



DARWIN KARTING ASSOCIATION Inc.

BUSINESS PLAN 2011 - 2014

Our Vision

To host national and international karting events and be widely recognised as having a premium karting facility, conducting professionally run state, national and international sprintkart events.

Our Mission

Our mission is to grow membership, enhance facilities, promote karting to the wider community and be widely recognised as Australia's premium karting facility, hosting state, national and international events that are second to none.

"The affordable family motor sport"

BUSINESS PLAN 2011 - 2014

Advancing the sport of Karting

Objective(s) (Target outcomes to be achieved)	Planned Activities/Tasks to be Implemented (Action plans including resource allocation)	Performance Indicators to be used	Evaluation of Actual Outcomes
<p>Promote the interest of karting in the Territory.</p>	<ul style="list-style-type: none"> • Conduct planned racing events throughout the Calender year • Provide Newsletters to members, sponsors and key stakeholders. • Advertise each event and publish results. • Seek various forms of media exposure. • Participate in motorshows and similar public displays. • Establish good media contacts. • Publish results in monthly Kart Magazine. 	<ul style="list-style-type: none"> • Number of race events conducted • Number of Newsletters provided • Number of advertisements 	
<p>Grow club membership to enhance local skills.</p>	<ul style="list-style-type: none"> • Arrange events and functions for members. • Offer family memberships at a discounted rate. • Offer Associate memberships. • Participate in Motorshows and similar public displays. • Encourage new and former members to join. • Organise come and try days. 	<ul style="list-style-type: none"> • Functions/events held • Increased membership • Increased Associate memberships • Shannons Motorshow and Darwin Show Display 	
<p>Promote good club fellowship.</p>	<ul style="list-style-type: none"> • Communicate karting code of conduct. • Reward and recognition schemes. • Increase social activities. 	<ul style="list-style-type: none"> • Advise provided • Number of other tracks attended by members • Increase 	

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<p>Conduct race meetings in a safe manner and comply with AKA standards..</p>	<ul style="list-style-type: none"> • That the DKA Track is licensed in accordance with AKA Regulations • That racing is conducted in accordance with AKA requirements • All Members are aware of their obligations in regard to safety 	<ul style="list-style-type: none"> • AKA Licenses are obtained • Race permits are endorsed • No safety issues are reported 	
<p>Continue to develop the facility to an international standard.</p>	<ul style="list-style-type: none"> • Install a certified track lighting system. • Construct new pit facilities. • Install automatic irrigation system. • Landscape complex. • Purchase advertising signs. • Construct new care-takers residence • Enhance canteen facilities. • Improve drainage and reduce soil erosion. • Adhere to the requirements of the National Karting body (AKA). 	<ul style="list-style-type: none"> • Lighting system in place • New pit facility constructed • New Care-takers residence constructed • The erection of lights to the required standards • Expenditure on track maintenance • Comparison to requirements 	
<p>Promote junior growth to ensure future survival of DKA.</p>	<ul style="list-style-type: none"> • Provide mentoring program for Juniors. • Encourage parents and friends to attend. • Provide come and try days for Juniors. • Hold displays at school fetes. • Hold displays at major shopping centres. 	<ul style="list-style-type: none"> • Number of junior participating • Increase in attendance • Number of events 	

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Maintain positive relationships with key stakeholders.	<ul style="list-style-type: none"> • Ensure attendance at meetings where necessary. • Maintain affiliation with MotorsportsNT. • Provide input to Govt deliberations • Keep key stakeholders informed. 	<ul style="list-style-type: none"> • Number of meetings attended • Correspondence to Government 	
Promote economic growth.	<ul style="list-style-type: none"> • Seek out all forms of Govt Grants. • Attract and secure industry assistance and sponsorship. • Lobby local MLA's, Govt ministers to enhance interest and investment in karting. • Ensure a Hire Kart business operates at the facility. • Ensure requirements of Incorporations Association Act are adhered to and abided by. • Hold regular raffles throughout the year. • Lease facilities for social functions. 	<ul style="list-style-type: none"> • Hire Kart Contract with DKA in place • Lodgement or required documentation • Number of correspondence • Increased sponsorship and assistance received • Number of communications 	
Maintain a high level of management and accountability.	<ul style="list-style-type: none"> • Regular management meetings are held in accordance with the DKA Constitution. • Financial accounts and records are maintained and audited as required. • Sound business practices are maintained. • Offer training to committee members if required. 	<ul style="list-style-type: none"> • Minimum of meetings conducted • Records and audit reports are available • No complaints received 	

<p>Reward and recognition for members and supporters.</p>	<ul style="list-style-type: none"> • Provide awards at each event meeting held • Provide Annual Championship and Club Awards as required • Award Life Memberships where appropriate 	<ul style="list-style-type: none"> • Number of awards • Number of awards • Appointment of Life Member/s 	
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