

AIDKA Strategic Planning Session

Date: Saturday 14th December 2024 |
Time: 9am | Location: SportSA, Military Rd,
West Beach
Duration: 4 hours



STRATEGY 2025

PURPOSE



AIDKA'S PURPOSE



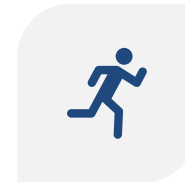
**1. GROWTH AND
DEVELOPMENT OF
DIRT KARTING**



**2. YOUTH
ENGAGEMENT AND
DEVELOPMENT**



**3. FOSTERING
COMMUNITY AND
COLLABORATION**



**4. PROMOTING FUN
AND ENJOYMENT**

Goals for 2025

- **1. Brand recognition** – achieve recognition for the impact / work we're doing. New Instagram, tiktok pages to be developed
- **2. Systems & Process improvement** – bring a critical mass of our S&P's up-to-date, ensure they are fit-for-purpose, and are understood and employed consistently by the team. Independent review
- **3. System & Process compliance** – work to be a more cost effective and efficient business by actively and consistently applying the proven processes we have
- **4. Membership security** – ensure we retain the same membership base for 2025 with intention of growth in 2026
- **6. Staff development** – upskill our staff – stewards, scrutineers, flagging, titles staff. Training matrix to be developed
- **7. Staff recruitment** – Implement Board structure and appoint positions. Implement at least one innovative staff attraction and recruitment program or initiative (potentially in partnership with a support organisation). How will we attract new Board members, personnel from like minded industries. Think outside our own network to recruit
- **8. Culture** – develop and implement a series of social team events for exec and leadership
- **9. Governance + Culture** – establish an all-staff meeting rhythm (leadership forum) that updates the team on progress, is an educational forum and brings in bonding opportunities – and deliver on this consistently
- **10. Financial** – Set growth targets and build sponsorship base

WHAT DOES SUCCESS LOOK LIKE

- AIDKA's success in the coming years should be defined by:
- **● **Overall Club Success**:**
 - - High attendance rates, reflecting growing participation and interest in AIDKA's events.
 - - A fun and inclusive culture that provides equal opportunities for all members.
 - - A clear and consistent distribution of event dates to avoid scheduling conflicts and maximize participation.
- **● **Financial Strength**:**
 - - A well-secured financial foundation, supported by sponsors, membership fees, and grants.
 - - Ensuring financial stability to invest in infrastructure, talent development, and national events.
- **● **Effective Governance**:**
 - - Transparent governance with a clear structure of executive roles and responsibilities, ensuring accountability at all levels.
- **● **Social Media & Exposure**:**
 - - Increasing AIDKA's visibility through active engagement on platforms like TikTok, YouTube, Instagram, Facebook, and the official website.
- **● **Sponsorship Growth**:**
 - - Securing long-term partnerships with corporate sponsors to expand financial resources and create mutually beneficial relationships.

VALUES

VALUES

Excellence – AIDKA is committed to maintaining the highest standards of performance, safety, and governance in all aspects of dirt karting. We strive for continuous improvement and work tirelessly to promote excellence at every level of the sport.

Inclusivity – AIDKA values diversity and inclusiveness, ensuring that dirt karting is accessible to individuals of all ages, backgrounds, and abilities. We believe in creating a welcoming environment where everyone has the opportunity to participate, grow, and succeed.

Integrity – AIDKA is dedicated to upholding the highest ethical standards in all our interactions. We act with transparency, fairness, and accountability, ensuring the trust and respect of our members, partners, and the wider motorsport community.

Community – AIDKA fosters a strong sense of community, encouraging collaboration, support, and mutual respect among members. We are committed to building a positive, sustainable network that supports the growth of dirt karting and provides a platform for aspiring drivers to thrive.

