



Building Better Kart Clubs 2023

FIRST IMPRESSIONS

Inducting new club members



A group of kart racers in a starting grid, wearing helmets and racing suits, with their karts numbered. The image is overlaid with a semi-transparent teal filter.

YOU NEVER GET A SECOND CHANCE TO
MAKE A FIRST IMPRESSION

-Will Rogers

Overview

In establishing best practices for making a good first impression, all sports look to one another for guidance.

01



Ground work

who are you as a club and what do you stand for?

The welcome pack

what do they need to know before coming to the track?



02

03



First time at the track

Roll out the welcome committee



Ground work

Defining the identity and values of your club is crucial. This clarity ensures that you communicate effectively with potential new members about what they are committing to and becoming a part of.



Observation and assesment



Communication and expectation setting



Feedback and reflection



Leadership and adaptation

The welcome pack objectives

Orientation and education

Share details on the club's structure, culture, history, and values with new members for orientation and information.

Communication channels

Set up clear communication channels and engagement expectations between the club and its members for effective information sharing.

Empowerment and engagement

Encourage new members to participate and contribute to the club community by sharing the benefits of membership, opportunities for involvement, and available resources.

Safety, satisfaction & loyalty

To drive satisfaction, loyalty, and retention, it is essential to prioritize member safety, well-being, and positive experiences. This can be achieved by demonstrating the club's commitment to meeting the needs of its members.



The Welcome Pack

Welcome letter



A custom letter from the club's leaders, personally welcoming them and showing appreciation for having been selected by the member.

Club overview



In past seasons, more than 350 kids and over 40 coaches participated in the Auskick sessions run by South Melbourne Districts, making us one of the largest centres in Victoria.

South Melbourne Districts is again offering kids aged 5 – 12 years old the opportunity to learn and practice their footy skills in a fun and safe environment.

At each session, kids are taught basic footy skills and then get to put their skills into practice with a non-contact game. You

Providing an overview of the club's history, accomplishments, and significant milestones aims to offer context and foster pride among new members.

Key contacts

ASSOCIATION / CLUB
SURFERS PARADISE STATE SCHOOL AUSKICK CENTRE 1.08 KM
SURFERS PARADISE STATE SCHOOL, 42 SAINT ANDREWS AVE, SURFERS PARADISE, QLD

Contact Details

☎ [0499 906 095](tel:0499906095)

✉ dylan.sears@afi.com.au

🌐 <https://play.afi/auskick>

📁 Organisation Contact Information ▾

Surfers Paradise State School

Start Date: Monday 8 May
Location: Surfers Paradise State School, 42 St Andrews Avenue, Surfers Paradise
Program Times: 3:15pm to 4:15pm

Program Dates: May 13, 20, 27, June 3, 10, 17

Key personnel contact details, such as club officials, administrators, and support staff, including their respective roles and responsibilities.

The Welcome Pack

Educate parents and participants as to the structure of your club and the classes and levels available.



The welcome pack

Facility Information for the Club

This includes all the essential information that a new member needs to know: parking, catering, and track access.

Licencing information

Please explain the application process, categories, and related fees clearly.

Codes of conduct

Set clear behavior expectations for new members to cultivate the desired club culture.

Equipment requirements

The equipment needs for novice go-karters can be overwhelming. Let's streamline the process and offer a sample checklist.

