

ANDRA
DRAG RACING

AUSTRALIAN NATIONAL DRAG RACING ASSOCIATION LTD



ANDRA STRATEGIC PRIORITIES
2024-2025 UPDATE

INTRODUCTION

The Australian National Drag Racing Association Ltd (ANDRA) is the premier drag racing sanctioning body of Australia. It is officially recognised as the controlling body of drag racing in Australia by Motorsport Australia and in 1994 became a foundation member of the Drag Racing Commission of the Federation Internationale de l'Automobile (FIA). ANDRA enjoys a healthy relationship with drag racing bodies around the world and is also a founding member of the Australian Motorsports Council.

ANDRA has a history spanning 50 years. It sanctions racing at all levels, from Top Fuel to Junior Dragster and Junior Drag Bike, held on temporary tracks, at regional venues, and at international standard facilities in capital cities.

ANDRA is owned by its members with profits benefiting those members, and relies significantly on a volunteer-based workforce, organised through Divisional Councils operating across five regions nationally. Notably, ANDRA and its members make drag racing a family friendly, safer sport.

ANDRA maintains effective relationships with its member tracks and strong alliances with influential bodies including Motorsports Australia, including through its participation as a member of the Australian Motorsports Council.

The ANDRA Board and Management acknowledge changes to personnel and aging technology over the past 12 months has been frustrating for our members and stakeholders. Moving forward ANDRA will stabilise its administration and enhance service delivery to our membership.

Engagement and communication with stakeholders will be strengthened while focus will be put upon participation and better utilisation of our Divisional Councils, communicating with members, and building capacity in our stewards and volunteers who are essential to the effective operation of ANDRA.

Strong and accountable governance at all levels of the organisation is key to taking ANDRA forward

and is a significant focus for the Board in this strategy.

For many years there has been significant challenges within the sport, and this has impacted ANDRA and the industry more broadly. Together with the changing attitudes of insurance providers towards motorsports overall, and the changing economic landscape, ANDRA is also compelled to place a firm focus upon our financial direction and consider our options and capacity for cost recovery while looking to opportunities for products and services that can stimulate revenue. We must collectively work together to find solutions.

Furthering relationships with government and industry will also be an important focus, as well as the ongoing promotion of our sport through a range of channels. Our unique member-based organisation sets us apart from other motorsports, and in particular, we have the opportunity to develop our junior competitors and to mentor young people in our sport. It is important that we celebrate this point of difference.

2024-2025 UPDATE

The strategic priorities set out in this document outline the focus that ANDRA will have for the next 12- 15 months (to the third quarter 2025). Many priorities remain the same and this document highlights the key focus for the Board and Management for the current period. A process to renew a long-term strategy will commence in early 2025.

OUR VISION

For ANDRA to be the most respected and successful Motorsport in Australia.

OUR MISSION

To preserve and promote the sport of drag racing, whilst growing the sport and improving safety.

OUR OBJECTIVES

What we do is underpinned by our objectives:

- To coordinate and administratively control all facets of drag racing in Australia and to instigate and enforce rules needed to do so,
- To encourage and assist any organiser in the progressive and honest promotion of ANDRA drag racing,
- To protect the sport and its participants from harmful exploitation and unfair or dishonest promotion,
- To encourage and assist activity designed to foster a good relationship between the public and the sport, and
- To increase knowledge and acceptance of the sport by the public.

OUR STAKEHOLDERS

ANDRA acknowledges our diverse stakeholders that are crucial to the delivery of the sport of drag

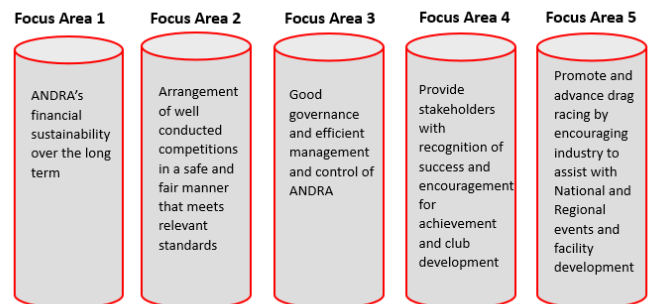
racing, including our members and licence holders, officials, stewards, and volunteers.