VISION MISSION VALUES AIDKA TEAM TO DEFINE

VISION of AIDKA

- **The Leading Authority in Dirt Karting** – AIDKA strives to be recognized as the premier organization dedicated to the growth, development, and promotion of dirt karting in Australia. It aims to be known for its commitment to excellence, safety, and fostering a competitive and inclusive environment for all participants.

MISSION

AIDKA Mission Statement

- Our mission is to lead and advocate for the growth of dirt karting across Australia by promoting a culture of excellence, safety, and inclusivity. As the premier authority in dirt karting, we are dedicated to fostering grassroots motorsport, providing accessible opportunities for all participants, and supporting the development of the next generation of drivers. We aim to build a strong, sustainable community that champions both the competitive spirit of the sport and the well-being of its participants. Through innovation, collaboration, and a commitment to fairness, AIDKA will continue to shape the future of dirt karting for years to come.

SWOT – Analysis



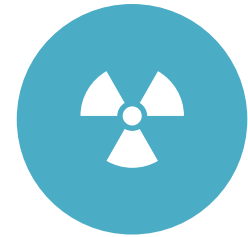
STRENGTHS



WEAKNESSES



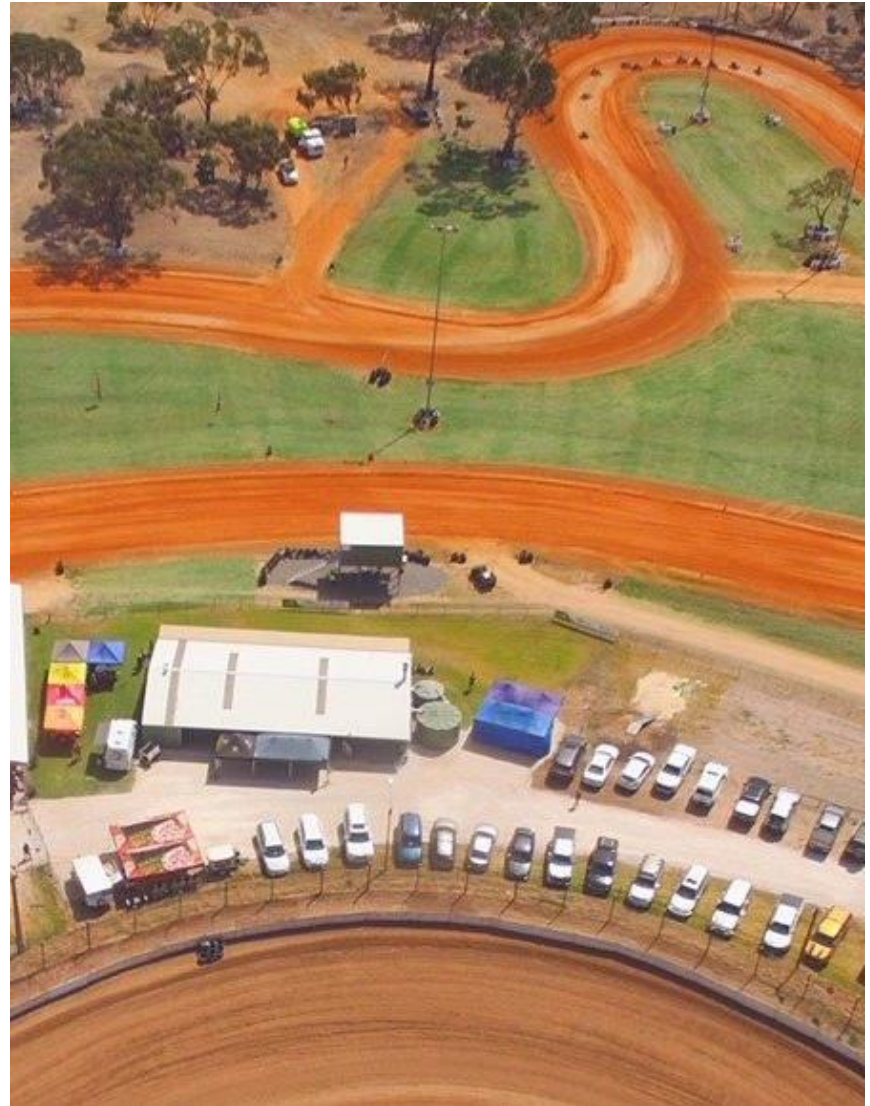
OPPORTUNITIES



THREATS

STRENGTHS

- **Strengths (Internal, Positive Factors)**
- **Established Reputation in Dirt Karting:**
 - AIDKA is 40 years old and the leading body for dirt kart racing in Australia, with a strong history and recognition within the motorsport community.
- **Dedicated Member Base:**
 - AIDKA has a passionate and committed membership, with clubs and drivers that are deeply invested in the sport.
- **Organized Events and Championships:**
