



MAJOR EVENT GUIDELINES

January 2013

PREAMBLE

The successful hosting of a major karting event requires a significant amount of coordination and organisation by the hosting club. The following guidelines aim to ensure the success of an appointed club in planning such an event and covers the initial application to Karting New South Wales to request the rights to host a major event, through planning, marketing, the financials and finally the execution of a successful race meeting.

Included are suggestions for the planning and execution of a major event as well as a number of Karting New South Wales **milestone requirements (highlighted in red)** in order for an event to proceed with the club concerned. Any club awarded the rights to host a major event will be required to submit progress reports at **milestones** in line with these guidelines to the Major Event's Coordinator of Karting New South Wales. These reports are aimed at providing a timely focus to the many tasks that lay before the committee charged with the responsibility for the smooth running of the event as well as providing Karting New South Wales a level of assurance of the preparedness of the host club.

As outlined in the following pages this document also contains a series of templates (Appendix 1-11) that provide the opportunity to document progress at various stages of the planning process so as to allow the distribution of information within the host club as well as to Karting New South Wales. Should a host club fail to meet the requirements as outlined in these guidelines, Karting New South Wales retains the right to reconsider their original decision and revoke the permit awarded to the host club.

Clubs are encouraged to review these guidelines carefully and offer suggestions for improvements for future events. The sport of kart racing is in our hands, it is within our power and capabilities to improve, grow and foster the sport for those who follow behind us.

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The Application Process

Offering prestige and financial rewards, the right to host a major karting event is often a hard fought process by several clubs.

To be successful in being awarded a major event, clubs must be able to present a bid to the Karting New South Wales Board and the State Karting Council that demonstrates a clubs ability to plan, promote, financially support and execute the event in a manner that provides a benefit to the host club. The successful club must also be able to demonstrate that it has the ability to host an event that competitors and support staff enjoy and showcases the sport of kart racing in a favourable light.

It is strongly encouraged that when presenting a bid for consideration that these guidelines form the basis of the bid document. Decision makers will look for all of the key elements contained within these guidelines to be addressed in order to demonstrate that the various clubs have considered the complexities, workload and financial burdens associated with hosting such an event.

One of the key elements of the bid will be the "Event Team". Such a team needs to comprise executive members of the club committee empowered with the responsibility and authority to make decisions on behalf of the club as well as those who have had some experience with the organisation of similar events if they do not already exist with the executive members. Seek out others who have expertise in marketing, financial management and catering. These people will prove invaluable leading up to and during the event. A resume of the Event Team would be highly regarded as part of the bid document.

Remembering that many of the decision makers may not be familiar with each club's track and facilities. Bid presentations should include detailed layouts of all of the clubs facilities showing track layout, park ferme areas, clubhouse location, toilet facilities, pit areas, car parking etc.

Essential to the ability to host a major event is the financial stability and strength of a club. Often there are significant financial outgoings in the form of marketing expenses as well as track and facility maintenance expenses that may draw heavily on a clubs cash flow prior to the realisation of any income from entries. Clubs are encouraged to provide an Income and Expenditure Statement along with a Balance Sheet for the last two years to demonstrate the clubs financial stability. Separately, a forecast Income and Expenditure Statement and Cash flow Analysis for the period up to and including the staging of the event will ensure the club has a thorough understanding of the financial implications of hosting such an event. The hosting of a major event should provide additional infrastructure and/or cash to the host club to the overall benefit of its members.

Care should be taken when preparing forecast financial statements and a number of different financial models should be presented allowing for up to 20% variation in projected entry numbers as well as a contingency for unexpected expenses.

Accommodation for drivers and their teams can be expensive and on some occasions, a considerable distance from the track. Consideration should be given to contacting local accommodation providers with a view to advance notice as well as negotiating special rates for the event. These discussions may also bring to light any competing events on the same dates.

Checklist

1. The bid must be presented in writing
2. Ensure sufficient copies for all Karting NSW board members
3. Provide details of the Event Team including resumes
4. Track layouts should be in colour with clearly defined legends
5. Enclose financials for the last two financial years
6. Enclose Income & Expenditure forecasts for the event period
7. Provide accommodation plans for competitors and officials.

Being awarded the event

The hosting of a major event for a club can be like running a business within a business. The day-to-day activities of running monthly race meetings, committee meetings and normal track and facility maintenance tasks still need to be performed as well as organising a major event. Whilst the club committee may well be aware of it's success in being awarded a major event there may well be a significant component of the club membership that is unaware that the club has been awarded the event or, in fact, that it even bid for the event.

At the first opportunity, by way of the club web site, monthly newsletter, e-mail or announcements at race meetings, ensure that the club membership is informed. This is the time to ask for volunteers and to promote the idea that this is an event for the benefit of the entire club and that the additional workload needs to be shared amongst the clubs membership.

