

AIDKA

STRATEGIC REVIEW - PRELIMINARY FINDINGS



OBJECTIVES OF AIDKA

- To promote and advance the sport
- To promote fair and honourable practices and excellence in the sport
- To promote positive cooperation between members for the good of the sport
- To promote and oversee dirt kart race meetings for the benefits of members
- To protect the sport and guard the best interest of its members
- To act with other associations and like sporting bodies to our mutual welfare

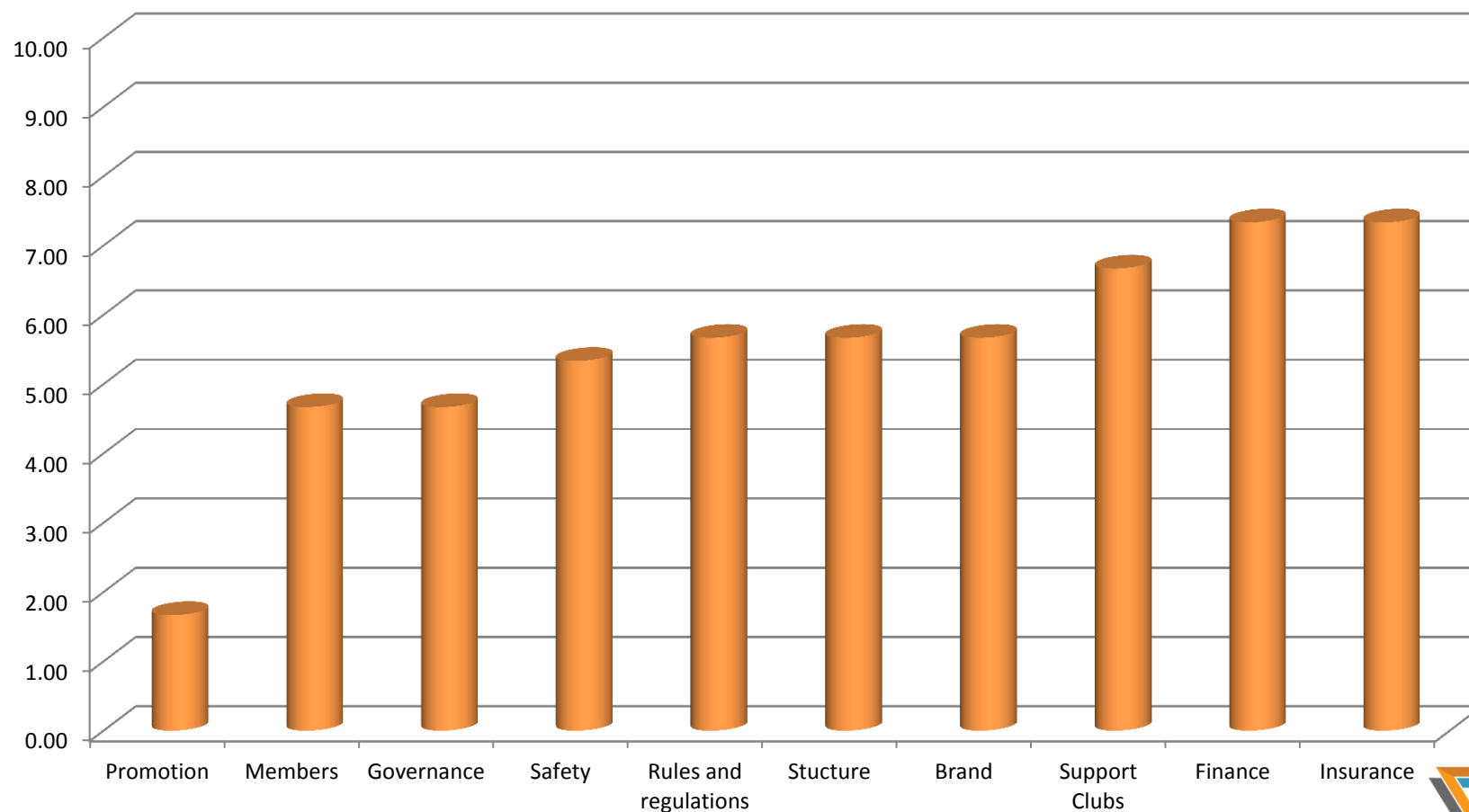
DEFINITION OF A MEMBER

- “all incorporated clubs who have or well be accepted for affiliation by AIDKA”

