



AUSTRALIAN KARTING TOWARDS 2030

STRATEGIC PLAN 2023 - 2030



Our nationally aligned strategy that plans for the future of karting in Australia through to the next decade.

Revised 24 April 2024



KARTING AUSTRALIA

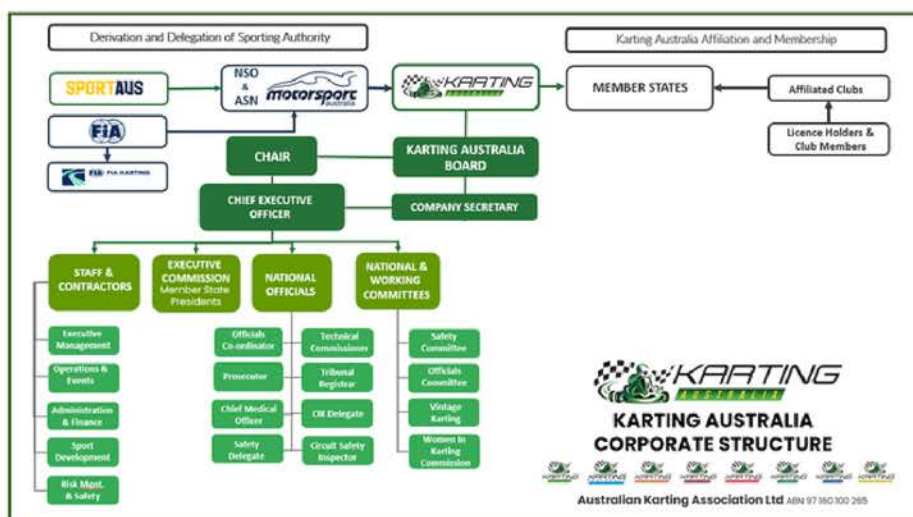
The power and authority to organise, control and regulate Karting within Australia has been formally delegated to Australian Karting Association Ltd (**Karting Australia**) by the General Assembly of the Federation Internationale de 'l Automobile (**FIA**) through Motorsport Australia.

Karting Australia is a member based, not-for-profit organisation. It has operated as a Company Limited by Guarantee with an independent Board and professional management since 1 September 2013. Karting is conducted in a Federated Structure, which means that our Member States and Clubs across the country have specific responsibilities for organising and conducting our sport.

The Member State Associations are legally distinct entities. They and their direct members, the Affiliated Karting Clubs, are required to follow all relevant laws and adhere to Karting Australia's Rules, By-Laws, Policies, and Procedures.

Outside of the Olympic Sports, motorsport has generated more international success for Australia than most other 'global' sports in this country. Motorsport has played an important role in Australia's cultural, sporting and economic history for the past 100 years. There are no truer words about Karting than "**RACING STARTS HERE**". We are the place where almost all modern day motorsport heroes first raced.

Motorsport delivers long-term social, sporting, community, and economic benefits. Karting is where the dream of international competition and conquering the best that the world has to offer begins, it is also where we provide "**RACING FOR ALL AGES**".







GOVERNING OBJECTIVES

“Australian Karting Towards 2030” has been developed to:

1. Provide clarity of purpose and direction for the Australian Karting Community.
2. Ensure alignment and focus of our Karting Community on the priority issues and risks to the sport that currently confront karting.
3. Take advantage of the opportunities of a changing sporting and recreational landscape and to chart a path towards future success.
4. Encourage and maximise the growth and retention of active participants in karting as drivers, officials, volunteers and administrators.
5. Encourage collaboration between all sectors and levels of our sport for the benefit of the Karting Community.
6. Maximise the visibility of karting as the starting point for participation in most current forms of 4-wheel motorsport.
7. Set ambitious targets for our Karting Community to achieve.





ENVIRONMENTAL, SOCIAL & GOVERNANCE VALUES

As the FIA and Motorsport Australia’s delegate for the regulation and control of Karting in Australia, we are committed to promoting sustainability and environmental responsibility in our sport.

We will strive to reduce our carbon footprint by using eco-friendly materials and efficient energy practices wherever possible as they become more readily available and able to be utilised by our sport.

Additionally, we prioritise safety, fair play and respect, ensuring that our events are inclusive and enjoyable for all participants.

ENVIRONMENT	SOCIAL	GOVERNANCE
Embracing environmentally responsible actions.	Diversity and inclusion.	Board independence.
Preparing for e-Karting, Bio and Synthetic racing fuels.	Fairness, integrity, and privacy.	Transparent decision making.
Increasing the quality/usage of existing facilities.	Concern for others.	Long term planning horizon.
Planning for climate change adaptable facilities.	Promote a sense of Community.	Risk mitigation and management.