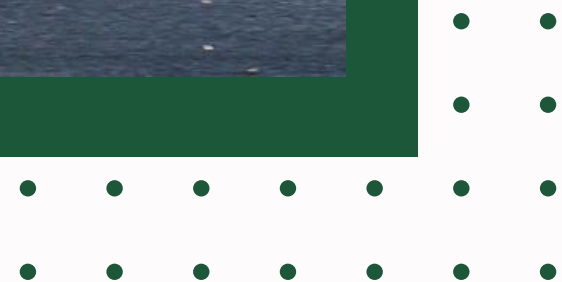
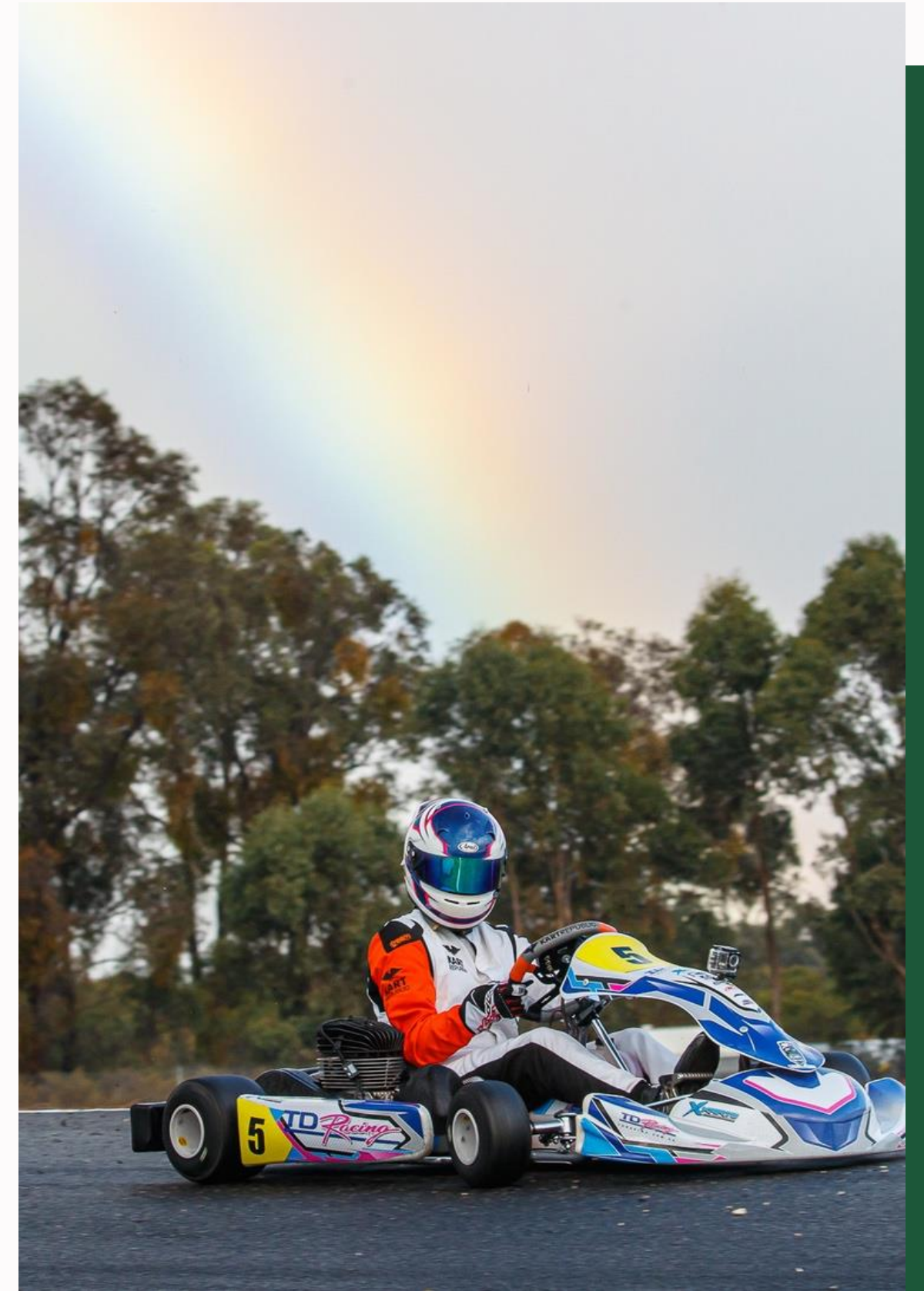
Karting terminology / FAQs / Event calendars

Demystify karting by explaining unique terminology and providing FAQs for new members. Explain a typical race weekend.

Safety information

Highlight safety policies to reassure parents and participants for a secure and enjoyable track experience.

Volunteer opportunities



First day at the track!

Host a welcome meeting

Plan a welcoming event for new members to meet current members, officials, and staff. Introduce the club's values, history, and mission, providing an opportunity for new members to ask questions and get acquainted.


The grand tour

Make sure to give new members a tour of the club to help them familiarize themselves with the facilities and feel comfortable navigating around. This is a great way to help new members settle in quickly.

Pair up with a buddy

Teaming up with a peer is an excellent method for new members to ask questions and build connections. Be sure to choose experienced mentors who align with your company culture carefully.



A go-kart driver wearing a blue helmet and a white racing suit with black accents is celebrating a victory on a track. The driver's arms are raised in the air. The go-kart is red and white with "birelART" written on the front. The background shows a blurred race track with other karts and spectators. The entire image has a dark green overlay with white text.

HOT TIPS

“Work smarter not harder” “There is no such thing as an original idea”

*Building
Better
Kart Clubs*

THANK
YOU

