



KartSport New Zealand

Strategic Plan – 2011- 2015



Overview

KartSport is one of the safest, most exciting; adrenalin fuelled and technically sophisticated athletic activity that Kiwi's of nearly all ages can participate in.

KartSport enjoys one of the most intensive parent - child team based sports currently flourishing in New Zealand. Success so often achieved by great teamwork and a combination of driver and guardian skills.

Driven by the outstanding achievements of not just our great ex karters the likes of Scott Dixon, Greg Murphy, Wade Cunningham and others but also the international exposure from the likes of ex karter and many current Formula One participants such as Lewis Hamilton the discipline continues to gain huge media exposure and interest from all ages.

A fantastic environment where young and old can be encouraged to satisfy their *need for speed* in controlled safe surroundings that also encourages career opportunities not only in terms of race car/kart driving but also as engineers, mechanics, marketers and health professionals.

The sport itself however is very challenging. While it is no more expensive than for example sailing a "P-class" karting it is not a "cheap" sport. Karting also requires not only significant driving skill but significant technical ability in terms of "chassis setup" to achieve kart dynamics that enable a driver to excel.

Clubs and members look for guidance and great care must be taken to ensure the sport acts in the best interest of all members. Clear and positive leadership must be our goal at all levels

The sports inherent complexity coupled with our challenging economic times sets real challenges for the leadership and membership to survive and grow a cherished part of New Zealand's sporting history and prowess.

Process

1. Stakeholders focus group 2009
2. Conference 2009 discussion
3. Stakeholder survey 2010
4. Conference discussion 2010
5. Plan development Aug 2010 to Feb 2011 by KSNZ Exec
6. Feb – May 2011 – consideration by Clubs
7. July 2011 – Final plan to Clubs with conference papers
8. Aug 2011 Conference of Clubs - adoption

Plan Objectives

For the twelve months preceding the formalising of a new strategic plan KSNZ undertook to both survey all member and undertake formal Strategic reviews with both members and key stakeholders.

The Outcomes for these may be reviewed in separate documents:

-  KSNZ Participants Survey Results 2010 .pdf
-  KSNZ Strategic Planning Forum. pdf

From these findings and after sharing the outcomes at the 2010 Conference of Clubs where the Top Six key objectives were explored:

A KartSport Executive member is allocated to each key task (Proposed noted below) and will be responsible for overseeing, managing and reporting on all the CSF's. Subcommittees will be formed to assist each task to reach fruition

1. **Sustainability and Growth EXEC member TBA: Plus: TBA**
Retention of members is the number one priority. Evidence suggests KSNZ does a good job in attracting participants but the sports cost and complexity creates significant challenges to retaining and sustaining membership. *We will also learn from global trends in terms of technology and equipment and look to avoid reinventing the wheel or maintaining orphaned solutions as we build sustainable long-term engine and chassis options.*
2. **Safety and Well Being EXEC member TBA: Plus: TBA**
We have maintained an impeccable record and must continue to improve and enhance our good work in this regards with drivers and officials
3. **Volunteer Retention and Growth. EXEC member TBA: Plus: TBA**
KartSport requires an inordinate amount of supporters who must be highly skilled in technical, safety, general rules and communication and conflict resolution skills. All this in an environment where we have a diminishing pool of willing volunteers
Greater skills in terms of customer focussed Race and Event Management is a cry from members we must answer
4. **Organisational Excellence (Support and Communication) EXEC member TBA: Plus: TBA**
In a *transparent* age we must move to rapid, clear, open communication between all levels of the sport. Introduction of members *E-Line* is a great step but much more must be done to develop greater cohesion, cooperation and communication between management, officials, clubs and members.
Review of our *Rules* and application of such must also be integrated. We must look to remove complexity rather than add to what is already a challenging sport.
5. **Promotion EXEC member TBA: Plus: TBA**
By nature we are an exciting product for both supporters and potential members to enjoy. We have made significant steps to attract and retain sponsorship and promote the sport on television and print but as businesses promotional budgets shrink and traditional media reach flounders we must rethink our strategy in terms of the *new online digital age*
The move to a strong integrated *KartSport* brand nationwide is very positive step in the right direction and must be capitalised on in the coming years.
6. **Peak Performance EXEC member TBA: Plus: TBA**
Greater effort is to be made with the likes of the ACADEMY along with strong mentoring and support for new members at Club level. At the same time we have emerging semi professional athletes who could not just benefit but also promote the sport given the right guidance and assistance from KSN

1. Sustainability: Executive Appointee TBA

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Greater effort must be made with the likes of the ACADEMY along with strong mentoring and support for new members at Club level.

