



AUSTRALIAN KARTING TOWARDS 2030

"STRATEGIC PLAN ON A PAGE" (2024)



OUR MISSION

Karting in Australia is fun, enjoyable, and welcoming for all ages with a focus on safety, respect, inclusion, and customer satisfaction.

OUR VISION

More people driving karts more often.

OUR PURPOSE

To lead, govern, inspire, promote, and grow the Sport and Recreational activity of Karting in Australia.

ESG VALUES

We are committed to promoting sustainability and environmental responsibility and we always prioritise safety, fair play, and respect.

STRATEGIC PILLARS - OUR VALUES AND PRIORITIES

COMMUNITY

Welcoming
Family Friendly
Fun
Resilience

RACE & RECREATION

Safety 1st
Fairness and Integrity
Respect and Caring
Sportsmanship

DISCOVERY

Awareness
Profile Building
Beyond the Horizon
Providing Support

INNOVATION

Continual Improvement
Leadership
Evolution
Engagement

GROWTH

Inclusiveness
Increased Diversity
Women and Girls Racing
Collaboration
Business Development

EXCELLENCE

Development
Achievement
Pathways
High Performance
Exceeding Expectations

HOW WE WILL ACHIEVE OUR VALUES AND PRIORITIES

We will ensure our Member States, Affiliated Clubs, Members and Stakeholders understand and are aligned with our Purpose, what our plan is and what success looks like.

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

We will provide fun, family-friendly Karting for all ages, with safety and respect as priorities. We will encourage Clubs to offer competition and recreational karting for all ages.

We will support Member States and Clubs with programs to raise awareness of karting and promote active long-term Club members.

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

Create welcoming, inclusive Clubs that exceed the expectations of members. Increase female participation and make karting a lifelong sport.

We will set ambitious targets and collaborate to achieve them. We will aim high, work together and strive to always be the best in sport and event management.

OUR OBJECTIVES

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

Recognise and practice that when we work together, we are all stronger and our sport achieves better outcomes.

Lead the Australian Karting community in the provision of:

- fun,
- family-friendly,
- well organised,
- value for money

competitive and recreational Karting for karters of all ages. Prioritising integrity, Safety 1st and respectful actions.

Implement Programs and provide support (including program co-funding) to our Member States and Clubs to create awareness of karting as a:

- sport, and
- recreation

and encouraging long-term active membership of our Karting Community.

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.

Increase the participation of females as: Competitors, Officials and Administrators.

Encourage our Clubs to be welcoming and inclusive and to strive to always exceed members expectations.

Make it easy for people to choose Karting as their sport of choice.

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.

SUCCESS WILL LOOK LIKE

- A strong, united Federation.
- Member States that look forward, 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.

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

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

- Modern, time effective karting Competition and activities.
- Best value motorsport.
- More families participating.
- Preparing for e-karting races, competition, and recreational karting.

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

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