



KARTING UNLEASHED!

Mildura Kart Club

2024-2028 Strategic Plan

*Inspiring more people to experience the
thrill of Karting - in more ways - more often*



KARTING UNLEASHED!

The blueprint for how we will collaborate with our key partners to inspire more people to experience the thrill of Karting – in more ways – more often.

Our purpose: To inspire more people to experience the thrill of Karting – in more ways – more often.

Our default position: If anyone wants to connect with Karting in our region, *WE SAY YES!*

Our Values: Our values define the character of our club and guide how we behave, as we collectively do what is right for the future of Karting in our region and what is right for the club.

Care – We passionately care about the future of Karting in our region; and the people within our Kart Racing community.

Accountability – We do what we say we will do, when we say we will do it.

Respect – We welcome everyone to our sport and our club, and we value what they bring.

Excellence – We embrace change, have a growth mindset and strive to be better tomorrow than we are today.

OUR PLAN ON A PAGE

What's Most Important To Us? Our drive to deliver on our Strategic Plan and achieve our purpose will be focused on four Strategic Priority Areas, each of which have specific projects attached to bring these priority areas to life.

Our Four Strategic Pillars



STRENGTHEN IT

Strengthening the capability of our club to inspire more people to experience the thrill of Karting – in more ways – more often



GROW IT

Enhancing the experience to grow membership, participation and event entries – more people participating in Kart Racing offerings delivered by the club – in more ways – more often



BUILD IT

Improving our club's facilities to inspire more people to experience the thrill of Karting – in more ways – more often



SEE IT

Using innovative promotional strategies to connect more people with Karting in Sunraysia – in more ways – more often

INCLUSION



WHAT IS KARTING UNLEASHED!

The overarching purpose of the Mildura Kart Club (MKC); and therefore this Strategic Plan, is to:

Inspire more people to experience the thrill of Karting – in more ways – more often

KARTING UNLEASHED! has been developed to:

- Ensure the MKC is focusing on what is most important to our future success;
- Provide clarity of purpose to the committee and all elements of the club community;
- Support the future capability and sustainability of the club's governance and delivery workforce;
- Encourage purposeful collaboration amongst all elements of the club and the broader Mildura regional motorsport community; and
- Maximise the relevance, visibility and impact of Kart Racing within our community.

MKC's *KARTING UNLEASHED!* strategic plan has been developed with our members, for our members!

KARTING UNLEASHED! is designed to be a simple and user-friendly document, which can be referenced regularly by the Committee, sub-committees, working parties, members and key partners. It provides direction, comfort and assurance to the club's community that, together, we are on track in relation to future proofing Kart Racing in our region.

The foundations of the Plan are our **four Strategic Priority Areas**. While not included as a standalone Priority Area, **inclusion** is an underlying principle that sits across each. All members, participants and supporters are encouraged to do all they can to make all MKC activities inclusive and welcoming. We accept everyone ... just as they are.

The journey over the next 5 years will be an exciting one – full of innovation and engagement. The club believes in this Plan. Now it's time to deliver.

THE FUTURE OF KARTING IS NOT WHAT IT USED TO BE

The rapidly changing and dynamic nature of the Australian sport and active recreation landscape means the sustained success of Kart Racing in the Sunraysia region, and therefore our club, is far from assured.

The MKC Committee holds the view that we cannot stand still, nor can we continue to operate exactly as we have done into the future. Together, we need to continue to adapt if we are to stay ahead of the pack.

KARTING UNLEASHED! is built on the most up to date, evidenced-based research around community sport, as well as focusing in on National, State and MKC specific challenges and opportunities.

Despite the challenges we face, we are taking an opportunity focused approach to how we plan for the thriving future of our great club and the sport of Kart Racing in our region.

ALIGNED PLANNING FRAMEWORK

In 2023 the Mildura regional motorsports community, with the support of the Mildura Rural City Council, developed **POWERED BY PURPOSE 2028** – an overarching Strategy designed to futureproof all elements of motorsport in our region – for the next five years and beyond.

As such, *KARTING UNLEASHED!* is part of a broad motorsport and government sport and recreation planning framework. Although it has been designed to achieve a specific purpose, its design also aligns with and complements a suite of other key planning documents currently influencing the motorsport sector in our region.

This approach sees our strategic plan and the **POWERED BY PURPOSE 2028** Strategy align in timeframes (2024-2028), and in areas of mutual priority, whilst also ensuring our specific club needs are prioritised.

Our club is represented on the inaugural Mildura Regional Motorsport Alliance – i.e. a formal alliance, established in 2023, involving Mildura motorsport clubs, Mildura Rural City Council, State/National motorsport governing bodies, and other key partners.

As a club, we are committed to fulfilling our roles and responsibilities within the Mildura regional motorsport landscape to the very best of our ability – always.

OUR VALUES – WHAT WE ARE ABOUT!