Goal	Objective/Strategy	Performance indicators	Timeline	Responsibility
Sustainable Events Calendar	Permit system to be revamped to ensure: Bigger fields, Better returns for Clubs, Better optimisation of officials	Clearly defined Event Regions with no duplicated dates within Regions 10% increase in average attendance per event by 2013 and 20% by 2015 □□	2013	Exec formulate Clubs approve
	Protect Regional Club Dates and Events to encourage Interclub travel and meeting dates complimenting local Clubs events			
	Protect National Championship "Hosted: meetings	<u>Hosted: Nat/Islands/Schools & Open</u> have clear date protection including surrounding dates <u>Pre Event lock down as in:</u> Nationals/ National Schools: No meetings 3 weekends before, CIK (2 weekends). Also Islands protected 2 weeks prior <u>Open Meetings protected 2 weeks prior</u>	2012	Exec formulate Clubs approve
	Integrate Series Meetings. Series continue to grow but for sustainability of resource and to maintain numbers we must integrate series into as many major Club/National events as possible	10% fewer meeting dates with 10% greater participation and minimum 50% of series combined and or integrated into other events	2013	Exec formulate Clubs approve
Proactive Club level support	Best of Breed Management Processors across all Clubs to avoid reinventing the wheel and support the steady stream of new administration volunteers	Best of Breed Guidelines sourced from all and made available for clubs in a live online "Wiki" style of moderated data base	2015	Determined by team leaders
	Establish guidelines for kart preparation/ engine technicians (esp. parent/crew) for use by clubs to provide to new competitors	Best of Breed Guidelines sourced from all and made available for clubs to give to all new members as they join	2013	Team leaders and Clubs
New Members	New Member Retention Plan	Best of Breed Guidelines sourced form all and made available for clubs to give to all new members as they join in a modern user friendly format	By 2012	Team leaders and Clubs
	Every new member mentored at Club level	Buddy system in place in all Clubs	2013	Team leaders and Clubs

1. Sustainability (continued) Executive Appointee TBA

Goal	Objective/Strategy	Performance indicators	Timeline	Responsibility
Exciting Innovative Events	More variety in Race day formats. Abide by rules but increase flexibility in formats e.g. Twilight meetings, One day Saturday meetings <i>Look to Sailing and Cricket for inspiration</i>	15% Increased retention of Masters, senior teens who are not interested in more than 6 hour events and want their Sundays for Family and friends	2015	Clubs & Rules Committee
Masters	Recognized Age Class that can be run within classes and or separately where fields allow Agree and clarify Age to meet International regs, NZ Masters Games etc @ 35+	Separate plate and podium recognition	2011	
Rookies	Recognize achievement at C and unrated levels	Podium and Prize by ratings levels where possible at all significant events.	By 2012	Team leaders and Clubs
Strong Sustainable Classes	Encourage transitional classes as in classes where engines may transition to reduce costs	Retention of Rotax Max, Yamaha	2013	
	Complete review of all Classes to ensure the permit free easily accessible entry: e.g. JR is currently a "Hot Rod" class where it is not possible to buy an off the shelf competitive package due to "Extinct" machine design offering better performance	All classes to have ability to buy new equipment that can be made competitive to the highest level	2012	
Regular Surveys	Measure Critical Success factors to ascertain members feelings on key items	Annual reviews of major items with performance comparison to last year prior to each Conference with results shared in advance	2011	
Identify Weak Points	Exit Interviews	Professional productive Exit interview with every person who exits that is collated measured and shared quarterly	2011	
New Members Assistance package	Simplify entry level (transparent) Target Motorsport orientated customers Survey what brings in new folks Push Unrated and novice classes in terms of greater recognition at events for "X/C" class	Hold Membership at 2010 Levels and then 3% growth after GFC	2012	
	ACADEMY: Seek industry and or sponsor support to assist all new members with a subsidised ACADEMY course	Sponsor appointed and 50% subsidy instigated	2012	