Checklist

1. Communicate the clubs success to the membership
2. Promote the need for volunteers

Forming an “Event Team”

A well-structured and disciplined Event Team will be the difference between success or otherwise of the event. Time will quickly march forward and before many realise it, the event will be upon them. The formation of the Event Team should be a priority immediately following the awarding of the major event. When considering those who might form the Event Team, consideration should be given to;

- Their current involvement with the club.
- Their knowledge of the sport
- Work or family commitments that may limit the time available to devote to the tasks allocated to them
- Their availability during the staging of the actual event.
- Their particular skill set and how those skills might assist in the planning for the event

The Event Team should appoint a Chairman, a Secretary and a Treasurer. One of the roles of the Chairman will be to liaise regularly with the Major Events Coordinator Karting NSW. Following the appointment of these three key positions, appoint the remainder of the Event Team. It is recommended that when appointing the remainder of the team that each member be clearly allocated a role. For example, appointments might include;

- Event Team member – Catering
- Event Team member – Track preparation
- Event Team member – Race entries
- Event Team member – Racing
- Event Team member – Pit area
- Event Team member – Facility management
- Event Team member – Marketing & promotions
- Event Team member – Sponsorship

Communication will now be critical. The Event Team needs to communicate within itself, with its club members, potential event participants and Karting NSW, all on a regular basis. Mechanisms need to be considered that best suit each of these different areas and communication needs to be clear, concise and succinct.

Upon the Event Team being finalised, Appendix 1 (attached) should be completed and forwarded to the Major Events Coordinator Karting NSW **within 21 days of the formation of the Event Team** using stateeventscordinator@kartingnsw.com.au@hotmail.com as the e-mail address.

Checklist

1. Appoint an Event Team
2. Appoint a Chairman
3. Appoint a Secretary
4. Appoint a Treasurer
5. Appoint the remaining team members
6. Develop a meeting schedule.
7. Establish a clear means of communicating the activities of the Event Team to club members.
8. Provide Appendix 1 to the Major Events Coordinator Karting NSW within 21 days of being awarded the major event.

Refer Appendix 1

Budgeting and Financial Planning

Clubs often see the hosting of a major event as an opportunity to inject much-needed funds into the club. Whilst this can be a reality, so too can the risk of a financial disaster. The careful budgeting and planning of the clubs finances during the lead up to and running of the event will form a critical task for the Event Team.

It is suggested that a separate trading account be established for the purpose of all transactions for the event. This will allow for a clear understanding by the Event Team at the conclusion of the event as to exactly how successful the event was in financial terms. It may also allow for an easier reconciliation of expenses for anyone who may enquire during or after the event.

There are two parts to managing the clubs finances leading up to and during the event. The first is the formulation of a budget showing projected income and expenditure for the event, which, if done properly, should forecast the profit or loss the club could expect from the event. The second is the formulation of a cash budget which simply applies some timing expectations for the income and expenditure and will quickly be able to indicate what impact the lead up to the event may have on the clubs cash reserves. This will also help predict the "loan value" from the clubs main account to the event account to keep the project running.

Whilst Appendix 2 provides a broad outline of how a budget might look for such an event, each club will have its own unique set of expenses to consider dependent upon its circumstances. Income for the event should be similar to most other clubs however a realistic expectation of entry numbers should be used with numbers based on similar events over recent periods. Having established an expectation of entries, a budget can then be formulated. Once a budget is established, two additional budgets should be struck allowing for a variation of entries 20% higher than expectations and 20% lower than expectations.

Consideration should be given to the effects of these variations to all aspects of income and expenditure. Lower than expected entries may have an effect on canteen proceeds as well as entry income whilst higher than expected entries may require additional expenses in car parking facilities and infrastructure hire such as mobile toilets etc.

Upon completion of the Income and Expenditure Statement and the Cash Analysis, these should be forwarded to the Major Events Coordinator, Karting New South Wales **no later than 6 months prior to the event** using stateeventscordinator@kartingsw.com.au@hotmail.com as the e-mail address

Checklist

Refer Appendix 2 & 3

Marketing and promotion

A race meeting is a product, like any other we might sell. In order to increase our sales (race entries) the product needs to be marketed and promoted in a way that attracts competitors from far and wide. One thing that makes a product attractive is its name so if a naming rights sponsor can be found it can be a win on two fronts. Firstly, it gives the race meeting a bit of flare with a name such as "Sparco NSW State Titles, 2013". Additionally, it will inject cash into the budget as naming rights are generally sold rather than given away.