Our values shape the culture of the MKC Committee, its support workforce and anyone who engages with our club.

Care – We passionately care about the future of Kart Racing in our region and the people within our Karting community.

Accountability – We do what we say we will do, when we say we will do it.

Respect – We welcome everyone to our club and our events and value what they bring.

Excellence – We embrace change, have a growth mindset and strive to be better tomorrow than we are today.

OUR PRIORITY AREAS, SUCCESS INDICATORS AND ACTIONS

STRENGTHEN IT

Strengthening the capability of our club to inspire more people to experience the thrill of Karting – in more ways – more often

SUCCESS INDICATORS	KEY ACTIONS
<ul style="list-style-type: none"> - Secure long-term, affordable access to the Mildura Kart Raceway past the current lease expiry of 2038. - High quality resources are being accessed which make it easier for the club to modernise its governance and business models (e.g. Karting Australia Club Toolkit) - The club constitution is in line with current sporting club governance best practice. - All necessary club governance and operational policies and procedures are developed, accessible and used to guide the activities of the club. - The club’s volunteer and paid human resource structure directly aligns with the effective and efficient activation of our strategic plan. - A volunteer development and recognition program is in place. - The club regularly accesses the MRCC Project Delivery Officer (Motorsport) as a key resource to upskill members and volunteers. - Digital systems are in place to enable us to efficiently manage the activities of the club. - Revenues accessed via government funding and commercial activities increase. - Sustainable annual budgets in place to effectively manage the operations of the association. - The club’s risk management framework is considered best practice by Karting Australia. - KARTING UNLEASHED! is used to drive the direction and activities of the club. - The Club’s strategic plan and the Mildura Regional Motorsport Strategy are aligned in areas of mutual benefit – we are in this together. 	<ul style="list-style-type: none"> → MRCC Project Delivery Officer (Motorsport): Liaise frequently to maximise the support MKC receives from this role, including identifying and accessing government funding; and for information and support regarding workshops that will help upskill and build capacity of members and volunteers. → Constitution Review and Update: Review the MKC constitution to ensure its alignment with current best practice and the needs of the club. → Human Resource Structure Review: Undertake a review of the MKC governance and operations structure (committees, sub-committees, working parties, etc.) and implement all endorsed recommendations. → Digital Improvement Plan: To ensure MKC’s use of contemporary digital systems (e.g. the use of an on-line ticketing system, the use of cloud based accounting software, event video streaming, etc.). → Game Plan Tool: Annual completion of the free on-line tool developed by the Australian Sports Commission, to allow the club to get insights into its progress over time in key areas of club administration; and to access specifically relevant support resources. → Club Policies and Procedures Resource: Review all current club policies and procedures to ensure alignment with current best practice, Karting Australia requirements, Sport Integrity Australia's National Integrity Framework, and with the needs of the club. → Volunteer Resources: Development/provision of resources designed to attract, support, develop, recognise and retain club volunteers. → Annual Operating Budgets: Develop annual operating budgets which ensure the sustainable delivery of key projects alongside business as usual activities. → Sponsorship Strategy: Develop resources and systems to attract, promote and retain commercial partners. → Quarterly KARTING UNLEASHED! Progress Reports: Quarterly reports outlining progress against the Annual Activation Plan (refer template on Page 10). → Mildura Regional Motorsport Alliance: Work with the Alliance and other motorsport clubs on projects within the Regional Motorsport Strategy which are of mutual benefit, e.g. <i>whole of motorsport club workforce plan; Mildura region motorsport club commercial action plan; shared services initiatives between clubs; and Mildura regional motorsport safety and integrity framework.</i>



GROW IT

Enhancing the experience to grow membership, participation and event entries – more people participating in Kart Racing offerings delivered by the club – in more ways – more often

SUCCESS INDICATORS

- **Retention:** More people continuing to participate in MKC activities (members, program participants, event competitors, officials, coaches, volunteers).
- **Recruitment:** More first time members, program participants, event competitors, officials, coaches and volunteers.
- The delivery of more social/recreational Karting participation offerings to more people.
- More women and girls participating (club members, program participants and event registrations).
- More juniors participating (club members, program participants and event registrations).
- A fleet of Karts is purchased to allow the delivery of commercially focused and entry level participation offerings to the community.

KEY ACTIONS

- **Karting Your Way! Membership and Participation Growth Plan:** To increase the number of people participating in different forms of Karting at Mildura Kart Raceway, more often.

Note: This plan will include (but will not be limited to) strategies focusing on women; juniors; people of all abilities; broader diversity and inclusion opportunities; providing an increased suite of flexible club membership categories; and the provision of commercially focused participation offerings to the broader community. The Australian Sports Commission [Participation Design Toolkit](#) will be used to guide the development of the plan.