1. Sustainability (*continued*) Executive Appointee TBA

SPARC Funding Sustained	Meet all requirements for support Funding as specified by SPARC: e.g. Ethnic: Maori/Asian efforts enhanced etc	Funding continues at present and or greater levels	Ongoing	
Noise Control Management Process and Guidelines	Monitor developments with CIK and adopt CIK methods if appropriate. Establish a test with limit standards which correlate to acceptable boundary measurements and is achievable for all current karts and classes using available technology.	All Clubs compliant and maintaining systems that avoid complaints and Resource Consent risks	2013	New Appointment
	Designated Areas for engine starting	Include Track rating Criteria starting with A then B rated tracks at Hosted as a bare minimum	2011	
	Scheduling of classes within events to limit number of noisy classes running consecutively – provide quiet times and less noisy times within the schedule.	Amended class schedules and order for events	2012	

2. Safety and Event Management Executive Appointee TBA

We have maintained an impeccable record and must continue to improve and enhance our good work in this regard to safety of drivers, officials and spectators

Goal	Objective/Strategy	Performance indicators	Timeline	Responsibility
Race Directors	Well trained professional skill set in place at all major events	Develop Race Director standard and qualification 3 fully trained and qualified race directors Clearly defined role and responsibilities	2013	Nat Steward and Race Officials Training Co-ordinator
Professional Event Management	Quick transparent outcomes decisive (Yes/No) Events run to strict time structure Improve detail in event reports for hosted events.	Positive competitor/official feedback via surveys – 90%+ acceptance rate. Events conclude on time. Feedback and information in event reports.	2013	
	Race Day Management (Protests): Hearing procedure to be speed up • I.e. witnesses # of or how called Time penalties considered?	Positive competitor/official feedback via surveys – 90%+ acceptance rate.	2012	
Highly skilled Officials	Officials used must be based on performance excellence Review to ensure training and grading is best practice Integrate with SPARC Assistance	Establish grading criteria Maintain formalised training and grading system. Dispute resolution training for all Formal review system that is transparent to all. Rates qualifications required achieved, targeted with time lines for achievement. Internationally qualified and recognised Stewards x 2 Internationally qualified and recognised Tech official x 2	2014	
Technology Driven Decisions/Outcomes	Greater use of technology to monitor manage and adjudicate at major events	Digital Camera Recording system for total track at major events Camera Timing for major events Use latest Technology (electronic flags)	2013	

2. Safety and Event Management (*Continued...*) Executive Appointee TBA

Goal	Objective/Strategy	Performance indicators	Timeline	Responsibility
Tracks	Easily Managed and accessible Standards and Maintenance policies and Guidelines Inspections	Subcommittee of 3 including Track & Safety inspector. Succession plan established.	2012	Track and Safety Inspector
	Convenors	1 x training program per year	Ongoing	
	International Criteria	Monitor International standards and support and encourage at least one International CIK standard track for the Nation to enjoy	2015	
Paramedic Standards	Review of requirements to ensure medical support at events matches the risk.	Align to permits and meet best practice for Resource to match event requirements	2012	Medical Officer and Exec
Apparel: Helmets/Apparel	Ensure safe modern options are sanctioned in line with International protocol while maintaining cost effective control	All equipment matches CIK Regulations	2012	
Chassis	Review of safety requirements better aligned to competitor event and international	Simplified declaration system Education system for new entrants	2012	Chief Scrutineer

3. Volunteer Retention and Growth Executive Appointee TBA

KartSport requires an inordinate amount of supporters per player all who must be highly skilled in technical, safety, general rules and communication and conflict resolution skills. All these demands in an environment where we have a diminishing pool of willing volunteers
 Greater skills in Race and Event Management is a cry from members we must answer
 This is a real issue and not many answers at present? What We have to accept with this plan is we won't have ALL the answers now we just need to make sure we have asked the right ones and they are focussed on the best outcomes we want for next 3-5 years