If naming rights are to be awarded to a sponsor **the proposed name of the event must be submitted to Karting New South Wales no later than 13 months prior to the event.**

There is a wide range of options when it comes to the marketing of the event. Some of the options are;

- Club newsletters
- Regular club e-mails
- Club web page
- Club membership renewal notices
- New membership applications
- Race meetings
- Karting New South Wales e-mails
- Karting New South Wales web page
- Karting magazines
- Karting web sites

In addition, the event can be promoted through all of the sponsors that come on-board. Generally sponsors come from within the sport as well as local community contacts with typical promotional outlets being;

- Local tourism authority
- Local councils
- Kart shops
- Local accommodation providers
- Local McDonalds outlets
- Local fuel outlets
- Local business owners

Develop a marketing strategy that can easily be used by each of the above with a minimum of fuss. Develop a colourful, easy & quick to read flyer that can be printed in various sizes dependant upon the circumstances. Consider framing some of these for display at various venues. Loose flyers are great for those

wanting to take information away with them but are often unacceptable to the likes of a McDonalds outlet.

As the date of the event draws closer keep a close eye on marketing material and ensure all the information contained in the material is still current. This is particularly relevant with real time material on various web pages. Those visiting these sites will be looking for the most up to date information. Done properly, this will also minimise phone calls to the various members of the Event Team by those seeking information about the event.

A club that has done this well for the last decade is the Coffs Harbour Kart Club in its promotion of the East Coast Over 40's Titles. A separate section of their web page shows all of the following.

- Results from previous events
- Track layout
- Live entry lists by class
- Detailed pit layout plan
- Live pit allocations for each entry

Money well spent in marketing the event should pay dividends on race day. Ideas for a marketing plan are contained within Appendix 4.

Checklist

1. Develop a marketing plan
2. Formulate a budget against the plan
3. Keep the plan alive ensuring up to date information at all times

Refer Appendix 4

15 months out

With a little over a year to go it seems like all long term planning, however, there is still work to do now to ensure there are fewer issues to deal with closer to the event date. By now, the Event Team should have been appointed with each member of the team having a clear understanding of their area of responsibility. A budget will have been drafted as well as a marketing plan. The broader club membership will be well informed and is supportive of the club hosting the event.

Examples of some of the longer term planning tasks that may be required are additional parking. Perhaps an adjacent property could assist with the larger numbers of vehicles than normal during the event but may require permission from either a private owner or local council. Such approval may also require insurance policies to be temporarily amended.

Permission may also be required from local council agencies dependant upon individual circumstances. Some tracks have a limit on the number of race meeting in a particular year or restrictions on noise during certain hours and may require written applications to local government agencies.

Now is also a good time to ask for a visit from the State Track Inspector. As changes are made and/or proposed to the rulebook concerning track safety requirements it is a good idea to have a complete understanding of any work that may be required prior to the event. Capital works are not the sort of thing that should be undertaken in close proximity to a major event, particularly if significant changes are to be made. It is always wise to run a couple of club meetings with these changes in operation.

Additionally, a safety audit of the entire facility should be carried out. Check that all safety signs are in place, check all electrical outlets for conformity to Australian Standards by a qualified electrician, particularly in and around camping areas and bathrooms where ELCB's are recommended. Check perimeter fencing is in good order to ensure young attendees do not wander into adjacent properties. Check bathrooms and toilets have running water and sewage systems are in good working order. Each facility will have its own unique requirements and consideration of the use of a safety audit professional may be money well spent.

Checklist

Refer to Appendix 5

The Major Events Coordinator, Karting New South Wales will contact the nominated club representative at this stage and run through the checklist. A completed checklist should be e-mailed to stateeventscordinator@kartingnsw.com.au@hotmail.com upon its completion.

6 months out

The obvious task to complete at this stage is the submission to Karting New South Wales of the sub-regulations for the race meeting. To do this, thought must go into who will fill each of the rolls required in the sub-regs. Stewards, Clerk of Course, Assistant Clerk of Course, Starters, Flag Marshalls, Grid Marshalls, Time Keepers, Race Secretaries, Weigh Marshalls and Tyre Markers, the list just goes on. Before the host club approaches key officials it is suggested that the draft sub-regs with proposed officials be submitted to Karting New South Wales for consideration and confirmation of appropriate qualifications. Following comments from Karting New South Wales officials can be approached and any amendments to the sub-regs made.

Accommodation for officials will be a considerable expense for the club and as the list of officials start to firm so to can the bookings at various venues. Perhaps some of those providing accommodation could be approached for class sponsorship.

Revisit the latest track inspectors report and ensure that all work is complete or near complete. Is there provision for a secure parc ferme area between the ingrid and outgrid? Is there a suitable area set aside for engine measuring etc? Is there a steward's room available? When considering these requirements also consider the possibility of rain during the event.