However constitution has 2 definitions of a member”

- “member club” – means an association affiliated club
- “member” – means a member of an Association affiliated club

CRITICAL SUCCESS FACTORS



MEMBER REVIEW

- Promotion of the sport – average score 3.8/10
- Recognition of improvements in website, however, need to utilise website via social media and improved communication
- Clubs and sport would benefit by AIDKA employing a promotions and club support officer
- Concerns about lack of transparency with decision making and communication back to the clubs
- Promotion of juniors – kids bring families to the clubs, creates a future
- Opportunity to establish consistency in standards by providing training and coaching services
- Affordability is critical
- Concerns about consistency of stewardships by the majority of participants consulted “stewardship is confusing”
- Blue ribbon events drawing members away from club racing

PROMOTION

- Website has been a major step forward – predominately relies on members to seek out the website. Need to develop a push strategy through email marketing and social media - Have a social media policy (clubs can also adopt)
- Website to consider adopting foxsportspulse or implementing the features of foxsportspulse
- Recognise clubs are at the coal face – clubs sign up members, thus promotion should support clubs. AIDKA can
 - Seeking out government funds to promote the sport
 - Securing national sponsorship arrangements
 - Providing marketing materials and assets to clubs, and
 - Promotion in relevant magazines

NATIONAL PROMOTION STRATEGY

WHY the sport is good for:

- Juniors
- Families
- The community, and
- Participants

Need for a promotions officer



NATIONAL JUNIORS PROGRAM

- A brand for juniors (like Kanga for Cricket, Neeta for Netball, Auskick for AFL, Tackers for Sailing)
- Modified rules based on competency
- Training Program that can be only delivered by accredited coaches
- Affordability strategies – how to make “kids” Karts as cheap as possible
- Mechanism to access Karts for training (not racing)
- Competency levels for Juniors (that will allow racing)
- Promotion material for launching campaigns
- Income stream back to AIDKA

GOVERNANCE

Dependency on volunteers is too high. AIDKA needs to consider the allocation of resources for:

- Development and accountability of its planning requirements
- Execution of strategies to support members and grow the sport

NEW POSITION

Funding for a new position for AIDKA that will:

- Develop funding submissions for AIDKA and provide assistance to clubs to develop their own submission
- Support the development and implementation of the plan
- Develop the junior program – create an income stream
- Support the board with reporting
- Support the executive with developing processes to promote consistency of standards in the sport

It is important to note the investment in human capital does not in any way exempt any individual board member from its duties.

RULES AND REGULATIONS

Stewards face a range of issues including:

- Level of training provided
- Shortage of supplier stewards
- The steward is well known to many drivers, thus it is hard to be independent

AIDKA to commit resources to the development of strategy to address areas as follows:

- Use of independent stewards for certain events
- Accreditation and training programs for stewards
- Education program for drivers
- Review of penalty system and carry over points for repeat offenders

Look at a structure that separates umpiring from AIDKA



MONEY STORY – MONEY IN

Affiliation fees \$13136 or 4.5% of income (\$286k)