 - AIDKA organizes and runs state and national championships, providing competitive platforms for racers at various levels. These events offer structured progression opportunities for drivers.
- **Volunteer Support:**
 - The dirt karting community is supported by volunteers who help run events, contribute to local clubs, and maintain the sport's infrastructure.
- **Existing Infrastructure:**
 - AIDKA has 19 established race venues, networks and relationships with suppliers, race tracks, and event organizers, creating a solid infrastructure for dirt karting in Australia.
- **Youth participation:**
 - AIDKA has 400 Midget, Rookie & Junior members/racers



WEAKNESS

- **Weaknesses (Internal, Negative Factors)**

- **Limited Financial Resources:**

- Compared to more mainstream motorsports, AIDKA may face challenges in securing consistent sponsorships, grants, and funding.

- **Lack of Visibility and Media Coverage:**

- Dirt karting struggles with limited mainstream media coverage, which affects exposure and overall brand recognition.

- **Limited Focus on Youth Development:**

- While AIDKA does provide a platform for young drivers, there may be gaps in developing younger talent or attracting new participants into the sport.

- **Aging Volunteer Base:**

- Many of AIDKA's volunteers are aging, and there may be a challenge in recruiting younger individuals to take up leadership and organizational roles.

- **Fragmented Club Support:**

- While there are strong local clubs, their capabilities and resources can vary, leading to inconsistency in how events are run and how club members are supported.

- **Limited Technological Infrastructure:**

- AIDKA may lack the technological tools and systems needed to streamline operations such as event registration, data management, and communication with members.