We also acknowledge our Association tracks, promoters and insurers who are integral for well conducted and safe ANDRA drag racing competitions.

We also recognise the important relationship with Associations, Industry, and peak bodies that contribute to the maintenance and advancement of our sport.

Finally, we acknowledge followers and spectators who bring life to our competitions, participate in the achievements of our racers, and help to promote our unique sport.

OUR PRIORITIES IN SUMMARY



FOCUS AREA 1 - FINANCIAL SUSTAINABILITY

ANDRA's financial sustainability over the long term.

Market forces resulting in increased insurance premiums and the cost of living generally have compelled ANDRA to place a firm focus upon our financial direction and sustainability over the long term.

We must consider our options and capacity for cost recovery as well as opportunities to generate revenue.

What we will do

- Increase Memberships and Licenses to ANDRA.
- Increase Competitor Numbers including junior competitors.
- Increase the number of ANDRA Affiliated Clubs.
- Increase the number of ANDRA Sanctioned Facilities.
- Identify product and service opportunities that promote revenue.
- Identify opportunities to reduce costs and options for comprehensive cost recovery.

How we will do it

- By encouraging racing events and functions at ANDRA sanctioned tracks throughout the calendar year.

- By encouraging new and former members to join.
- By assisting affiliated clubs/tracks with a mentoring program for Juniors/new racers.
- By developing partnerships with corporate organisations.
- By ensuring strong governance in relation to our finances.
- By promoting good fellowship and sportsmanship within the motorsports fraternity.
- Through regular social media and website updates promoting the sport.

Our key focus in 2024-2025

- Establish a Finance Committee of the ANDRA Board which will assist the Board in fulfilling its obligations through focused oversight of ANDRA's financial performance, internal control, financial statements, and appointment of external and internal audit functions.
- Work closely with member tracks to increase participation and support financially sustainable competitions.
- Fully implement the new ANDRA Member and Licensing system.
- Proactively engage with former members and license holders.
- Identify and seek strong Corporate Partnerships.

FOCUS AREA 2 - COMPETITION

Arrangement of well conducted competitions in a safe and fair manner that meets relevant standards.

Member tracks are essential to the effective administration of ANDRA drag racing events.

ANDRA's strength lies in the relationships that we maintain with our tracks and affiliates.

Ensuring support for member venues through provision of well-trained Stewards and Officials is key to well conducted and safe competitions.

What we will do

- Ensure facility licenses are obtained by affiliated ANDRA Tracks.
- Issue appropriate Event Permits/ Sanctions.
- Ensure that Safety and Work Health Safety standards are maintained and continuously improved at all levels of ANDRA operations.
- Ensure that our officials and volunteers are appropriately accredited.
- Ensure that competitions are managed within rules and regulations.

How we will do it

- By encouraging and supporting Member tracks to conduct planned racing events throughout the calendar year.
- By ensuring all members and member tracks are aware of their obligations regarding safety by providing regular updates of Rule and/or procedural changes.
- By providing up to date, fair and relevant technical regulations.
- By supporting Affiliates to ensure that racing is conducted in accordance with relevant requirements.
- By ensuring that Member tracks/venues are licensed in accordance with relevant Regulations (for example, Fire, Liquor, Health).
- By assisting in providing training opportunities for officials and volunteers.

Our key focus in 2024- 2025

- Work with member tracks and promoters to identify opportunities to enhance competitions within and across Divisions including championship racing.
- Work closely with member tracks to identify opportunities for how ANDRA can add value to events.
- Undertake campaigns for new stewards and officials and facilitate appropriate training.

FOCUS AREA 3 - GOVERNANCE

Ensure good governance and efficient management and control of ANDRA.

Strong governance at all levels of the organisation is key to taking ANDRA forward and is a significant focus for the Board in this strategy.