Goal	Objective/Strategy	Performance indicators	Timeline	Responsibility
Targeted research of Volunteer needs (Race officials, Tech, officers race control etc	Comprehensive review of real needs of current volunteers in terms of ongoing enjoyment and satisfaction. □ Same survey for "Potential" volunteers		Q1 2011	
Increase Volunteer Base	Develop Strategy to bring on more younger Volunteers	25% increase in Volunteers under 35	2014	
<i>Volunteers leave because Efforts are not valued Role becomes more than expected Unclear job descriptions</i>	Educate clubs to support, recognize, and reward volunteers with consistency AND develop and recruit officials Attract Younger Volunteers	Volunteer Support and Mentoring program available online for all Regional Recruiters Positive feedback from volunteers (Monitored)	2012	
Retention of Officials	Consistent understanding and application of processes.	Training: with defined objectives for: Race Officials/Stewards Race Secretaries (add to database) Convenors (add to database) Technical Officers Machine Examiners Club Administrators Presidents	2013	
Optimize HR	Review Number of Officials at events/activities Review event calendar with volunteer considerations (to avoid volunteer pressure/obligation)	Review all Aspects from Appeal Boards (Done moved 5 to 3 members) to Club Day minimum requirements to maintain management and safety without over extending HR	2013/4	
Skill Sets	Improved selection training process for Race Officials at the higher profile events and review process	Annual evaluation and review of all personnel from AK further review		

3. Volunteer Retention and Growth (*Continued...*) Executive Appointee TBA

Volunteer membership	Provide a tool for volunteers to “join” KSNZ as one of or respected Volunteers at no cost	Volunteer “Coordinator” All Clubs are to provide free membership to their home club and likewise KSNZ	2011/12	
Regional Sports Organisation (RSO) engagement	KSNZ and Clubs engage with RSO’s to develop better local resources and strategies for the region	Greater regional shared resources and activity	2012	
Rebrand	Review Options for stronger brand imagery and perception: Apparel, Descriptions, Designations	New Suite of Apparel	2012	

4. Organisational Excellence (Skills, Support and Communication) Executive Appointee TBA

In a transparent age we must move to faster, clearer, more open communication between all levels of the sport. Introduction of members E-Line is a great step but much more could be done by greater cohesion, cooperation and communication between management, officials, clubs and members.

Review of our Rules and application of such must also be integrated. We must look to remove complexity rather than add to what is already a challenging sport

Goal	Objective/Strategy	Performance indicators	Timeline	Responsibility
KSNZ, Clubs and Stakeholders to be strategically and operationally aligned	Integrated policy and systems that ensures we work as one – Smarter not harder	All Management resource clearly defined and accessible online in one easily accessible database. Best of Breed policy ensuring Clubs can constantly update and share system enhancements and improvements direct, online, real-time.	2013	
	Integrate Club strategic plans into KSNZ and v.v.		2015	
Protest Appeal Procedure	Grounds for appeal needs to reviewed to ensure validity in all cases Adjust process and fees to reflect costs and skills required	Fees reviewed and implemented Sports Tribunal replaced with a knowledgeable Motorsport based entity and or permanent legal advisor for “Qualified” leadership and management of Appeals and higher authority	Aug 2011	
Executive Roles Aligned to Strategy	Increase Executives Board skills and requirements (fill vacant appointed role after identifying the role and recruiting appropriate person)??	Clearly defined roles for all executives and senior Management. Induction process Succession plan Performance review Annually	2012	
Administration	Remove mundane Admin tasks from role to free up support for Clubs and Sport Development responsibilities Promotion PR Club Visits Club Support Complete review of all KSNZ admin/finances/license etc systems and processes	Basic activities contracted out e.g. Transponder/Clothing sub managed Improved systems and processes for structure and execution of admin/finances/license etc	2012	
Manual	Prioritise the rewrite restructure and rectify so as simpler & more easily understood	New Manual with Electronic only version considered for 2014 onwards Manual release by version number not year Technical section split out to separate manual	2012	
Rule change better Clarity	All communication to be prompt clear concise and decisive action and advice on all major rule reviews and changes will be given	Continual education and information regarding process and location of information Additional and improved post conference information	Ongoing	

4. Organisational Excellence (Skills, Support and Communication) Cont.... Executive Appointee TBA

Goal	Objective/Strategy	Performance indicators	Timeline	Responsibility
Communication	Transparent rapid regular open succinct interaction between all levels Greater detail on WIP and Outcomes from Executive	Decisions communicated from and by the associated Executives timely. Key decisions need to be clearly communicated by KSNZ President or designated Executive so there is always a face to the communiqué	2011	
	Club Visits:	Visit every Club by Executive and or Admin/Development Manager biannually. Ideally attend Committee meetings and or meet with senior committee members	2012	
Online management	KSNZ Data base to carry all membership and race management including HR resource and requirements for events	Open access to all officials to be able to see ALL relevant information in one place in real time	2012	
Annual indemnity	Annual sign of for all officials and members	System for safe effective understanding by all of responsibilities and a once only clear annual indemnity undertaken	2012	
Funding	Develop a fully fledged online template for regional/council and Charity funding applications open to Club access	10% increase in funding grants across the Nation Shared success stories from Clubs on approved grants	2013	
Web Site	Integrated Web Site to back end all Clubs if desired all Cloud based	Club Sites having ability to “integrate core content off the back of KSNZ Site with matched branding Option to fully run site off KSNZ Site but with Local portal and Presence Multiple management, input and log-in options	2013	

