



MOTORSPORTS NT INC.

*Supporting
Territory
Motorsport*

www.motorsportsnt.com.au

MASTER STRATEGIC BUSINESS PLAN 2017 - 2020

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Environmental and Marketing Analysis

Environmental Analysis

	Strengths	Weaknesses
Internal Environment	<p>Our STRENGTHS in the internal environment;</p> <ul style="list-style-type: none"> • Our People – Executive Officer and board members • Skills and expertise in the political environment • Training and development organisation • Communication • Enhanced alliances with influential agencies • Promotion of the motorsport community • Negotiation skills and conflict resolution • Internet and Facebook, promoting the Sport • Effective regional interaction 	<p>Our WEAKNESSES in the internal environment;</p> <ul style="list-style-type: none"> • Lack of funds to reach all areas to broaden participation • Infrastructure
	Opportunities	Risks
External Environment	<p>Our OPPORTUNITIES in the external environment;</p> <ul style="list-style-type: none"> • Increase in membership • Marketing and promotion • Strategic alliances with other Organisations including entrepreneurs, government; • Products and services that can promote revenue • Increase support from government • Engagement with Asian Motor Sports 	<p>THREATS in the external environment;</p> <ul style="list-style-type: none"> • Lack of revenue • Membership • Lack of corporate support • Rising costs • Increased affiliates equates to decreased funding to individual clubs

Objectives and Key Performance Areas

MotorSports NT have identified the following Key Performance Areas (KPA's) and focus areas as follows:-

Key Performance Areas	Focus Areas
Management Plan	<ul style="list-style-type: none"> • Administration • Management operations • Governance • Structure • Education for directors and committee members • Quality management improvement programs • Human resources • Management of volunteers and paid staff
Marketing Plan	<ul style="list-style-type: none"> • Sponsorships • Fundraising • Merchandising • Promotions • Communications • Member services support and assistance
Operational Plan	<ul style="list-style-type: none"> • Participation Development • Junior Development • Conduct and management of local, regional and state events • Volunteer & Official Accreditation Programs
Financial Plan	<ul style="list-style-type: none"> • Forecast cash-flow • Balance sheet • Profit and loss • Operational budgets & management

MOTORSPORTS NT STRATEGIC PLAN 2017-2020

Advancing motor sport in the NT

Goals	Further the interests of motor sport within the Northern Territory by growing our membership base to enhance competitive racing.	Arrangement of well conducted race meetings in a safe manner that meets relevant Australian Association standards.	Ensure good governance and proper management operation, control and further development of Northern Territory Motor Sports.	To provide affiliated members with recognition of success and encouragement for achievement and club development.	To promote and advance Northern Territory Motor Sports by encouraging Government and industry to assist with National and International events and facility development.
Performance Targets	<ul style="list-style-type: none"> • Increase in Affiliate Memberships to MSNT • Increase in Competitor Numbers including juniors • Increase in Spectator Numbers 	<ul style="list-style-type: none"> • Licenses are obtained by affiliated members with relevant bodies • Race Permits are endorsed • Safety and OH&S standards are maintained • Accredited officials/volunteers 	<ul style="list-style-type: none"> • Regular attendance by members at meetings • Appropriate financial assistance to affiliates • Audit reports are maintained and available • Sound planning and business practices are maintained 	<ul style="list-style-type: none"> • Appointment of Life Member/s • Annual Championship and Club Awards • Recognition of highly trained officials and committee members 	<ul style="list-style-type: none"> • Continue to liaise with appropriate Government Authorities and Industry • Increased sponsorship and assistance received • Increased recognition and promotion of MSNT • Engage with Asian motor sport with NTG officials
Strategies	<ul style="list-style-type: none"> • Conduct planned racing events and functions throughout the Calendar year • Encourage new and former members to join • Assist affiliated clubs with a mentoring program for Juniors • Provide assistance to affiliated clubs with come and try days. • Promotion of good fellowship and sportsmanship within the motor sports fraternity • Provide best practice web site and communication to members • Regular social media and website updates 	<ul style="list-style-type: none"> • Affiliates conduct planned racing events throughout the Calendar year • Affiliates ensure all members are aware of their obligations in regard to safety • Affiliates ensure that racing is conducted in accordance with relevant requirements • Affiliates ensure that the venues are licensed in accordance with relevant Regulations (eg.Fire, Liquor, Health) • MSNT assists in providing training opportunities for officials/volunteers • Affiliates adhere to the requirements of the National motor sports bodies 	<ul style="list-style-type: none"> • Funding to affiliated members is in accordance with policy and acquitted • MSNT Board meetings held to ensure best practice governance • Financial accounts and records are maintained and audited as required • Requirements of Incorporations Association Act are adhered to and abided by • Appropriate training and awareness of contemporary management practices • Ongoing review of MSNT Policies and Procedures 	<ul style="list-style-type: none"> • Award MSNT Life Memberships where appropriate in line with the requirements of the MSNT Constitution • Affiliates introduce Annual Championship and Club Awards • Affiliates recognise and reward officials/volunteers and club committees • Provide awards to affiliates for recognition of their volunteers contributions 	<ul style="list-style-type: none"> • Lobby Local MLA's, NT Government Minister's to enhance interest and investment in motor sports. • Attract and secure industry assistance and sponsorship • Continue to promote and advertise MSNT throughout the NT • Maintain and enhance media relations • Take up Government's offer to be involved in Asian Sport involvement