- **Mildura Regional Motorsport Alliance:** Work with the Alliance and other motorsport clubs on projects within the Regional Motorsport Strategy which are of mutual benefit, e.g. develop and implement an overarching motorsport in Mildura membership and participation growth plan; clubs to implement annual member satisfaction surveys and strive towards year-on-year increased member satisfaction; clubs to implement event specific participant experience surveys for all key events and consider improvement opportunities based on feedback.



The action associated with all BUILD IT success indicators is a MKC Facility Master Plan: Develop and implement a 5-year Mildura Kart Raceway Facility Master Plan to prioritise the sustainable enhancement of the Mildura Kart Raceway facility. *Note: The activation of some elements of this Master Plan will be dependent upon whether the club enters into a financially sustainable, long-term lease on Crown Allotment 2, Section 56, Block E, Mildura with Mildura Airport Pty Ltd (with support to facilitate a meeting from Mildura Rural City Council, if needed) or to start looking into options for a new site, to secure the long-term home of the club and to allow the club to plan accordingly – refer success indicator 1, below. Priority levels may change over time.*

BUILD IT	
Improving our club's facilities to inspire more people to experience the thrill of Karting – in more ways – more often	
SUCCESS INDICATORS	Priority
Long-Term Lease: Understand the future of the current lease with Mildura Airport Pty Ltd and if the leasing agreement cannot be secured, with MRCC support, start to investigate a future long-term lease at a new site.	High
New Club Rooms: Undertake all activities required to develop a new club room facility, inclusive of commercial kitchen, toilets, showers, changerooms, spectator view area, food and beverage sales area, spectator viewing area, permanent medical room, etc.	High
Competition surface: - Track surface maintenance - Long-term track extension	High
Timing Tower: Upgrade	High
Grandstands and covered spectator areas: Outdoor covered seating areas established	High
Track Lighting: Upgrade (safety and competition lights)	Medium
Pit area: - Surface upgrade - Sun shades	Medium
Trackside protection: Upgrade lines of protection	Low
Race Control and Communications Area: Upgrade PA system	Low



SEE IT

Using innovative promotional strategies to connect more people with Karting in Sunraysia – in more ways – more often

SUCCESS INDICATORS

- Enhanced relationships in place with media partners to connect the club to a wider audience.
- Accurate participation (events and recreational participation) and membership data is accessible and used to promote the impact the club has on the Mildura region.
- An annual events calendar in place, showcasing Karting and the region to more people, in more ways, more often.
- The North West Titles are widely viewed as a pinnacle event in the Victorian Karting calendar.
- Our digital systems allow us to efficiently connect with all elements of the local, statewide and national Kart Racing community.
- Continue to host state / national level discipline specific events.

KEY ACTIONS

- **Marketing and Communications Plan (inclusive of digital systems):** To guide the delivery of relevant information to all current and potential audiences in a timely manner through all appropriate channels; and to form and enhance media partnerships.
- **Community Impact Assessments:** Use data collected from all club events to demonstrate to local, state and federal government and commercial partners, the economic and social impact MKC events have on the region.
- **North West Titles:** Implement a plan to maximise the size, standard and visibility of the North West Titles and the economic impact the event has on the club and the region.
- **What’s On Mildura:** Liaise with MRCC to ensure MKC events are included in What’s on Mildura, and use MRCC What’s On Planning Tool for events.
- **Mildura Regional Motorsport Alliance:** Work with the Alliance and other motorsport clubs on projects within the Regional Motorsport Strategy which are of mutual benefit, *e.g. develop a coordinated motorsport events strategy for the region to maximise participation, commercial opportunities and economic returns to the motorsport industry and region; coordination of a ‘whole of motorsport’ annual events calendar; and develop a motorsport in Mildura marketing and communications action plan to guide collective activities as they relate to maximising the effectiveness and reach of internal and external communications.*



OUR COMMITMENT TO *KARTING UNLEASHED!*

KARTING UNLEASHED! will be driven by the MKC Committee and its support workforce and supported by the Mildura Regional Motorsport Alliance, Mildura Rural City Council, our sponsors, and other key partners.

The club's operations between 2024 and 2028 will be guided by this document. Importantly, we realise we cannot do everything at once. To ensure the efficient and effective delivery of our Strategic Plan, the Committee will develop **Annual Activation Plans**, which will identify, prioritise and resource strategic actions for each 12-month period on a rolling basis, during the lifespan of the plan. This approach will help us to sustainably achieve our strategic objectives, and in doing so, achieve our purpose:

Inspire more people to experience the thrill of Karting – in more ways – more often

ANNUAL ACTIVATION PLAN TEMPLATE: <INSERT YEAR>

Bringing KARTING UNLEASHED! to life

ACTION	RESPONSIBILITY	MEASURE OF SUCCESS <i>(i.e. What does success look like?)</i>	Progress			
			Done	On Track	Issues Arising	At Risk
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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