



MotorSport New Zealand
STRATEGIC PLAN
2022-2024

STRONGER TOGETHER

TODAY'S CHALLENGES

A review of the previous Strategic Plan was conducted to evaluate what the current challenges are since its introduction. The following have been identified as our current challenges to move forward with over the next 3 years.

- Incoming environmental pressures
- New competitor in the market
- Less discretionary dollar, free time & more distractions
- Too many reactive tasks
- Venue access getting harder
- Increasing H&S compliance requirements
- Increased commercialisation leads to increasing costs
- Loss of trust and clarity from the membership
- Average participant age increasing
- Trying to do too much with too little resource
- Declining volunteer numbers
- Loss of unity within the Sport
- A need to embrace new and emerging opportunities
- A need to review the overall Sport Structure
- Weak top end of the Sport
- Poor brand image
- Historically "not" customer focused
- Poorly resourced Office team due to funding model
- Reduction in youth interest in motorsport activities
- Traditional club role declining

WHO ARE THE STAKEHOLDERS

As with any organisation, we need to ensure we understand exactly who our stakeholders are so that our plan can be developed to ensure we support those stakeholders and as a united sport, we can move forward and grow.

The image displays the five overarching areas in which our key stakeholder fit and helps MotorSport New Zealand to ensure we engage with those groups that fit into each of the areas.

The following document has been compiled by taking feedback and input from all of these groups.



MotorSport New Zealand
Clubs & Organisations
Competitors & Classes
Officials & Volunteers
Venues & Circuits
Commercial Partners

OUR VISION STATEMENT



To enable and lead
New Zealand's most
exciting sport, to be
enjoyed by all



OUR MISSION STATEMENTS



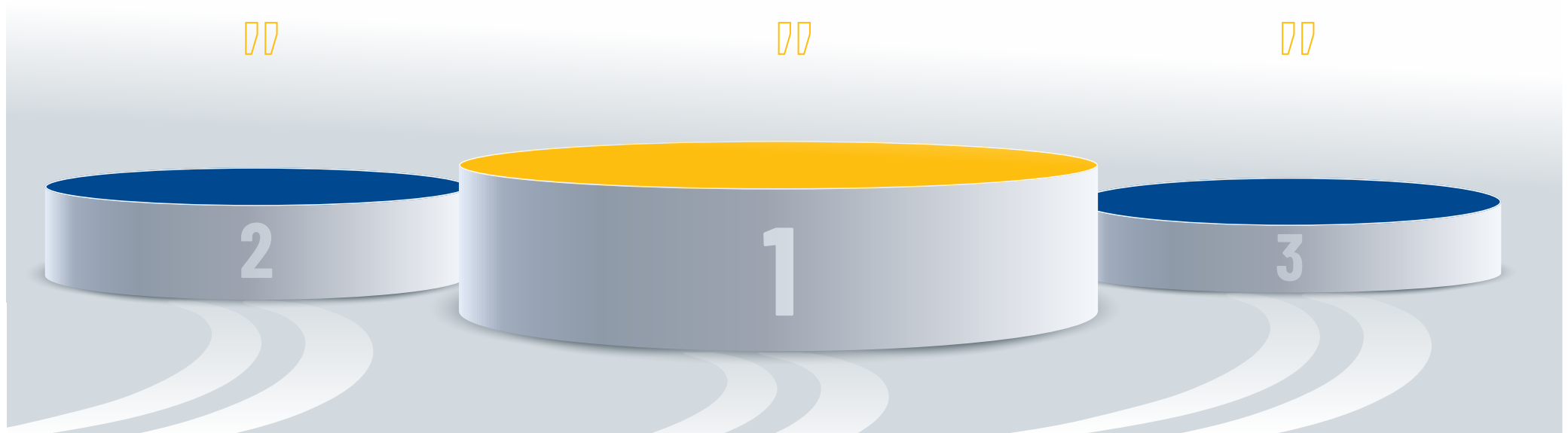
To enable and lead
New Zealand's most
exciting sport, to be
enjoyed by all



