



Strategic Plan 2015 – 2020

Updated 2 June 2016



Live - Life - Faster!

Vision

MotorSport

New Zealand's most exciting & entertaining sport, providing fair competition safely that is attractive to competitors, stakeholders & spectators with world-wide recognition.

Mission Statements

It's all about people

- Active competitors across all disciplines
- Pathways for elite competitors
- Outstanding officials and volunteers who are appropriately trained & recognised
- Stakeholders who embrace motorsport
- Employees who live the sport
- Drive growth in participation
- Retain participants for life

Mission Statements

and providing frameworks

- An organisational structure employing best practise
- Explore and encourage new forms of competition
- Sanction competitions that are fair, safe & viable
- Championship series that are exciting & successful
- Rules & regulations which embrace the requirements of the FIA & that are fair & enforceable
- Licensing & regulatory structures that enable motorsport venues to be exciting, safe, viable & suitable for competitors, spectators, stakeholders & volunteers
- Manage the competition calendar
- Protecting our Heritage

Mission Statements

and the dollars matter

- Minimising costs for competitors
- Seeking funding from stakeholders such as the FIA, the Government & other funding agencies
- Build and maintain strong relationships with funders and key investors
- Maintaining & running a well managed business
- Publicising & promoting motorsport to ensure a viable future

Core Value Relationship



Strategic Objectives



Strategic Objectives

Structure

Governance (Constitution)	Constitution Review Panel, appointed at 2015 AGM has reviewed the Board appointment process and will present its recommendations to the Council at 2016 AGM. (Completed) Constitution to be reviewed regularly by the Board. Periodic reviews to ensure ongoing compliance with constitution
National Sporting Code	Ensure that the MSNZ NSC and its appendices embrace the requirements of the FIA while meeting the needs of competition in New Zealand through consultation with appropriate commissions and departments

Strategic Objectives

Structure

Career Paths

Volunteers:

Completion of volunteer training programme by 31 August 2016 with testing completed by 31 October 2016 and initial rollout to be in progress by 31/12/2016

Process to be review by 30 June 2017 with required improvements implemented as soon as practicable

MSNZ to have staffing requirements filled as part of the Office structure.

Re-establishment of a Volunteer Commission

Competitors:

Continuation of Elite MotorSport Academy for selected candidates with a review of the programme to ensure it stays relevant to be undertaken by MotorSport Scholarship Trust annually within four months and reported to Board

Investigate feasibility of a secondary academy at a lower level and funded by participants, domestic and international. (Recently completed).

Strategic Objectives

Growth

Participation	To increase and retain participation in motorsport of competitors & volunteers to ensure a strong and vibrant future
Profile of MSNZ	To increase the profile of Motorsport and MotorSport New Zealand through the development and implementation of a branding/marketing strategy (Strategic Communications Plan has been written)
Spectator Numbers	Create an environment which encourages an increase in the number of spectators attending motorsport through more attractive offerings of events and greater media exposure
Sponsors	Create an environment which encourages and increases the value to sponsors using motorsport as a viable medium through more attractive offerings of events and greater media exposure

Strategic Objectives

Competitions

National Championships	MSNZ in conjunction with its stakeholders to declare championships that are attractive to and accepted by competitors to achieve a minimum level of competitor numbers and the general criteria of championship events Championship events to be promoted and policed in accordance with protocols established by MSNZ to ensure an exciting show that is fair and attracts increased levels of sponsorship, media coverage and spectators.
Sanctioned Series / Other Competitions	To ensure that all competition is conducted in a manner that is fair to all competitors through providing assistance in establishing series articles and technical regulations

Strategic Objectives

Finance

Revenue	To achieve an annual income surplus of 10% of revenue after depreciation to provide for unbudgeted expenditure and develop a reserve fund for future development of the Sport
Income Streams	To increase existing income streams through increased participation across all facets of the sport and develop new income streams, possibly from sources outside of motorsport
Cost Control	To maintain strict control over costs to assist in achieving revenue goals and limit cost increases to competitors wherever possible

Strategic Objectives

People

Training	To provide ongoing training to our Board, Staff and volunteer base through the implementation and continuation of the volunteer and other training programmes
Recognition of Volunteers	Building on the existing volunteer RSR programme to develop a recognition process for all volunteers which includes an acknowledgement of the competition for volunteer time
Competitors	To increase our competitor base through ensuring the sport remains exciting and attractive to competitors
Young Driver Programme	To develop a programme to attract, retain and improve our younger drivers at a level below the Elite Academy

Business Plan

The Board is to establish targets and timeframes around the objectives in the Strategic Plan

A formal business plan to achieve the objectives outlined in the Strategic Plan is to be developed by the Chief Executive Officer in conjunction with Commissions and Heads of Departments



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