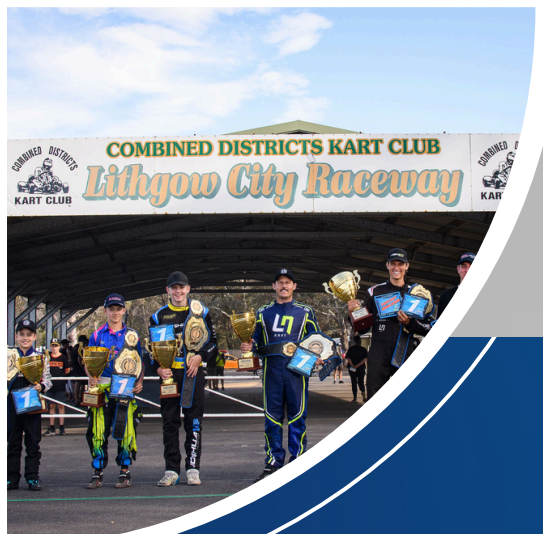


2024 - 2027

**KNSW** 

EST 1987

# STRATEGIC PLAN



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# TABLE OF CONTENTS

**01**

**Executive Summary**

**02**

**Vision & Mission**

**03**

**Values**

**04**

**Strategic Objectives**

**05**

**Key Performance Indicators**

# Executive Summary

## AT A GLANCE

The business plan has been developed by the board to provide a framework that can be used to communicate the Strategic Objectives for the organisation for the next 3 years.

### Key metrics

The success of the plan will be measured by the financial sustainability of the organisation, the growth in participant numbers and feedback from stakeholders.



**12000**  
Entries per year



**25**  
Member Clubs

## CHALLENGES

- To attract and retain clubs in an unbalanced competitive marketplace.
- To attract and retain volunteers in a climate where individuals are already busy.
- Competition with other sports at a much lower entry price than motorsport.

## MARKET ANALYSIS

- Karting NSW aims to focus on its strengths; inclusivity, our community sporting focus and good governance.
- The end user is confused about karting pathways ways in Australia and Karting NSW aims to provide relevant information to ensure that competitors and other stakeholders can make an informed choice that ensures they enjoy the benefits of what Karting NSW has to offer.
- There are many sports that offer great outcomes at a lot less cost than any form of motorsport. When cost of living is high, we need to make sure we provide options and value for money.

## WHY CHOOSE KARTING NSW?

1



### Inclusivity

If you want to race once a year or every weekend we have you covered. We include our clubs in our decision making and make sure we listen to the competitors on how we can do things better.

2



### Community Sporting Focus

Being part of a community ensures that Karting NSW is able to create an environment that individuals are welcomed.

3



### Great Governance

Karting NSW prides itself on great governance practices in everything we do. It is vital that we live our values and make decisions that meet the objectives under our Constitution.

# VISION

**“Drive inclusive growth, opportunities and excellence in the karting community”**

# MISSION

**“Provide opportunities for all to participate and enjoy the community of karting, focusing on safety, fair competition and sportsmanship ”**

# VALUES

## **K** KNOWLEDGABLE

Provide a central & reliable source of information to enable the karting community to be well informed



## **A** ACCOUNTABILITY

Ensure our actions align with expectations and commitments



## **R** RESPECT

Treat everyone with respect



## **T** TRANSPARENCY

Open and honest communication with all stakeholders



## **I** INCLUSION

Always welcome every individual that wishes to participant in the karting community



## **N** NURTURING

A culture nurturing our clubs, karters and officials through training and development programs



## **G** GENUINE

Always act with honesty, sincerity and authenticity in everything we do



# STRATEGIC OBJECTIVES

**01**

Operate as a sustainable & professional organisation with exceptional governance



**02**

Facilitate innovative and inclusive programs and initiatives to grow participation that meet the needs of our stakeholders



**03**

Support all stakeholders to maximise their karting experience



**04**

Develop a sustainable financial plan to facilitate the organisational mission



# STAKEHOLDERS



**Our Clubs**



**Industry**



**Volunteers**



**Competitors**



**Families & Supporters**



**Government**



**Local & Business  
Communities**



# KEY PERFORMANCE INDICATORS

How are we going to achieve our goals and measure our success?