MOTORSPORTS NT BUSINESS PLAN 2017 - 2020

Goals	Planned Actions	Responsible	Performance Outcomes
Management Plan Ensure good governance and proper management operation, control and further development of Northern Territory Motor Sports.	<ul style="list-style-type: none"> Regular management meetings to be held in accordance with the Constitution 	Collaborative	<ul style="list-style-type: none"> Requirements of Incorporations Association Act are adhered to and abided by MotorSports NT and affiliated clubs
	<ul style="list-style-type: none"> Regular affiliate member meetings to be held in accordance with the Constitution 	Collaborative	<ul style="list-style-type: none"> Regular communication with clubs Community awareness
	<ul style="list-style-type: none"> Annual review and research of required Policies 	Collaborative	<ul style="list-style-type: none"> Policies are kept updated
	<ul style="list-style-type: none"> Annual review of Strategic Business plan 	Collaborative	<ul style="list-style-type: none"> More efficient planning
	<ul style="list-style-type: none"> Annual review of Constitution and any board requirements. 	Collaborative	<ul style="list-style-type: none"> Constitution is kept updated as requirements and conditions change
	<ul style="list-style-type: none"> Create higher level training opportunities for MotorSports NT Board and affiliated club committees in management and governance 	Collaborative	<ul style="list-style-type: none"> Good Governance of MotorSports NT and Affiliated Clubs
	<ul style="list-style-type: none"> Compliance Checklist and Planning Timeline 	Exec Officer	<ul style="list-style-type: none"> Timely planning and appropriate administration
	<ul style="list-style-type: none"> Induction package, including Good Governance booklet, Induction booklet and Risk management for new board members and newly affiliated clubs 	Exec Officer	<ul style="list-style-type: none"> Sound governance and business practices are maintained New board members are provided with direction within their new position Newly affiliated clubs become familiar with MotorSports NT's direction
<ul style="list-style-type: none"> Provide office Administration via Executive Officer 	Exec Officer	<ul style="list-style-type: none"> Club Assistance, Support and promotion 	
<ul style="list-style-type: none"> Regular Risk Management activities 	Collaborative	<ul style="list-style-type: none"> Risk Identification, registration, evaluation and mitigation strategy developed 	

Marketing Plan Further the interests of motor sport within the Northern Territory by growing our membership base to enhance competitive racing.	<ul style="list-style-type: none"> • Arrange special events and functions for members • Offer family memberships at a discounted rate • Encourage new and former members to join 	Affiliates	<ul style="list-style-type: none"> • Increase in Club Memberships
	<ul style="list-style-type: none"> • Ensure continued Media Communication and Management • Continual management and updating of the website and social media including links with Asian motor sport 	Exec Officer Exec Officer Exec Officer	<ul style="list-style-type: none"> • Increase of communication and promotion of affiliated clubs and MotorSports NT • Increased general public and community awareness • Increased awareness to media and key stakeholders
	<ul style="list-style-type: none"> • Promotional merchandise for distribution or for sale • Distribution of annual calendar 	Exec Officer Exec Officer	<ul style="list-style-type: none"> • Increase in awareness to the general public of the motorsport community
	<ul style="list-style-type: none"> • Prepare member participation survey 	Exec Officer	<ul style="list-style-type: none"> • Increase in community awareness
	<ul style="list-style-type: none"> • Provide funding assistance to affiliated clubs to hold NT Title and Australian Title Events. • Provide Assistance in organising and planning the annual motorsports calendar • Encourage general public to attend events 	Collaborative Collaborative Collaborative	<ul style="list-style-type: none"> • Increase in Competitor Numbers including juniors and interstate attendance • Increase in Spectator Numbers • Increase in Affiliate Memberships • Increase in Club Memberships
	<ul style="list-style-type: none"> • Encourage affiliated clubs to provide driver/riding schools to encourage elite competitors and juniors 	Collaborative	<ul style="list-style-type: none"> • Increase in Competitor Numbers including juniors • Increase in elite sports people
	<ul style="list-style-type: none"> • Lobby Local MLA's, NT Government Minister's to enhance interest and investment in motor sports. • Advise Government on issues impacting on Hidden Valley Motor Sports Complex and other Territory motorsport club facilities • Advise Government on issues impacting affiliated motorsport clubs 	President/Treasurer President President	<ul style="list-style-type: none"> • Facilities are being continually developed • Government are kept informed of motorsport issues • Interest in motorsports is enhanced through Government support
	<ul style="list-style-type: none"> • Attract and secure industry assistance and sponsorship 	President/Treasurer	<ul style="list-style-type: none"> • Increase in revenue for affiliate support and assistance

