **Section 6** | ***GETTING THERE OVER THE NEXT FOUR YEARS***  *A good Strategic Plan should set the sport up to achieve and to succeed. It must be relevant for each sector of the sport. It must recognise the roles and limitations that are imposed on the sport by the Federated Structure under which we exist. Our Strategic Plan, as a sport that operates under a Federated Structure, will be significantly different to a plan that we would develop if we operated under a Unified or Unitary Model (where all states act as one centralised organisation.)*  *To restate. It must be achievable* ***“Expect to achieve the Goals and Objective and do not set them too high or make them unrealistic.”*** | | | |
| **6.0** | **TRACK MAP - FROM ‘LIGHTS OUT’ TO CHEQUERED FLAG 2019 - 2022** | | | |
| The specific programs and initiatives outlined below form part of the Karting Australia Strategic Plan. These are things that we intend to do that will help us to achieve our Goals that are outlined in this Strategic Plan. A key element of planning to succeed in a Federated Sporting Structure such that under which Karting Australia operates is for our member States to closely align their goals and the things that they will do to achieve those goals with the national body. Similarly, it is also essential for the member Clubs to align their objectives and goals with the State Association.  In this section, the State Association should include those additional local and regional initiatives that they believe will assist them to achieve the overall Goals and Strategies detailed in the Plan. | | | | |
| **GOAL** | **DECEMBER 2019** | **DECEMBER 2020/2021** | **DECEMBER 2022** | **DECEMBER 2023** |
| **EXPAND KARTING’S PROFILE** | **Karting Australia’s Proposed Initiatives to Help It to Achieve Its Strategic Goals** | | | |
| Expand KA’s Partnership Programs   * 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   * 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:  ‘National Karting Awareness Month’ including:  “**WELCOME TO KARTING DAY”** | “**CLUB KARTING STARTS NOW**”  Conduct ‘National Club Start-up Month’ to launch the official 2020 Club Karting Season  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 |  |  |
| Run a minimum of 2 National Social Media promotions annually from 2022 to 2023 e.g.   * Hashtag promotion on Facebook, YouTube and Instagram * Run a “Thanks Mum” Mother’s Day and “Thanks Dad” Father’s Day promotion | | | |
| **Insert State specific initiatives (if any) that your State will undertake to achieve the Goals and Strategies outlined in the Plan** | | | |
| **Australian Karting Association Qld Inc Proposed Initiatives to Help It to Achieve Its Strategic Goals** | | | |
|  | Initiate and engage with KA on appointing two ambassadors   * Suggestion of Brock Feeney, Declan Fraser & Maddison Dunston, Madeline Stewart * Michelle to discuss with Kelvin | Continue working with KA on appointment of first ambassador | Continue working with KA on appointment of second ambassador |
|  |  | Develop a social media program   * Facebook & Instagram working well * Website being updated by KA * Janet to do up a plan of each Club sharing a Driver or Official profile * Respect profile to be done up as the first promotional |  |  |
|  |  | Utilise email to communicate directly with Karter’s and Officials   * Qtr Newsletter produced by Janet | Continue to monitor and analyse the effect use of emails | Continue to monitor and analyse the effect use of emails |
| **GROW DRIVER MEMBERSHIP AND PARTICIPATION** | **Karting Australia’s Proposed Initiatives to Help It to Achieve Its Strategic Goals** | | | |
| 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 | | | |
|  | Launch **Karting Australia App** V1 |  |  |
|  | Develop and launch Junior and Senior female club karting encouragement program |  |  |
|  | Create, develop and launch national “**KART FUN MONTH**” |  |  |
| **Insert State specific initiatives (if any) that your State will undertake to achieve the Goals and Strategies outlined in the Plan** | | | |
| **Australian Karting Association Qld Inc Proposed Initiatives to Help It to Achieve Its Strategic Goals** | | | |