5.0 Promotion Executive Appointee TBA

By nature we are an exciting product for both supporters and potential members to enjoy. We have made significant steps to attract and retain sponsorship and promote the sport on television and print but as businesses promotional budgets shrink and traditional media reach flounders we must rethink or strategy in terms of the new online age

Goal	Objective/Strategy	Performance indicators	Timeline	Responsibility
Outstanding Branding	All Clubs to proudly promote as one consistent brand that illustrates a cohesive, uniformed and professional body	One instantly recognised consistent KartSport brand across the nation used at all times in all places with each region and or discipline recognized	2012	
Web Site	The New Face to KSNZ A web 3.0 styled solution that buzzes with excitement and also continues to serve as the outstanding membership resource it currently provides	Web 3.0 style site that is our number one point for promotions and customer interaction. Online Q & A sections added Drop Box of resources for Clubs, Media, Trade, PR	2012	
Hit Target Market	Clearly identify "Where" our potential members "are" in terms of delivering an attractive interesting product that appeals to kids/parents/teens who have the potential to make great KartSport members	15% increase in intake of new members	2015	ALL
Raise KartSports public profile	Web: See above AND explore use of Online mediums to spread the word and allow greater online UGC and promotion	Quality presence in all major mediums: Facebook, YouTube etc	2012/13	
	TV: Maintain minimum 2-4 Events and evaluate options to improve and enhance this medium if and only there is sponsorship funds and desire available for this purpose	2-4 Events providing funded by Sponsorship	2011	
	Print: Replace SpeedSport with alternative that reaches potential members not existing. E-line and our own website serves members	25% increase in PR related articles and or funded advertising especially in regional papers/magazines	2012	
	Online magazine	Integrated online content for Karters to compliment the more factual "E-Line" KartSport newsletter	2013	
	Have a Go Days:	Templated system for all Clubs see retention section		
	New Member information	Enhanced New Member section on Web site with printable /DVD options for distribution via Trade etc		

5.0 Promotion (*Continued.....*) Executive Appointee TBA

Goal	Objective/Strategy	Performance indicators	Timeline	Responsibility
Radio	Radio: Investigate potential and value of national Radio advertising primarily as a pre cursor to major events.	Incorporate efficient and effective radio campaigns in conjunction with Clubs at regional levels for hosted events. Assist Clubs to achieve local radio advertising.	2012	
On- Line magazines	Develop an online Karting magazine. Realistically this is not viable stand alone so look to partner with MSNZ/KartX etc	Strong magazine style online presence that is distributed to a significant data base	2013	
Expose NZ drivers to imported international talent	Select classes and drivers to invite to compete drive here	Drivers invited and circulated at major meetings Establish Tran-Tasman Cup for CIK-T event or other high profile established event. Support and encourage international style events at our international grade tracks: Support attendance at major meetings from at least 5 significant Internationals per annum	2013	Policy on Elite Drivers
Fees:	Review entry fee options to optimize new and retained membership	Trial underway till Jan 2011 to evaluate if this in fact generates new members or is just a myth	2011	
	Option to Lease transponder for year one? Research if the fee of \$75 is in fact an impediment to joining the sport given amount of associated costs		2011	
Free up Administration	<i>See Organisation Excellence Section</i> Contract out specific admin duties to free Admin/Development role to allow significant more time for sponsor recruitment/maintenance and general promotional work	\$30,000 increase in sponsor/Support income to facilitate this move	2011	
Promote to Schools	Significantly up the PR, education and marketing for our "Schools" events and involve leading local education facilities in the events	Every School fully informed on the features and benefits of Karting & the Schools champs objectives and results	2012	

