



# STRATEGY PRESENTATION

## 2018 - 2020

***ANDRA.....Australian for Drag Racing***



## **ANDRA has a history spanning over 40 years of Australian Drag Racing**

The Australian National Drag Racing Association Ltd (ANDRA) is the drag racing sanctioning body of Australia. The organisation was created in 1973 from a drag racing oriented faction of the Australian Hot Rod Federation.

## **Delegation through the Confederation of Australian Motor Sport (CAMS)**

### **Global recognition through FIA**

ANDRA Drag Racing has been recognised as the best in the world outside of the United States. In 1994 ANDRA became a foundation member of the Drag Racing Commission of the Federation Internationale de l'Automobile (FIA) and enjoys a healthy relationship with drag racing bodies around the world.

**ANDRA foundation member of FIA International Drag Racing Commission, commission delegate on staff**

**Owned by Members/ Annual report to members/Audited annually, Profits benefit members**



## **VISION**

**ANDRA Drag Racing aims to become the most respected and successful Motorsport in Australia**

## **MISSION STATEMENT**

ANDRA will provide its members and all stakeholders with accessible, enjoyable and sustainable drag racing competitions throughout Australia, whilst growing the sport and increasing its audience appeal

## **MISSION**

## **VALUE STATEMENT**

## **VALUES**

- ANDRA will provide Leadership and Direction within our sport and industry.
- ANDRA will provide a best practice Customer Service experience with clear, concise and correct Communication
- ANDRA will add Value through contribution to all of our stakeholders

## **OBJECTS OF ASSOCIATION**

### **2.1 The objects for which the Association is established are:**

- 2.1.1. To co-ordinate and administratively control all facets of drag racing in Australia and to instigate and enforce all rules needed to attain this end.
- 2.1.2. To encourage and assist any organiser in the progressive and honest promotion of ANDRA Drag Racing.
- 2.1.3. To protect the sport and its participants from harmful exploitation and unfair or dishonest promotion.
- 2.1.4. To encourage and assist activity designed to foster a good relationship between the public and the sport.
- 2.1.5. To increase the knowledge and acceptance of drag racing by the public.



# ENVIRONMENT AND MARKET ANALYSIS

	STRENGTHS	WEAKNESSES
INTERNAL ENVIRONMENT	<p>Our <b>STRENGTHS</b> in the internal environment;</p> <ul style="list-style-type: none"> <li>• Our People – GM, Admin staff, volunteers and Board members</li> <li>• Skills and expertise outside the racing environment</li> <li>• Communication with our members</li> <li>• Enhanced alliances with influential agencies</li> <li>• Promotion of the drag racing community</li> <li>• Negotiation skills and conflict resolution</li> <li>• Social Media promotion of drag racing</li> <li>• Effective regional interaction</li> <li>• Sponsorship for championship</li> </ul>	<p>Our <b>WEAKNESSES</b> in the internal environment;</p> <ul style="list-style-type: none"> <li>• Lack of funds to reach all areas to broaden participation</li> <li>• Infrastructure</li> <li>• Lack of confidence in ANDRA and the industry</li> <li>• Lack of common goal</li> <li>• Divided sport</li> </ul>
	OPPORTUNITIES	RISKS
EXTERNAL ENVIRONMENT	<p>Our <b>OPPORTUNITIES</b> in the external environment;</p> <ul style="list-style-type: none"> <li>• Increase in membership</li> <li>• Marketing and promotion</li> <li>• Strategic alliances with other Organisations including entrepreneurs, government and industry;</li> <li>• Products and services that can promote revenue</li> <li>• Increase support from government</li> <li>• Engagement with other motor sports</li> </ul>	<p><b>THREATS</b> in the external environment;</p> <ul style="list-style-type: none"> <li>• Lack of revenue</li> <li>• Membership</li> <li>• Loss of venues</li> <li>• Lack of corporate support</li> <li>• Rising costs</li> <li>• Alternate sanctioning bodies</li> <li>• Economic downturn</li> <li>• Lack of confidence</li> </ul>

# OBJECTIVES AND KEY PERFORMANCE AREAS

KEY PERFORMANACE AREAS	FOCUS AREAS
<b>MANAGEMENT PLAN</b>	<ul style="list-style-type: none"><li>• Administration</li><li>• Management operations</li><li>• Governance</li><li>• Structure</li><li>• Education for directors and committee members</li><li>• Quality management improvement programs</li><li>• Human resources</li><li>• Stakeholder communication</li><li>• Management of volunteers and paid staff</li></ul>
<b>MARKETING PLAN</b>	<ul style="list-style-type: none"><li>• Sponsorships</li><li>• Fundraising</li><li>• Merchandising</li><li>• Promotions</li><li>• Communications</li><li>• Member services support and assistance</li><li>• Increased membership</li><li>• Increased benefits of membership</li></ul>
<b>OPERATIONAL PLAN</b>	<ul style="list-style-type: none"><li>• Participation Development / Member Retention</li><li>• Junior Development</li><li>• Volunteer &amp; Official Accreditation Programs</li><li>• Affiliated Track and Club Support</li><li>• Technical Rules and Policies</li><li>• Venue Development / Retention</li></ul>
<b>FINANCIAL PLAN</b>	<ul style="list-style-type: none"><li>• Forecast cash-flow</li><li>• Balance sheet</li><li>• Profit and loss</li><li>• Operational budgets &amp; management</li><li>• Financial sustainability</li></ul>