Those attending the meeting will now start to look for more detailed information about the event. Is the club web page up to date with the latest information? Are all the other mediums of promotion being used by the club also up to date? Is a pit map available on the club web site and can these be allocated as entries are received. This is the sort of thing that will encourage early entries and in turn, this will assist cash flow for the club.

Now is also a good time to check the budget again.

Checklist

Refer Appendix 6

The Major Events Coordinator, Karting New South Wales will contact the nominated club representative at this stage and run through the checklist. A completed checklist should be e-mailed to stateeventscordinator@kartingnsw.com.au@hotmail.com upon its completion.

3 months out

With only three months to go by now it is expected that the Sub-regs have been finalised and approved by Karting New South Wales. The final amendments will have been made to the budget and the marketing program will be active in the market place.

Check that all the officials named on the sub-regs are still available and willing to attend. In addition to those named on the sub-regs there is also a number of other tasks that need to be completed and now is a good time to start putting some names against each of those tasks. A typical list of tasks is contained in appendix 7. Most events struggle on the day due to either a lack of planning or a lack of manpower. Planning using these guidelines will assist but reliable volunteers are the real key to the event. As each task is identified allocate a volunteer to the task and record their phone number, you will need this about 1 month out to check that they are still available and willing to help on the day.

By now there should be a clearly defined system of receiving race entries. Race entries must be open in 4 weeks. Check to make sure there is a race entry form available on the web site.

Checklist

Refer Appendix 7

The Major Events Coordinator, Karting New South Wales will contact the nominated club representative at this stage and run through the checklist. A completed checklist should be e-mailed to stateeventscordinator@kartingnsw.com.au@hotmail.com upon its completion.

1 month out

It's all about doing the things that have been planned for and re-confirming that everything has been organised and that arrangements that have been made earlier are still in place.

Use the checklist in appendix 8 to confirm that all the tasks are complete or being completed. Also, refer back to appendix 7 and contact each of the volunteers to check their availability and to give them an update on how entries are coming in.

Entries are now flooding in and should be being posted on the club web site. Pit spaces will be being allocated at the same time and the bank account should be showing signs of growing.

Checklist

Refer Appendix 7 & 8

The Major Events Coordinator, Karting New South Wales will contact the nominated club representative at this stage and run through the checklist. A completed checklist should be e-mailed to stateeventscordinator@kartingnsw.com.au@hotmail.com upon its completion.

1 week out

Under many circumstance the track will be required to be closed for practice one week out from the event, check the sub-regs and State polices for clarification. Similarly, entries must now be closed in most circumstances. Again, check the sub-regs and State policies for details.

With final entries now confirmed the printer would be looking for the final draft of the program to print. Don't forget to list all the sponsors as well as all the officials, they to enjoy the recognition.

Go back and double check that all the tasks highlighted in appendix 7 & 8 are complete as well as those in appendix 9.

Checklist

Refer Appendix 7, 8 & 9

The Major Events Coordinator, Karting New South Wales will contact the nominated club representative at this stage and run through the checklist. A completed checklist should be e-mailed to stateeventscordinator@kartingnsw.com.au@hotmail.com upon its completion.

Practice days

All the planning and preparation over the last year or more has paid off. Entry numbers are great, all the competitors have arrived and been allocated their pit space and the canteen is in full swing. A level of order is now required during practice sessions so that drivers have a clear understanding of when they can get on the track.

The most efficient system is to adopt the same order as race day. Post the race order up early and communicate it clearly over the PA system. Communicate that practice will be as per the race order and let everyone know the start and finish times as well as any planned lunch breaks for the day.

Establish an agreed track time for each class and stick to it. Try to avoid changes to the race order remembering, "try to please all and you will please none"

The critical volunteer here is the grid marshall. The smooth running of the practice sessions will largely rely on their ability to muster the drivers to the grid in a timely fashion and control each session. A sense of order on the first practice day will flow through the entire race meeting.

Have a de-briefing session at the end of the day to discuss any issues that may have arisen through the day so that changes can be made if necessary.

Checklist

Refer Appendix 10

Racing

Whilst the running of the race days largely falls to the appointed officials there are still a number of tasks that need to be completed outside of the actual racing.

Facilities need to be maintained including toilets and showers as well as making sure the canteen is stocked and manned. Race results need to be posted, officials need to be fed and watered. Trophies need to be picked up and presentation areas prepared.

Communicate with the drivers so that they are aware of exactly what is going on through the day.

Checklist

Refer Appendix 11

Post Mortem

Whilst the event went smoothly there are always opportunities for improvement. Now is the time to have a critical review of those areas that the club feels it may have been able to improve on any tasks that were overlooked or not adequately planned for.

A brief list or explanation of these items forwarded to the Major Events Coordinator, Karting New South Wales will assist in the ongoing development of these guidelines for the betterment of future events.