5.0 Promotion (*Continued.....*) Executive Appointee TBA

Goal	Objective/Strategy	Performance indicators	Timeline	Responsibility
Event Promo's	Proudly and significantly enhance promotion media and merchandising at major events	Suite of promotional / advertising tools and templates available for use at all major events and Series to promote KartSport. Flags, banners, promo apparel, leaflets	2012	
Trade Shows/Events	Provide a suite of quality promotional equipment, products and paraphernalia to support Trade events	Whilst KSNZ does not always have the manpower it will subsidize trade and third party activity at the likes of Big Boys Toys etc Activity at Motorsport/Speedshow and similar Events	2011	
International Profile	Support NZ drivers racing Ooverseas See <i>Peak performance</i>	Overseas racing guarantees exposure for the Sport. Increase such PR by 15%	2013	

6. Peak Performance Executive Appointee TBA

A multilevel program and strategy to maximises performance at all levels.

Much is to be done including greater effort must be made with the likes of the ACADEMY along with strong mentoring and support for new members at Club level. At the same time we have emerging semi professional athletes who could not just benefit but also promote the sport given the right guidance and assistance from Clubs, Trade and KSNZ.

Goal	Objective/Strategy	Performance indicators	Timeline	Responsibility
ACADEMY	Commercialise the management and operation for results focussed outcomes	Break even model with remunerated leader and coaches	By beginning of 2011	
	Encourage All Clubs to hold at least One Academy session per annum pref prior to large events	Minimum 12 courses averaging 10 participants per year	Dec 2011	Clubs & ACADEMY Manager
International Profile	Support attendance at major meetings from Internationals	10 Internationals a year competing at major NZ meetings	2012	
	Support NZ drivers racing Overseas with mentoring and management expertise.	20+ Drivers attending significant International events globally with top ten results or better.	2013	
Driver Careers	As in most sports a career either as a driver or technician is a valid if challenging goal.	Develop Career integrated pathways with MSNZ and or tertiary organizations for drivers who KSNZ sanction as meriting assistance	2012	
National Recognition	Clearly define Premium prize categories		2013	
Recognition of overseas successes	Celebrate, recognise and acknowledge successes of NZ competitors competing overseas.	Creation of an annual award for recognition of performance in overseas competition	2011	



SWOT Analysis from Stakeholders Forum

Strengths

Promotion/Image

- Media
- TV is stunning
- IP Trademark KartSport logo
- Media generates demand
- Family values sportsmanship fair play honest minimal cheating Safe

People

- Having a paid Development Manager
- Large knowledge base, years of experience
- Critical people volunteers
- People help each other out at track
- Leadership volunteer base
- Loads of volunteers at club level who want to help
- Buddy system
- Personnel in sport at all levels
- People want to given and are passionate
- Exec prioritise well but???

Trade/Commercial

- Suppliers (Retailers)
- Support from the trade locally
- Trade working fro common good feed off each other
- Sponsors engaged for more than GASU

Technology

- Implementation of technology/transponders
- Systems technology
- We have become more interactive i.e. online entry etc
- Online presence of sport much stronger
- Technology around communication
- Website
- Email etc
- Online

Structure

- Structure
- Democratic
- Volunteers
- Relatively simple
- Good org structure
- Some clubs offer stunning service set. Consistent?

Family/Fun

- Camaraderie, friendships
- Family based values
- Fun, fun, fun

Heading?

- Academy resource
- Consistency – race anywhere in country
- Good constitutions
- Some great stories on kart careers lan Love story
- Kids driver safety
- Access & ability to change rules New facilities 20existing
- Communication and Meetings like we are having today