What we will do

- Enhance our engagement and communication with members and stakeholders.
- Maintain a regular series of Board and Operational Committee meetings attended by all members.
- Ensure that Audit reports are maintained and available.
- Maintain sound planning and business practices.
- Maintain technical platforms and strive for continuous improvement.
- Improve the quality and responsiveness of service to our members.

How we will do it

- By holding ANDRA Board meetings regularly to ensure best practice governance.
- By maintaining and auditing financial accounts and records as required.
- By Directors and Management abiding by and adhering to requirements of the Corporations Act 2001 and other relevant legislation.

- By accessing appropriate governance and management training and awareness of contemporary practices.
- By regularly reviewing ANDRA Policies and Procedures.
- By reviewing the purpose and structure of all ANDRA Committees to ensure a best practice approach to management.
- By engaging with and better utilising Divisional Councils in member communication and participation.
- By providing and maintaining a best practice website and communication to members.
- By implementing innovative technologies to support membership services.

Our key focus in 2024-2025

- Increase our communication to members through regular Board and CEO updates.
- Improve Board Governance including through monthly meetings and the establishment of a Finance and Audit Committee.
- Fully implement the Member and Licencing System, providing a single member database.
- Stabilise Head Office operations by enhancing administrative staff resources to respond to member queries and ensure timely processing of memberships and licences.
- Implement a Board Charter and Code of Conduct.
- Commence a review of the ANDRA Constitution and Committee structure.

FOCUS AREA 4 - RECOGNITION

Provide stakeholders with recognition of success and encouragement for achievement and club development.

ANDRA stewards and volunteers are essential to the effective operation of ANDRA, and we need to formally recognise their contributions.

What we will do

- Continue to appoint Life Member/s.
- Confer ANDRA Annual Awards.
- Recognise highly trained officials and committee members through awards such as the Volunteer of the Year.
- Ascertain opportunities to recognise all volunteers.
- Support new stewards and volunteers to achieve training goals and accreditation.
- Recognise and promote junior development

How we will do it

- By awarding ANDRA Life Memberships where appropriate in line with the requirements of the ANDRA Constitution.

- By conferring ANDRA Annual Awards in accordance with the ANDRA Rule Book.
- By increasing championship opportunities in regional areas.
- By using the ANDRA media footprint to increase awareness of successful stakeholders.
- By seeking industry best rewards and recognition for divisional champions.
- By assisting in providing training opportunities for officials and volunteers.

Our key focus in 2024- 2025

- Award volunteers through the Volunteer of the Year Awards and other recognition opportunities.
- Assist in providing training opportunities for officials/volunteers.
- Recognise and promote junior development.
- Identify and seek strong Industry Partnerships to benefit stakeholders and participants.

FOCUS AREA 5 - PROMOTION

Promote and advance drag racing by encouraging industry to assist with National and Regional events and facility development.

What we will do

- Continue to liaise and lobby with appropriate Government Authorities and Industry.
- Increase Corporate Partnerships.
- Increase recognition and promotion of ANDRA.
- Collaborate with ANDRA tracks around opportunities for facility development.
- Maintain our membership with the Drag Racing Commission of the FIA.
- Continue to participate as a member of the Australian Motorsports Council, driving the importance of drag racing in Australia.
- Use the ANDRA media footprint to increase awareness of successful stakeholders.

How we will do it

- By lobbying Local Members of Parliament and Government Ministers to enhance interest and investment in drag racing.
- By participating in government supported forums including the Parliamentary Friends of Australian Motorsports.
- By attracting and securing industry assistance and sponsorship.
- By continuing to promote and advertise ANDRA throughout Australia across a range of media channels.
- By maintaining and enhancing media relations.
- By participating with Peak Bodies where appropriate (MA, FIA, SFI, NHRA and so on).

Our key focus in 2024- 2025

- Engage with all levels of government to promote the importance of drag racing and to identify opportunities for investment and support.
- Promote mentorship of young people and growth in junior competition.



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