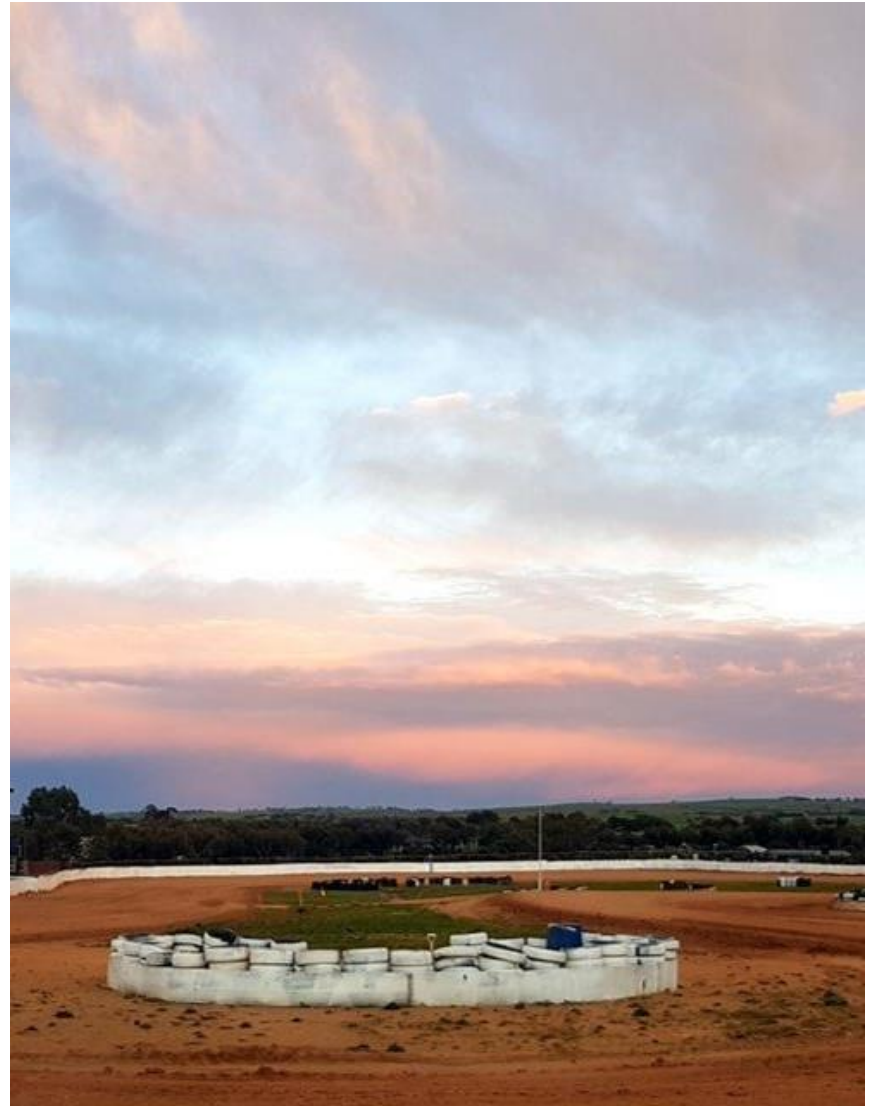
- **Strong Governance:**

- AIDKA operates under a well-structured governance model with clear leadership from the executive team and the involvement of member clubs across Australia.



OPPORTUNITIES

- **Opportunities (External, Positive Factors)**
 - **Increasing Popularity of Grassroots Motorsport:**
 - There is a growing interest in grassroots motorsport in Australia, which presents an opportunity for AIDKA to attract new members and fans.
 - **Collaborations and Sponsorships:**
 - AIDKA can explore partnerships with corporate sponsors, other motorsport organizations, and local councils to enhance its financial position and expand its reach.
 - **Media and Social Media Expansion:**
 - Expanding digital and social media presence could provide a platform to engage a broader audience, especially younger fans and participants, and improve visibility.
 - **Youth Development Programs:**
 - Establishing and promoting youth programs could encourage younger generations to get involved in dirt karting, ensuring long-term growth of the sport.
 - **Expansion into New Regions:**
 - By expanding to new states or increasing club participation in regional areas, AIDKA can tap into untapped markets and grow the sport further.
 - **Technological Advancements:**
 - Implementing new technology for better event management, tracking of results, and driver development could enhance operational efficiency and improve member experience. IMS integrated management system to control



THREATS

- **Threats (External, Negative Factors)**

- **Competition from Other Motorsports:**

- AIDKA faces competition from other motorsports, particularly traditional karting governed by Motorsport Australia, which may draw participants and sponsors away from dirt karting.

- **Economic Downturns:**

- Economic challenges can lead to reduced sponsorship, participation, and funding opportunities, making it harder for AIDKA to maintain financial stability.

- **Changing Regulations:**

- Changes in national or state-level regulations, including safety standards or environmental policies, may create operational challenges or additional costs for AIDKA.

- **Decline in Volunteer Participation:**

- As volunteer numbers decrease and the aging population continues, AIDKA may struggle to find new volunteers to run events, leading to operational challenges.

- **Health and Safety Concerns:**

- Motorsports, by their nature, carry health and safety risks. Any significant incidents could harm AIDKA's reputation and deter new participants from entering the sport.

- **Staying the same as we are now:**

- With increased scrutiny on the way AIDKA is run, direction, clarity and streamlined systems and processes how will the industry respond.