GOALS	Further the interests of drag racing in Australia by growing our membership base to enhance value for all stakeholders.	Arrangement of well conducted competitions in a safe and fair manner that meets relevant standards	Ensure good governance and proper management operation, control and further development of ANDRA.	To provide stakeholders with recognition of success and encouragement for achievement and club development	To promote and advance drag racing by encouraging industry to assist with National and Regional events and facility development.
PERFORMANCE TARGETS	<ul style="list-style-type: none"> <li>• Increase in Memberships &amp; Licences to ANDRA</li> <li>• Increase in Competitor Numbers including juniors</li> <li>• Increase in Spectator Numbers</li> <li>• Increase in ANDRA Affiliated Clubs</li> <li>• Increase in ANDRA Sanctioned Facilities</li> <li>• Stakeholders including Venues and Members see ANDRA as best value and highest quality drag racing sanction body</li> </ul>	<ul style="list-style-type: none"> <li>• Facility Licenses are obtained by affiliated ANDRA Track</li> <li>• Event Permit/ Sanctions are issued</li> <li>• Safety and WHS standards are maintained and continuously improved</li> <li>• Accredited officials/volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Regular attendance by members at meetings</li> <li>• Audit reports are maintained and available</li> <li>• Sound planning and business practices are maintained</li> </ul>	<ul style="list-style-type: none"> <li>• Appointment of Life Member/s</li> <li>• Annual Championship Awards</li> <li>• Recognition of highly trained officials and committee members through awards such as the Volunteer of the Year.</li> <li>• Recognition of all volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to liaise with appropriate Government Authorities and Industry</li> <li>• Increased sponsorship and assistance received</li> <li>• Increased recognition and promotion of ANDRA</li> </ul>
STRATEGIES	<ul style="list-style-type: none"> <li>• Encourage ANDRA racing events and functions throughout the Calendar year</li> <li>• Encourage new and former members to join</li> <li>• Assist affiliated clubs/tracks with a mentoring program for Juniors/ new racers</li> <li>• Promotion of good fellowship and sportsmanship within the motor sports fraternity</li> <li>• Provide best practice web site and communication to members</li> <li>• Regular social media and website updates</li> <li>• Provide up to date, fair and relevant technical regulations</li> </ul>	<ul style="list-style-type: none"> <li>• Member tracks conduct planned racing events throughout the Calendar year</li> <li>• Ensure all members and member tracks are aware of their obligations in regard to safety</li> <li>• Affiliates ensure that racing is conducted in accordance with relevant requirements</li> <li>• Member tracks ensure that the venues are licensed in accordance with relevant Regulations (eg. Fire, Liquor, Health)</li> <li>• ANDRA assists in providing training opportunities for officials/volunteers</li> <li>• Affiliates adhere to the requirements of the Australian National Drag Racing Association</li> </ul>	<ul style="list-style-type: none"> <li>• ANDRA Board meetings held to ensure best practice governance</li> <li>• Financial accounts and records are maintained and audited as required</li> <li>• Requirements of Corporations Act and other relevant legislation are adhered to and abided by</li> <li>• Appropriate training and awareness of contemporary management practices</li> <li>• Ongoing review of ANDRA Policies and Procedures</li> <li>• Ensure</li> </ul>	<ul style="list-style-type: none"> <li>• Award ANDRA Life Memberships where appropriate in line with the requirements of the ANDRA Constitution</li> <li>• Annual Championship Awards</li> <li>• Increase championship opportunities in regional areas</li> <li>• Use ANDRA media footprint to increase awareness of successful stakeholders</li> <li>• Seek industry best rewards and recognition for series champions</li> <li>• Venues to see increased value in hosting championship events.</li> </ul>	<ul style="list-style-type: none"> <li>• Lobby Local MLA's, Government Minister's to enhance interest and investment in drag racing.</li> <li>• Attract and secure industry assistance and sponsorship</li> <li>• Continue to promote and advertise ANDRA throughout the Australia</li> <li>• Maintain and enhance media relations</li> <li>• Take up and be involved in liaising with Peak Bodies where appropriate (CAMS, MA, FIA, SFI, NHRA etc)</li> </ul>



## DIVISION OWNERSHIP OF STRATEGY

GOALS	PLANNED ACTIONS	RESPONSIBLE	PERFORMANCE OUTCOMES
<p><b>OPERATIONAL PLAN</b></p> <p>Sanction and Assist with the arrangement of well conducted race meetings in a safe manner that meets relevant standards and provides value to competitors and venues. Competition to be meaningful, important and enjoyable</p>	<ul style="list-style-type: none"> <li>Assist member tracks to ensure racing is conducted in accordance with relevant requirements</li> <li>Assist member Tracks to ensure all Members are aware of their obligations in regard to safety</li> <li>Assist member Tracks to enhance their facilities to International Standards</li> <li>Provide training opportunities for officials/ volunteers</li> <li>Assist affiliated venues and clubs with a mentoring program for juniors and new competitors.</li> <li>Provide higher level training opportunities for officials and volunteers</li> <li>Continual improvement of risk management/ rules and policies of ANDRA</li> <li>Communicate ANDRA risk management, rules and policies to the membership, tracks and wider community</li> </ul>	<ul style="list-style-type: none"> <li>GM / DD's</li> <li>GM / DD's</li> <li>GM / DD's</li> <li>GM / DD's</li> <li>GM / DD's</li> <li>GM / DD's</li> <li>GM / DD's</li> <li>GM / DD's</li> </ul>	<ul style="list-style-type: none"> <li>Licenses are obtained</li> <li>Race Permits are endorsed</li> <li>No safety issues are reported</li> <li>Accredited officials/ volunteers</li> <li>Increased awareness of volunteer and official issues</li> <li>Increase in competitor numbers including juniors</li> <li>Higher level accredited officials/ volunteers</li> <li>Improved rules, reduced risk to ANDRA its members and affiliates</li> <li>All stakeholders have a clearer understanding of requirements of compliance and rules of ANDRA</li> </ul>