|  | Look at effective ways to analyse the effectiveness of Social Karting days |  |  |
|  |  | Explore, implement and develop a focus group |  |  |
|  |  | New membership packs  Pre membership packs |  |  |
| **ENRICHING OUR PEOPLE AND CULTURE** | **Karting Australia’s Proposed Initiatives to Help It to Achieve Its Strategic Goals** | | | |
| Ratify a new, AKA Constitution |  |  |  |
| Modify the KA Strategic Plan for adoption by each Member State |  |  |  |
| 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 |  |  |
| Conduct a Pilot “State Association & Club Development” Program | Expand the “State Association & Club Development” Program |  |  |
| Conduct “**BUILDING BETTER KART CLUBS 2**” Conference | Conduct “**BUILDING BETTER KART CLUBS 3**” Conference | Conduct “**BUILDING BETTER KART CLUBS 4**” Conference | Conduct “**Building Better Kart Clubs 5**” Conference |
| **Insert State specific initiatives (if any) that your State will undertake to achieve the Goals and Strategies outlined in the Plan** | | | |
| **Australian Karting Association Qld Inc Proposed Initiatives to Help It to Achieve Its Strategic Goals** | | | |
|  | Implement a Social media and promotional items to share our core values R.E.S.P.E.C.T | Implement and develop a Junior SKC |  |
|  |  |  | Start Constitution review | Continue Constitution review |
|  |  | Review Qld Policies | Review Qld Policies | Review Qld Policies |
| **ADDRESS THE ISSUE OF VOLUNTEER MANAGEMENT**  **DEVELOP HIGH PERFORMANCE** | **Karting Australia’s Proposed Initiatives to Help It to Achieve Its Strategic Goals** | | | |
| Develop a Volunteer Management Framework (VMF) and Program | Implement a Volunteer Management Program in line with the VMF | Implement Club, State and National Volunteer management and recognition programs | |
| Develop and implement on-line training module for “Introduction to Karting” | Develop and implement on-line training modules for:  “General Officials” and  “Event Command” and “Stewarding” |  |  |
| 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 |  |  |  |
| Ensure that Australia’s top-level karting competitions create relevant pathways to higher level racing for those who wish to purse their racing aspirations | | | |
| **Insert State specific initiatives (if any) that your State will undertake to achieve the Goals and Strategies outlined in the Plan** | | | |
| **Australian Karting Association Qld Inc Proposed Initiatives to Help It to Achieve Its Strategic Goals** | | | |
|  | Register with Volunteer Qld | Maintain membership with Volunteer Qld | Maintain membership with Volunteer Qld |
|  |  | Develop new volunteer packs |  |  |
|  |  | Social Media ads to entice volunteers | Align and promote volunteer programs & recognition |  |
|  |  | Develop & Commence Officials training |  |  |
|  |  | Track inspection training |  |  |
| **ENSURE KARTING’S SUSTAINABILITY** | **Karting Australia’s Proposed Initiatives to Help It to Achieve Its Strategic Goals** | | | |
| Develop a portfolio of sponsorship opportunities | Establish Sponsorship targets |  |  |
| Identify potential sponsorship targets and take the sponsorship offerings to market | Expand Karting’s National sponsorship portfolio |  |  |
| Develop programs that will increase appeal to women to start to race | Develop and launch Junior and Senior female club karting encouragement program |  |  |
| Research and develop a grants access program | Implement a Grants Access Program |  |  |
| **Insert State specific initiatives (if any) that your State will undertake to achieve the Goals and Strategies outlined in the Plan** | | | |
| **Australian Karting Association Qld Inc Proposed Initiatives to Help It to Achieve Its Strategic Goals** | | | |
|  | Review State Regulations | Review State Regulations | Review State Regulations |
|  |  | Identify Grants & apply using professional Grant writer |  |  |
|  |  |  | Working towards future requirements of each club |  |
|  |  | Assist clubs in meeting affiliation requirements including KARM, MPIO etc |  |  |
|  |  | Review Track Development Fund  Consider a Club Assistance program | Review Track Development Fund | Review Track Development Fund |