

18 December 2021

Information Sheet: Dealer Trade Licences

What is a Karting NSW Dealer Trade Licence?

A Karting NSW Dealer Trade Licence allows registered businesses to offer a **test drive** to potential new members in accordance with KNSW's Come & Try Conditions as specified in KNSW Rules and Regulations.

Why does Karting NSW have Dealer Trade Licences?

The purpose of the Karting NSW Dealer Trade Licences is to:

- promote the sport of karting to potential new members.
- enable Dealers to provide potential new members with a more personal experience in dealer owned karts and equipment.

Who is eligible to apply for a Karting NSW Dealer Trade Licence?

Karting NSW Dealer Licences holders must:

- have a Registered Business Name,
- have an ABN,
- have a current Working With Children check (WWC),
- conduct business from a shop front, truck, trailer, or other physical location,
- have a regular physical presence in and around kart circuits and kart racing events.

Refer to the [KNSW Dealer Licence Application Guidelines and Application Form](#) for a full list of requirements.

What is the difference between Come and Try days verses a test drive by a Dealer?

Club run Come and Try Days	Dealer run Test Drives
Organised and run by volunteers from the club.	Organised and run by business owners or employees with Sales experience.
Initiated by the club. Advertised widely and open to the Public.	Usually held after a potential member contacts KNSW, the club or the Dealer expressing an interest in getting into karting.
High volume. Usually consists of groups with approx. 10-30 participants / day	Low volume. Usually run 1:1, or in small groups with a generous amount of time allocated for a more personal experience.
<ul style="list-style-type: none"> - Due to the volume of participants, can sometimes yield several new members in one day. - Can sometimes not yield any new members in one day. Results vary from club to club.	Very high conversion rate across all Dealer Trade Licence holders in terms of recruiting new members to their home Club, albeit low volume due to the nature of what is often a 1:1 experience.
Requires a level of planning with Supplementary Regulations being approved by Karting NSW in advance.	Can be held ad-hoc. For example: If a potential member expresses interest in karting on a race day at Presentation, a test drive of can be organised moments later (pending track availability).
Relies on club owned and maintained karts and equipment. Often the equipment is outdated and superseded by modern chassis / engines.	Relies on the dealer investing in their own karts and equipment. Often the equipment is current, sold to potential members, and later raced at the club.

What are the benefits of a club having a KNSW Dealer Trade Licence holder?

- The club benefits from Dealer Trade Licence holders recruiting new members on the club's behalf.
- New members are usually well-equipped with the knowledge they need to get-started in karting following a more personal experience with an industry expert.
- There is less reliance on the club to find volunteers to run Come and Try days.
- There is less reliance on the club purchase and maintain their own karts and equipment.

Note: Karting NSW encourages Clubs to run Come and Try days **in addition to** working with a KNSW Dealer Trader Licence holder in an effort to recruit new members to the club.

What are the disadvantages of the club having a KNSW Dealer Trade Licence holder?

There can be a perception the KNSW Dealer Trade Licence holder is *'more interested in their own commercial interests, than they are in terms of recruiting new members'*.

Karting NSW acknowledges that Dealer Trade Licence holders and Clubs share a mutual interest in recruiting as many new members as possible, and both parties as well as Karting NSW benefit financially.

How to apply for a KNSW Dealer Trade Licence?

KNSW Dealer Trade Licence Applicants need to complete the [KNSW Dealer Licence Application Guidelines and Application Form](#) and send to info@kartingnsw.com.au.

The Board of Karting NSW will then review and assess each application based on its merit and will consider a variety of factors before making a decision on whether or not the Dealer Licence Application is successful.

What happens after a KNSW Dealer Trade Licence is issued?

- Karting NSW provides the Dealer Trade Licence holder with a certificate.
- The Dealer Trade Licence will be required to keep a logbook with the participants details.
- Karting NSW may add the Dealer Trade Licence holder's details to the KNSW website / social media channels.
- Karting NSW may refer enquiries from potential new members to the club and/or the Dealer Trade Licence holder.

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