Outcomes and steps forward

Revised Action Steps for AIDKA:

1. Develop the 12-Month Planning Grid

Action: Create a detailed planning grid for the next 12 months to align all activities, milestones, and key performance indicators (KPIs), considering the newly structured committees.

Responsible Personnel: AIDKA Executive Team, Board Members, and Sub-Committee Chairs

Timeline: By the end of Q1 2025

2. Complete the Planning Memorandum for 3-Year Look-Ahead

Action: Finalize the planning memorandum that outlines goals and strategies for the next 3 years, including the identification of roles and responsibilities needed in the newly structured committees.

Responsible Personnel: AIDKA General Manager, Board Members, Sub-Committee Chairs, Strategic Advisory team

Timeline: Finalize by the end of Q1 2025

3. Identify Missing Key Roles and Responsibilities

Action: Assess and define roles within the newly established committees, identifying missing key personnel and ensuring they align with the organization's growth.

Responsible Personnel: AIDKA Executive Team, Board Members, and Sub-Committee Chairs

Timeline: By the end of Q1 2025

4. Management System Upgrade

Action: Upgrade AIDKA's management systems to improve operational efficiency, member management, and event tracking, supporting the needs of the new committees.

Responsible Personnel: Operations Manager, IT Consultant

Timeline: Complete by Q2 2025

5. Board Development

Action: Expand and further develop the AIDKA Board in alignment with the new structure, ensuring that new members with expertise in governance and strategic planning are onboarded.

Responsible Personnel: AIDKA General Manager, Board Chair

Timeline: By the end of Q1 2025

Outcomes and steps forward

6. Hire Additional Staff for Key Roles

Action: Recruit additional staff in areas such as marketing, event coordination, and membership services to support the work of the new committees and drive growth.

Responsible Personnel: AIDKA General Manager, HR Manager

Timeline: Start recruitment process by Q2 2025

7. Develop a Comprehensive Stakeholder Assessment

Action: Complete a stakeholder assessment to identify key partners, sponsors, and community organizations that AIDKA can collaborate with for growth, especially in light of the committee restructuring.

Responsible Personnel: AIDKA Executive Team, Board Members

Timeline: By the end of Q1 2025

8. Enhance Sponsorship and Partnership Opportunities

Action: Actively seek new sponsorships and develop strategic partnerships with brands aligned with AIDKA's mission, particularly leveraging the new sub-committees for targeted outreach.

Responsible Personnel: Sponsorship Manager, Publicity & Marketing Committee

Timeline: Ongoing with initial targets by Q2 2025

9. Improve Digital Marketing and Social Media Presence

Action: Increase AIDKA's social media presence and engage with new audiences to attract more participants, sponsors, and fans, ensuring all sub-committees support marketing efforts.

Responsible Personnel: Publicity & Marketing Committee, Social Media Manager

Timeline: Start implementing strategies by Q1 2025, with ongoing improvements throughout the year

10. Host and Sponsor Industry Events

Action: Increase participation in motorsport expos, festivals, and community events to enhance visibility and attract new clientele, utilizing the Calendar & Events Committee for support.

Responsible Personnel: Event Coordinator, Calendar & Events Committee

Timeline: Participate in at least 3 events by the end of Q2 2025

Outcomes and steps forward

11. Website Updates and Optimization

Action: Optimize the AIDKA website to ensure it is more user-friendly, SEO-optimized, and effective in converting visitors into members or event participants.

Responsible Personnel: Web Development Team, Publicity & Marketing Committee

Timeline: Complete updates by Q2 2025

12. Public Relations and Media Outreach

Action: Increase media outreach to secure press coverage of key events and initiatives, enhancing AIDKA's profile in the motorsports industry, in collaboration with the Publicity & Marketing Committee.

Responsible Personnel: PR Manager, Publicity & Marketing Committee

Timeline: Start PR initiatives in Q1 2025 and continue through the year