“Our volunteer officials are vital to our success”



# Objective 1

## Operate as a sustainable & professional organisation with exceptional governance

Strategic Initiative	Action	Success Indicator
KNSW to function under appropriate governance structure to meet organisational objectives.	<ul style="list-style-type: none"><li>Review current structure &amp; revise if required to meet organisation objectives.</li></ul>	<ul style="list-style-type: none"><li>Organisation running under an appropriate governance structure.</li></ul>
Maintain best practice governance.	<ul style="list-style-type: none"><li>Continuous improvement on reporting.</li><li>Create &amp; maintain risk register</li><li>Develop &amp; maintain PD's for all roles.</li><li>Develop &amp; maintain relevant policies &amp; procedures.</li></ul>	<ul style="list-style-type: none"><li>All governance processes &amp; procedures relevant &amp; up to date.</li><li>No external governance non compliance.</li></ul>
Consider expansion opportunities on a national level.	<ul style="list-style-type: none"><li>Develop strategies regarding business development opportunities.</li><li>Develop promotional material for responding to affiliation enquiries.</li><li>Continue to lobby for broader reach &amp; status and recognition.</li></ul>	<ul style="list-style-type: none"><li>KNSW will hold affiliations with clubs outside of NSW and achieve broader reach &amp; status.</li></ul>
Establish a clear brand to meeting organisational objectives.	<ul style="list-style-type: none"><li>Continue to develop and define current brand.</li></ul>	<ul style="list-style-type: none"><li>Increased knowledge of the current KNSW brand.</li></ul>
Invest in our people.	<ul style="list-style-type: none"><li>Board members and administration team to be able to access training and development.</li><li>Facilitate the development of online training for level 4/ introduction to becoming an official.</li></ul>	<ul style="list-style-type: none"><li>Board and administrative team expand knowledge &amp; skills to meet objectives.</li><li>Increase in number of Grade 4 officials.</li></ul>
Streamline administrative practices.	<ul style="list-style-type: none"><li>Document &amp; develop administrative requirements &amp; user guides.</li></ul>	<ul style="list-style-type: none"><li>All administration functions documented &amp; accessible.</li></ul>

# Objective 2

Facilitate innovative & inclusive programs  
an initiatives to grow participation that  
meet the needs of our stakeholders

## Strategic Initiative

## Action

## Success Indicator

Continue to grow membership

- Work effectively with all stakeholders & support building capability of clubs and stakeholders to encourage membership & participation.
- Establish & implement KartSTART.
- Establish Women on Track Initiatives.

- Membership growth achieved annually.
- KartSTART program has a high level of attendance and membership conversion rate.
- Increase in participation of females in all areas of karting.

Ensure all practices & processes are inclusive

- Enable further options on the portal & paperwork for identification.

- KNSW is seen as an inclusive community.

Facilitate events that meet the needs of our stakeholders

- Be agile and fast acting on relevant rule and or competition changes.
- Use surveys to develop and monitor customer satisfaction.

- Stakeholders satisfaction is at a high level.

# Objective 3

## Support all stakeholders to maximise their karting experience

### Strategic Initiative

### Action

### Success Indicator

Improve on the sustainable event delivery model

- Continuous improvement to the portal that increases automation
- Continuous improvement to paperwork, rule book and race day procedures.

- Sustainable event model shows continuous improvement.

Ensure KNSW events are conducted and officiated to a high standard

“CONSISTENT HIGH QUALITY STANDARDS ARE ACHIEVED”

- Training & mentoring of officials
- Develop race day cheat user guides for clubs to follow
- Continuous improvement to tools & systems to conduct race meetings.
- Lesson learnt reports provided post race meets to officials & clubs as required.

- Consistency & standards of events are delivered to meet expectations outlined and committed to.

Provide relevant & quality pathways for ALL that are wishing to participate in karting.

- Develop KartSTART Program.
- Develop process flow chart of levels of karting.

- Development pathways identified, documented & delivered.

Facilitation of interclub communication & sharing of best practice.

- Conduct quarterly presidents meetings.
- Facilitate meetings between previous state title holding clubs & upcoming to ensure lessons learnt & best practice is shared.

- Interclub communication & best practice across events has increased.

To be part of the conversation when the sector changes and adapt as required.

- Continuous engagement with industry & relevant government sporting organisations.
- Be agile to changes of rules & requirements to meet the needs of stakeholders.

- Demonstrated high level of communication & sharing of knowledge with industry & government partners.

# Objective 4

## Develop a sustainable financial plan to facilitate the organisational mission

Strategic Initiative	Action	Success Indicator
Strengthen our financial position.	<ul style="list-style-type: none"><li>• Work effectively to continue to strengthen our financial position.</li></ul>	<ul style="list-style-type: none"><li>• Financial position is sustainable and increase in funds &amp; assets are achieved.</li></ul>
Increase affordability for stakeholders.	<ul style="list-style-type: none"><li>• Review of fee structure annually.</li><li>• Pass on any savings &amp; or reductions in fees to stakeholders as soon as possible.</li><li>• Work with the industry to confirm value for money for stakeholders.</li></ul>	<ul style="list-style-type: none"><li>• Increase in number of stakeholders.</li></ul>