



2017-2019 STRATEGIC PLAN



MEMBER OF



MESSAGE FROM THE CEO



CAMS' role is diverse, it is challenging but above all else it is critically important. It has a responsibility to a diverse range of stakeholders: the FIA, government, various categories, promoters, venues and the broad range of people who earn their living in motor sport. However at the very core of CAMS' purpose are clubs and members, without whom there would simply be no sport.

From the most senior officials, to club office bearers, those competing nationally and beyond, to youngsters at their first club motorkhana or Ricciardo's Racers day, our people are what drives motor sport forward and to whom we owe the greatest responsibility.

To this end, the headline statement of the 2017 – 2019 Strategic Plan captures the essence of CAMS' diverse and important role:

CAMS will advance and grow motor sport for Australian participants at all levels as the trusted custodian, developer and facilitator of sustainable, safe and fair sport.

Four key objectives have been identified within the strategy: to deliver sustainable financial growth, improve brand and reputation, grow participation and membership and align strategy, culture and performance.

Each of these areas represent opportunities for our organisation and motor sport as a whole. A significant amount of thought has gone into developing initiatives to meet these objectives, and with a united, unwavering and determined effort over the next three years they will be firmly within our grasp.

A handwritten signature in black ink, appearing to read 'Eugene Arocca'. The signature is fluid and cursive, written over a white background.

Eugene Arocca
Chief Executive Officer



In 2017 - 2019, CAMS will advance and grow motor sport for Australian participants at all levels as the trusted custodian, developer and facilitator of sustainable, safe and fair sport.

DELIVER SUSTAINABLE FINANCIAL GROWTH



OBJECTIVES

Redefine driver development programs and Foundation Strategy to ensure sustainability and growth

Improvement in fiscal management of operational activities, contract management, reporting and oversight

Ensure viability and profitability of CAMS National Racing Championships

Grow core revenue streams: events, membership, training, consultancy, sponsorship and international events



MEASURING SUCCESS

Revenue growth: CAMS

Revenue growth: CAMS Group

Financial surplus: CAMS

Financial surplus: CAMS Group

IMPROVE BRAND AND REPUTATION



OBJECTIVES

Make CAMS easier to deal with through continued improvement in membership services

Increase trust from members and motor sport community through transparent, engaging and proactive communication

Build communications, marketing and digital capacity to improve content and promotional support across all activities

Improve reputation of CAMS entities and stakeholder relationships, including media, industry, government, FIA, circuits, delegates



MEASURING SUCCESS

Brand measurement: Members

Brand measurement: Primary Stakeholders

Brand measurement: Government

Brand measurement: Combined

GROW PARTICIPATION AND MEMBERSHIP



OBJECTIVES

Increase service to clubs to provide opportunities for growth, including simple affiliation packages and processes

Provide clear advice and assistance to new and existing venues with respect to safety, development and risk management

Make it easier for people to compete and officiate through improved licence / permit structures and processes

Grow participation through deeper engagement with competitors and sound management of championships



MEASURING SUCCESS

Competition licence holders

Accredited Officials

Permitted events

Affiliated clubs and members

ALIGN STRATEGY, CULTURE AND PERFORMANCE



OBJECTIVES

Embed high performance culture with professionalisation of administration and alignment / engagement of staff and volunteers

Continually improve performance standards and accountability of CAMS Officials

Consolidate entities to build capacity in functional teams and achieve operational efficiencies

Implement review / assessment processes to improve governance and performance of Board, Commissions, Councils and Panels



MEASURING SUCCESS

Officials alignment

Officials engagement

Employee alignment

Employee engagement

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