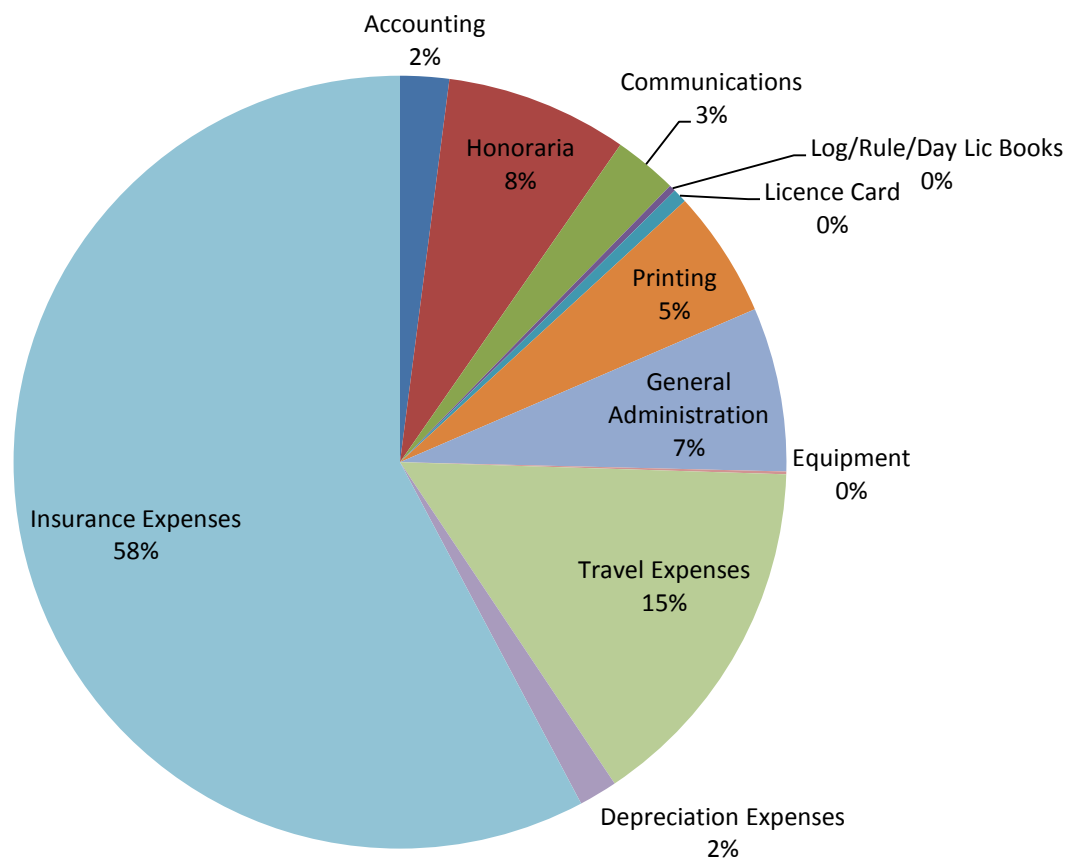
Track license fees \$11591 or 4%

Senior Drivers \$147916, Juniors \$26,220 or 60.8%

Transponders \$50,012 or 17.4%



MONEY STORY – MONEY OUT



Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Licensing and insurance offer to members of member clubs ▶ Established framework for racing and events ▶ Sound financial position ▶ Clubs support and value the role of AIDKA ▶ Recent enhancements in the website ▶ Strong presence in rural markets 	<ul style="list-style-type: none"> ▶ Overall promotion of the sport ▶ Lack of clarity about roles, expectations between AIDKA, Members and Member Clubs ▶ Junior programs are adhoc ▶ High dependency on volunteers ▶ Member concerns about stewardship ▶ Overall governance – decision making
Opportunities	Threats
<ul style="list-style-type: none"> ▶ To exploit the position of affordability and entry into the sport ▶ To capitalize on the value dirt kart racing offers the community – ie health and fitness, engaging families, teaching about road safety ▶ To expand into other areas – ie Vic and NSW ▶ Diversity in sports participation 	<ul style="list-style-type: none"> ▶ Too many events can impact on viability of club racing, takes drivers away from regular club racing ▶ Competition from other sports ▶ Sport is impacting on “time poor” lifestyles – need to cater high expectations of participants ▶ Dependency on volunteers ▶ Too many classes???