PURPOSE, MISSION, VISION, VALUES & CULTURE

PURPOSE

To lead, govern, inspire, promote, and grow the sport and recreational activity of Karting in Australia.

MISSION

For karting to be a fun, welcoming, respectful, and inclusive sport that always focuses on safety and customer satisfaction.

VISION

More people driving karts more often.

VALUES AND CULTURE

The values, attitudes, and beliefs that bind us together, creating a sense of unity and purpose. Our culture will be the driving force behind our success. Our values and culture are reflected in our Strategic Pillars.

ACHIEVING OUR PURPOSE

WE WILL ACHIEVE OUR PURPOSE BY ENSURING OUR MEMBER STATES, CLUBS AND STAKEHOLDERS UNDERSTAND OUR PLAN, PRIORITISE THEIR ALIGNMENT WITH OUR "PURPOSE" AND RECOGNISE WHAT SUCCESS LOOKS LIKE.

STRATEGIC PILLARS

Our Strategic Pillars define us as a sport and guide us in how we manage karting within our Federated Structure. From Karting Australia to our Member States, Affiliated Clubs, and participants, we will strive to ensure everyone involved in karting has a positive experience.

KARTING





WE WILL ACHIEVE OUR PRIORITIES BY ENSURING OUR MEMBER STATES, CLUBS AND STAKEHOLDERS UNDERSTAND OUR PLAN, PRIORITISE THEIR ALIGNMENT WITH OUR "PURPOSE" AND RECOGNISE WHAT SUCCESS LOOKS LIKE.



Community

OUR STRATEGIC VALUES AND PRIORITIES

WELCOMING
FAMILY FRIENDLY
FUN
RESILIENCE

HOW WE WILL ACHIEVE OUR VALUES & PRIORITIES

We will unite, guide, inspire and aid Member States and Clubs to strive for and achieve constantly improving outcomes.

OUR OBJECTIVES

To collaborate with, lead, encourage, and assist our Member States and Clubs to provide effective leadership, governance, and management.

Encourage our Member States and Clubs to recognise and practice that when we work together we are all stronger and our sport achieves better outcomes.

SUCCESS LOOKS LIKE



- A strong, united Federation.
- Member States that look forward, are prepared to innovate, lead and support their Clubs
- Clubs that are well run.
- Clubs that understand their purpose and always strive to provide the best events and social engagement.



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Race and Recreation

OUR STRATEGIC VALUES AND PRIORITIES

SAFETY 1ST
FAIRNESS AND INTEGRITY
RESPECT AND CARING
SPORTSMANSHIP

HOW WE WILL ACHIEVE OUR PRIORITIES

We will provide fun, family-friendly Karting for all ages, with safety and respect as priorities.

OUR OBJECTIVES

Lead the Australian Karting community in the provision of:

- Fun,
- Family-friendly,
- Well organised,
- Value for money

competitive and recreational Karting for people of all ages.

Prioritising integrity, Safety 1st and respectful actions.

SUCCESS LOOKS LIKE



- A karting community that is always respectful and that calls our bad behavior.
- Having the best possible safety record.
- Well organised competitions.
- Safe, supervised recreational karting.



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Discovery

OUR STRATEGIC VALUES AND PRIORITIES

- AWARENESS
- PROFILE BUILDING
- BEYOND THE HORIZON
- PROVIDING SUPPORT

HOW WE WILL ACHIEVE OUR PRIORITIES

We will support Member States and Clubs with programs to raise awareness of karting and promote active long-term Club members
Identify and implement co-funding opportunities with member States and Affiliated Clubs.

OUR OBJECTIVES

- Implement Programs, and provide support to our Member States and Clubs to:
- Create awareness of karting as a recreational activity, competition sport and the starting place of many participants in ‘higher level’ circuit racing and general motorsport; and
 - Assist them to ‘discover’ their new and less engaged members and to Encouraging long-term active membership of our Clubs and participation in our Karting Community.

SUCCESS LOOKS LIKE

- Increased visibility of karting as a sport
- Improved recognition of karting by governments
- More people experiencing karting
- Increased member retention

We will seek to create opportunities for co-operative programs with our Member States and Clubs that will create greater awareness of karting as a sport and recreational pursuit.







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Innovation

OUR STRATEGIC VALUES AND PRIORITIES

- CONTINUAL IMPROVEMENT
- LEADERSHIP
- EVOLUTION
- ENGAGEMENT

HOW WE WILL ACHIEVE OUR PRIORITIES

Innovate and evolve, helping Clubs recognise key drivers for regular Karting participation are time, priorities, family, enjoyment, value.

OUR OBJECTIVES

To innovate and evolve as a sport.

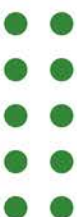
To help Member Clubs recognise that the key drivers of regular participation in Karting are:

- The time available,
- Competing priorities,
- Participation as a family unit,
- Overall enjoyment and
- Receiving value for money.