To build a ladder to
world level success for
our participants, both in
and out of the cars



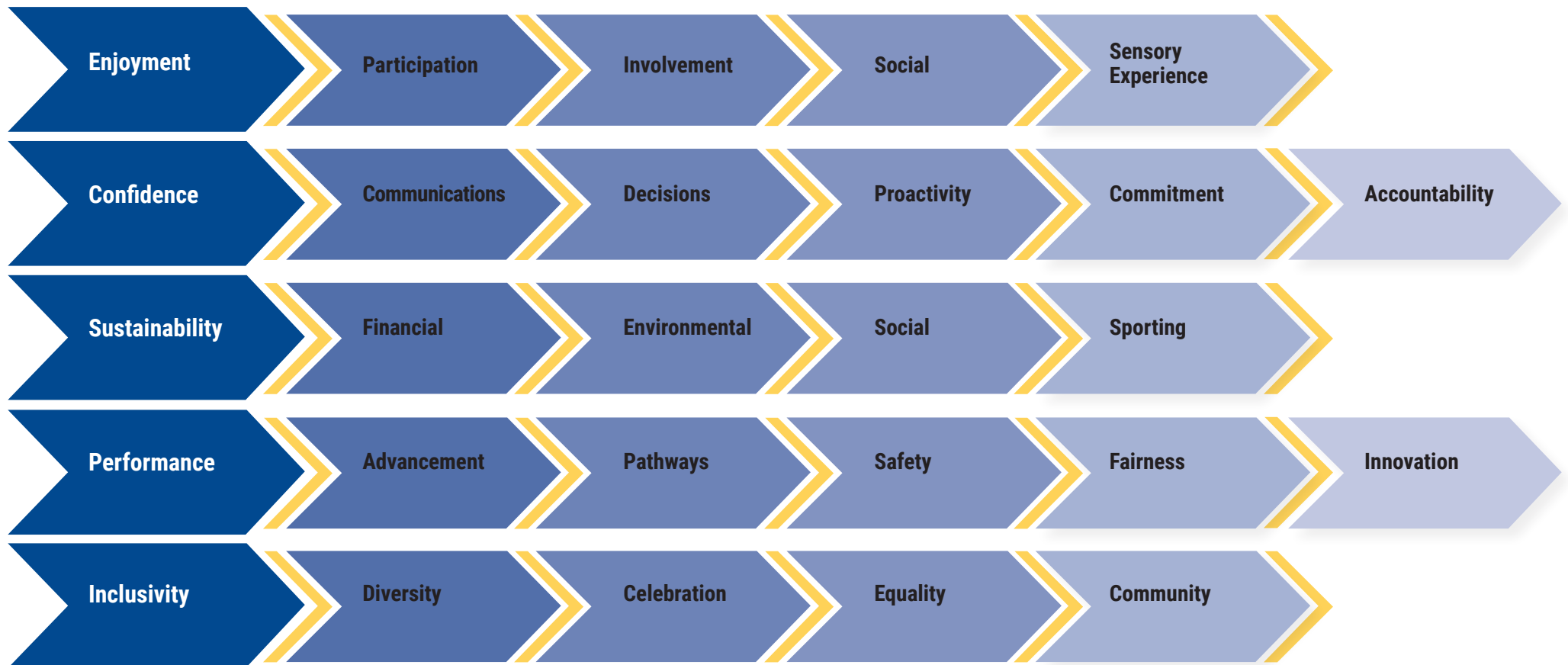
Foster strong domestic
competition that is safe, fair and
well organised and relatable to
the rest of the world



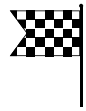
OUR CORE VALUES



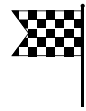
WHAT WE VALUE



OUR GOALS



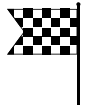
Enable an empowered Leader and Management Team to move the Sport forward



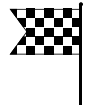
Develop professional Management and Governance KPI's