Weaknesses

<p>Communication</p> <ul style="list-style-type: none"> ➤ Contracts not listening enough to karters, not professional in adhering to rules ➤ We need proactive regular updates to people ➤ Communication: Are we sure all members are online and checking ➤ Transparency ➤ Getting knowledge base to new competitors ➤ Blame & victim behaviour ➤ Culture – lack of structure (Karters vs. Officials) ➤ Access to top level of org ➤ Now we sell change to karters get engagement <p>Leadership</p> <ul style="list-style-type: none"> ➤ Control/power trips ➤ Decision making and time management on race day too slow lead it officials ➤ “Them and Us” KartSport – Clubs – Drivers ➤ Getting proactive on strategic issues ➤ Not enough help from KartSport to Clubs (permits etc) ➤ Under representation at a legal level ➤ Greater sharing of communication ➤ Need clearer leadership guidelines <p>Flexibility</p> <ul style="list-style-type: none"> ➤ Culture flexibility no flexibility ➤ Little flexibility at Exec level for clubs ➤ Show responsiveness to changing needs <p>Complexity & Number of Rules</p> <ul style="list-style-type: none"> ➤ Speed too long to make change ➤ Number of times we end up going all the way to tribunal ➤ Madness in the science of karting complexity ➤ Choices about global vs. local rules ➤ Rules knowledge is a science also! ➤ Poos rules, poor adjudication some guidance ➤ Maybe over-regulated ➤ Too many classes 	<ul style="list-style-type: none"> ➤ Number of officials at meetings ➤ Critical people volunteers but not accountable ➤ Stewards consistency and culture ➤ Skills & capabilities of people ➤ Burnout of club volunteers ➤ Enormous load on a few officials. Quality? ➤ Stewards to support the sport not “police it”. Grow people ➤ Tech stewards Need assistance to add and to up-skill ➤ Professional sport run mainly by amateurs ➤ Old ideas/traditions lack professionals. <p>Accessibility</p> <ul style="list-style-type: none"> ➤ Hard to join clubs ➤ Hard for individuals to join <p>Officials</p> <ul style="list-style-type: none"> ➤ Competitors not valuing the officials <p>Expense</p> <ul style="list-style-type: none"> ➤ How we react to economic times and cost pressure on competitors <p>Admin/Workload</p> <ul style="list-style-type: none"> ➤ Paperwork involved in change – old traditions ➤ Admin Manager consumed with admin! Wrong type of admin <p>General</p> <ul style="list-style-type: none"> ➤ How we bring interest to participation ➤ Media ➤ Atmosphere at Clubs (personnel can influence) ➤ Incorrect knowledge products and valve ➤ Competition side of sport not kept up with commercial resource issue
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Opportunities

Improving Rules/Safety

- Simplify rules “Thickness of steering column”
- Danger Road Safety
- Simplify KT engine rules. JR engine.

Promotion

- Promotion of drivers who have moved on. Drag them back to meetings as much as possible
- Now with more media coverage using more community based awareness for new membership
- Making the sport more eye attractive

Commercial relationships

- We have 8-10 very professional trade participants
- KartSport NZ to work with commercial partners and JV's on facilitate with commercial operator
- More exposure of capability of sponsors and how they can be engaged
- Gain from other motorsport avenues

Flexibility

- Teach karters how to manage sponsors and budget
- Thinking a Sat meeting format and time engaged to suit needs
- Does KartSport accredit engine builders

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Closer Connection

- Clubs to interact with KartSport closer
- Repair the bridge between Federation and Karters
- Make sure all survey results go on website
- Use data more. Use survey more
- Educate more on the online system

Growing and expanding participation

- Getting younger blood into more club organising and stewarding role
- Do we appeal to key racers/culture groups in NZ Asia/Euro etc
- Involve the younger drivers more on all levels

- New age vision for the sport. Younger admin, up to date on current trends
- How do we get more female participation in the sport
- Embrace/outlaw type of people/events

Threats

Environmental

- Noise! Pollution! Complexity of sport!
- Cost
- Cost is biggest threat
- Expensive sport
- Competitor sports cheaper. Karting seems as beginner sport "Go-Karts"
- Competitor analysis. Ease of getting in to other sports

Volunteers

- The sport is run by volunteers Lack of volunteers.
- Litigation
- Cases before SPARC drain of membership funds
- Rulebook very fragmented. Loopholes etc
- Economy safety Tec rules Drivers see it as engine builder against KSNZ
- Legislation – compliance costs
- Engine builder public liability
- SPARC
- First Aid catering Health and Safety outsource media

Membership Decline

- Net decline in members
- If we don't shift trend we may be 25% smaller in 5 years
- Demographics – structure and members
- Environmental Analysis – Not enough funding to do a job than making a volunteer
- Benchmarking motocross
- Other clubs motorsport. Bucket Bikes Clubs member by laws demographics
- Motorsport trailing grass karting pear pressure.

Rule Complexity

- Notice period and process on rule changes. Trade engagement etc
- Understanding the class structures. Well run and organised events
- Reliability of providers. How do we manage this. Dependence on single player
- Sustainability of quality trade to support the sport

- Key provides providers product failures and supply. Need to work it well.