Australian Karting will prepare itself for synthetic and bio fuels and e-Karting to become a part of our sport's future.

SUCCESS LOOKS LIKE

- Modern, time effective karting competition
- Best value motorsport
- More families participating
- Preparing for e-karting competition and recreation





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Growth

OUR STRATEGIC VALUES AND PRIORITIES

INCLUSIVENESS
INCREASED DIVERSITY
WOMEN AND GIRLS RACING
COLLABORATION
BUSINESS DEVELOPMENT

HOW WE WILL ACHIEVE OUR PRIORITIES

Create welcoming, inclusive Clubs; exceed member expectations; make Karting a lifelong sport.

Increase female participation.

OUR OBJECTIVES

We will encourage our Clubs to be welcoming and inclusive and to strive to always exceed members expectations.

We will make it easier for people to discover Karting, to 'Get Started in Karting' and to make Karting their long-term sport of choice.

We will strive to increase the participation of females as: Competitors, Officials and Administrators.

SUCCESS LOOKS LIKE

- Clubs that constantly exceed member expectations
- Increased membership.
- Lower Membership churn
- More female participation
- Happy Karters



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Sheldon Palms

M&D AUTOLINE & STYLE SIGNS

PORSCHE Gold Coast Centre

WESTERN TRACK GROUP

PANIGAL EUROPEAN TRANSPOR

sparco

corse

WINNING ENERGY

LANA



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Excellence

OUR STRATEGIC VALUES AND PRIORITIES

- DEVELOPMENT
- ACHIEVEMENT
- PATHWAYS
- HIGH PERFORMANCE
- EXCEEDING EXPECTATIONS

HOW WE WILL ACHIEVE OUR PRIORITIES

We will set ambitious targets and work collaboratively to achieve those targets. Aiming high, working together to be the best in sport management and event implementation.

OUR OBJECTIVES

- Set ambitious targets.
- Collaborate with stakeholders.
- Strive to always be the best at what we do as a company and as a sport.
- Work with and guide our Member States and Clubs to strive for excellence in sport and event management at all levels of karting.
- We will strive for excellence in sport management and event organisation at the elite level of Australia karting.

SUCCESS LOOKS LIKE

- Well run Clubs and State Associations
- Great karting calendars and event implementation
- Clearly identified pathways
- Presenting one of the world's best National Kart Championships
- More Drivers progressing to top level motorsport.





Conclusion

"Australian Karting Towards 2030 - Karting Australia's Strategic Plan" ("Towards 2030") is a nationally aligned strategy that plans for the future of karting in Australia for the next decade. It is the longest-term Strategic Plan that the sport has ever developed.

In accordance with this Strategic Plan and through our day to day business activities, Karting Australia will work to lead, guide, govern, and support the Australian Karting Community.

Karting is conducted in a **Federated Structure**, which means that our Member States and Clubs (both of which are legally distinct entities) have specific responsibilities for organising and conducting our sport in their own immediate areas. Those responsibilities differ to Karting Australia's role of managing, leading and guiding our sport nationally.

Member State Associations and Affiliated Karting Clubs, are required to adhere to Karting Australia's Constitution, Rules, By-Laws, Policies, and Procedures. The success of Towards 2030, and the strength of our Federation, requires our Member States and our Affiliated Clubs to see Towards 2030 as their own Strategy and to align their State and Club strategies with this plan.

Karting Australia's Purpose is to **"LEAD, GOVERN, INSPIRE, PROMOTE AND GROW THE SPORT AND RECREATIONAL ACTIVITY OF KARTING IN AUSTRALIA"**. We will do that by collaborating with and leading the Karting Community. We want, and plan for karting to be more easily discovered, simpler to become part of and to stay active in as: drivers, team members, mechanics, administrators, and officials.

Planning for the next decade gives us the opportunity to address current Karting issues, and create a vision for the future of Karting, giving us an holistic approach to making Karting the best sport it can be.

Towards 2030 is now a 'living' document that will guide the long term work of Karting Australia and our Karting Community.

Our highest immediate priorities that are addressed in Towards 2030 are:

- The shortage of race officials and volunteers required to run race meetings, Clubs and State Associations; and
- Attracting, inducting, and retaining new and existing members at your clubs.

As with all good businesses, we can and must continue to be multi-faceted in our thought processes and actions and be active in all areas of our sport and business.

Kelvin O'Reilly
Chief Executive Officer
5 May 2023



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"AUSTRALIAN KARTING - TOWARDS 2030"

STRATEGIC PLAN - 2023 to 2030



AUSTRALIAN KARTING ASSOCIATION LIMITED
T/A: KARTING AUSTRALIA