Reduce the barriers of entry to the Sport to grow participation and membership



Promote our Sport by using clear, transparent & engaging communications



Innovate and focus on environmentally sustainable options



Be economically sustainable to ensure future growth



Improve clarity, certainty & understanding of rules



Develop efficient user-centered systems & processes



Work in unison with all stakeholders for the growth of the Sport

OUR STRATEGIC PILLARS



SAFETY & FAIRNESS

Ensure we provide a safe and level playing field for all



ENGAGE & PARTICIPATE

Provide clear pathways to accessing our sport



LEADERSHIP

A fresh look at what our sport is and how it operates



UPSKILL

Supporting our participants with the correct knowledge



DEVELOPMENT

Making sure our sport stays relevant









SUSTAIN

Ensure we stay economically and environmentally sustainable



STRATEGIC PRIORITY OUTCOMES

 LEADERSHIP	 UPSKILL	 SAFETY & FAIRNESS	 ENGAGE & PARTICIPATE	 DEVELOPMENT	 SUSTAIN
<ul style="list-style-type: none"> • Create new KPI's for Management and Board • Document Scope of new purpose & strategy and socialize to Members • Review of fees and funding policies • Streamline systems to ensure ease of use 	<ul style="list-style-type: none"> • Performance training for Staff & Board • Strategic training of all motorsport participants • Investment in Volunteers and the roles they undertake 	<ul style="list-style-type: none"> • Ongoing review of H&S for alignment with global standards • Clarify the understanding of all processes, procedures & rules to mitigate risks to the sport 	<ul style="list-style-type: none"> • Instigate a sportwide communications & marketing plan • Delivery of a customer and wider community engagement Plan • Promote a culture that appropriately celebrates success at all levels • Ensure easily accessible sporting sectors for all 	<ul style="list-style-type: none"> • Continue to evolve all sectors of the sport to ensure we are relevant to the current demands • Ongoing strategic alignment of the Elite Academy in driver development • Ensure we can deliver quality products on time, all of the time • Feasibility study of online capabilities & create a scoping document for a new system 	<ul style="list-style-type: none"> • Research & development plan for carbon neutral • Sourcing new funding streams to reduce the reliance on membership funding

OUR SUCCESS MEASURES

MotorSport New Zealand's 2022 – 2024 strategic plan will be delivered by living our values and uniting together as one motorsport family. Insight will be key to continuing to grow our understanding and chart our progress.

Over the next three years, we will use a range of internal and external measurements to monitor our progress against the key performance indicators set out on the next page. In particular, we will monitor the number and diversity of people enjoying motorsport, focusing on how, when and why they participate. This will enable us to plan for the future and safe guard our sport for generations to come.

We will also measure satisfaction levels across a range of areas, including licencing, training, resources, event permits and other member services, to ensure our members and volunteers are supported in the best way possible. We will concentrate on our commercial success for the ongoing financial sustainability of MotorSport New Zealand and put more back into the sport each year. As part of this process, we will continue to evaluate our external profile and impact.

Increased membership, more people at events, new and innovative participation products and greater recognition of our stakeholders, will assist us in achieving our key objectives and to achieve our vision **“to enable and lead New Zealand's most exciting sport to be enjoyed by all”**.



WHAT WE INTEND TO ACHIEVE BY THE END OF 2024

	<i>Increase competition licence holder numbers by 15% (700 people)</i>	<i>Increase overall competitor event participation by 20% based on PLD documentation records</i>	<i>Increase the number of official licence holders by 30% (100 people)</i>	
<i>Encourage female participation to grow in all areas of the sport by 30% (85 people)</i>	<i>Create external revenue streams to the value of \$75,000 per annum by the end of Y3</i>	<i>Increase the email newsletter database to 17,500 subscribers</i>	<i>Ensuring every licenced official receives a minimum of two training modules per year</i>	<i>Actively engage with international events and promoters to bring events to New Zealand</i>
	<i>Encouraging clubs and organisers to engage in the MotorSport New Zealand Sustainability Fund with a targeted 25% increased awareness of sustainability at events</i>	<i>Increased open rates to 30% across all email newsletter's</i>	<i>Increase our Sport New Zealand funding by 100% (currently \$15K)</i>	



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