Operational Plan Arrangement of well conducted race meetings in a safe manner that meets relevant Australian Association standards.	<ul style="list-style-type: none"> Assist Affiliated clubs to ensure venues are licensed in accordance with relevant Regulations 	Collaborative	<ul style="list-style-type: none"> Licenses are obtained
	<ul style="list-style-type: none"> Assist Affiliated clubs to ensure racing is conducted in accordance with relevant requirements 	Collaborative	<ul style="list-style-type: none"> Race Permits are endorsed
	<ul style="list-style-type: none"> Assist Affiliated clubs to ensure all Members are aware of their obligations in regard to safety 	Collaborative	<ul style="list-style-type: none"> No safety issues are reported
	<ul style="list-style-type: none"> Assist Affiliated clubs to enhance their facilities to International Standards 	Collaborative	<ul style="list-style-type: none"> Facilities are being continually developed
	<ul style="list-style-type: none"> Ensure track maintenance is part of an ongoing program 	Collaborative	
	<ul style="list-style-type: none"> Provide training opportunities for officials/volunteers 	Affiliates	<ul style="list-style-type: none"> Accredited officials/volunteers
	<ul style="list-style-type: none"> Assist affiliated clubs with a mentoring program for Juniors 	Collaborative	<ul style="list-style-type: none"> Increased awareness of volunteer and official issues
	<ul style="list-style-type: none"> Provide assistance to affiliated clubs come and try days for Juniors 	Collaborative	<ul style="list-style-type: none"> Increase in elite sportspeople
	<ul style="list-style-type: none"> Provide awards at each event meeting held 	Affiliates	<ul style="list-style-type: none"> Increase in Competitor Numbers including juniors
<ul style="list-style-type: none"> Provide Annual Championship and Club Awards 	Affiliates		
<ul style="list-style-type: none"> Provide an annual award for volunteers outstanding achievements 	Executive Officer	<ul style="list-style-type: none"> A sense of achievement for competitors, officials and volunteers 	
<ul style="list-style-type: none"> Award Life Memberships where appropriate 	Collaborative	<ul style="list-style-type: none"> Higher level Accredited officials/volunteers 	
<ul style="list-style-type: none"> Provide higher level training opportunities for officials/volunteers and club committees 	Collaborative	<ul style="list-style-type: none"> Increase in Elite Competitor numbers including juniors 	
<ul style="list-style-type: none"> Provide assistance with driver/riding schools to encourage elite competitors 	Collaborative		

Financial Plan	<ul style="list-style-type: none"> • Ensure Financial Compliance and Audit requirements as per the Associations Act 	Treasurer	<ul style="list-style-type: none"> • Requirements of Incorporations Association Act are adhered to and abided by MotorSports NT and affiliated clubs
	<ul style="list-style-type: none"> • Provide annual and quarterly budgets for Management Meetings 	Treasurer	<ul style="list-style-type: none"> • Increased cash flow planning
	<ul style="list-style-type: none"> • Provide forecasts in cash-flow, balance sheet, profit and loss, operational budgets & management 	Treasurer	<ul style="list-style-type: none"> • More efficient financial planning
	<ul style="list-style-type: none"> • Design and implement Club Financial reporting template requirements for quarterly MSNT meetings as compulsory to acquit NTG funding allocated to MSNT including Policy 	Treasurer/Exec Officer	<ul style="list-style-type: none"> • Effective acquittal of Event and Infrastructure funding and enhanced Policy
	<ul style="list-style-type: none"> • Investigate and apply for Asian Sports Funding through the Federal Department of Foreign Affairs and Business (app Oct/Feb) 	Treasurer/Exec officer	<ul style="list-style-type: none"> • Engagement with Asia in line with NTG Policy