



# STRATEGIC PLAN 2020 - 2024

Leading motorcycle activities and sport in New Zealand

**FUN. FAIR. SAFE**

## **Vision:**

To deliver a sport that is Fun, Fair and Safe to all participants

## **Mission:**

To advance the sport of Motorcycling in New Zealand

## **Values:**

Trust and Respect: each day with our communities, partners and colleagues, with trust comes accountability

Unity: we work as a team and support each other

Pride: we strive for excellence and are committed to leaving a positive legacy for the future

Integrity: we act transparently, honestly and ethically in all we do

Innovative: we are a learning & continuously advancing organisation that applies innovative solutions

Health, Safe and Sustainable: we provide a healthy and safe environment for our members, clubs and officials

## **Our Responsibilities:**

- Lead the sport from grass-roots through to the elite levels
- Provide value and insight to a broad spectrum of motorcycle activities
- Provide a governance framework that is transparent and accountable to our members and stakeholders
- Make participation accessible for all without discrimination

## **Major Challenges:**

- Increasing the breadth of membership and participation
- Retaining existing members
- Providing necessary resources e.g facilities, coaches, officials

## **Top 5 Priorities:**

- Operational Excellence
- Member Value
- Club Development
- High Performance
- Business Development



## Pillars of the MNZ Strategic Plan

### Increased participation through aligned Leadership and Governance

- Provide clear direction to all stakeholders via effective communication
- Demonstrate strong leadership in all key areas of the sport and provide the governing structure to support this
- Implement the use of sustainable systems including the MNZ App to maintain both transparency and accountability at all times
- Apply sound financial management to all aspects of the business

<b>Organisational Excellence</b>	<b>Create Member Value</b>	<b>Club Development</b>	<b>High Performance</b>	<b>Business Development</b>
<ul style="list-style-type: none"> <li>○ Provision of a stable and viable organisation through sound financial management</li> <li>○ Rules &amp; Regulations process providing clear communication and information</li> <li>○ Effective Commission structure</li> <li>○ Leadership with Health and Safety</li> <li>○ Exemplar in the running of NZSBK and MX Senior Championships</li> </ul>	<ul style="list-style-type: none"> <li>○ Provision of a safe environment to participate in for all stakeholders at every level of the sport</li> <li>○ Provide clear pathways and supportive structures for all participants</li> <li>○ Increase and retain members through products and programmes that support athlete pathways</li> <li>○ Integration of the MNZ APP</li> </ul>	<ul style="list-style-type: none"> <li>○ Support Club development through leadership and process support</li> <li>○ Develop tools that aid increasing resource and knowledge</li> <li>○ Provision of guidelines to support safe events for members and public</li> <li>○ Incorporation of alternative forms of sports that lessen the impact of sporting activities on the environment</li> </ul>	<ul style="list-style-type: none"> <li>○ Provide opportunity and a pathway for participants to reach elite level</li> <li>○ Incorporate strategies around talent identification, development and programmes that support athlete pathways</li> </ul>	<ul style="list-style-type: none"> <li>○ Effective and efficient business practices and exploration of business development opportunities</li> <li>○ Use of MNZ Branding and marketing plans, promotions and efficient communication strategies</li> </ul>



Pillar	Key Objective	Key Drivers	Key Initiatives:	Success Indicators
<p>Organisational Excellence</p>	<ul style="list-style-type: none"> <li>▪ Stable and viable organisation through sound financial management</li> <li>▪ Lead Health and Safety</li> <li>▪ All MNZ services are easily accessible from all common devices</li> <li>▪ Governance structure aligned to Sport NZ</li> <li>▪ All communications are made through common devices</li> <li>▪ MNZ information systems are best practice</li> <li>▪ Exemplary delivery of Premier Championships</li> </ul>	<ul style="list-style-type: none"> <li>▪ Financial stability</li> <li>▪ Comprehensive and timely source of information to relevant stakeholders</li> <li>▪ Review of Health and Safety priorities</li> <li>▪ Review of Governance Structure and skillset</li> <li>▪ Review of commission structures</li> <li>▪ Review of resource required for delivery of championship events</li> <li>▪ MNZ Environmental policy</li> <li>▪ Growth in participation and knowledge</li> </ul>	<ul style="list-style-type: none"> <li>▪ MNZ remains financially sustainable</li> <li>▪ Deliver process improvements and efficiencies through the MNZ APP</li> <li>▪ Leadership with key Health &amp; Safety priorities</li> <li>▪ Development of effective website to engage members and provide relevant information to stakeholders</li> <li>▪ Full review of the MOM's undertaken including collateral</li> <li>▪ Introduction of Women Board members</li> <li>▪ Board skill set gaps identified</li> <li>▪ Increase support for key Commissions</li> <li>▪ MX/NZSBK Championships adequately resourced</li> <li>▪ Establish an environmental policy for distribution</li> </ul>	<ul style="list-style-type: none"> <li>▪ % increase in funding and revenue</li> <li>▪ Stakeholder satisfaction survey</li> <li>▪ MNZ App integrated providing members benefits</li> <li>▪ New website implemented</li> <li>▪ Health and Safety initiatives introduced</li> <li>▪ Revised MOM's implemented</li> <li>▪ 3 Women Board members by 2021</li> <li>▪ Delivery of effective Commission structure</li> <li>▪ Successful MX Senior Championship &amp; NZSBK championships</li> <li>▪ Environmental policy implemented</li> </ul>
<p>Member Value – retain and attract new members and participants</p>	<ul style="list-style-type: none"> <li>▪ Offer member programmes, products and activities that encourage membership and participation in competition and recreation</li> <li>▪ Increase and retain participation through programmes and activities that support members, clubs and officials</li> <li>▪ Provide clear pathways and a supportive structure for members</li> </ul>	<ul style="list-style-type: none"> <li>▪ Collaboration with clubs on member and participation initiatives</li> <li>▪ Expand MNZs membership by attracting recreational riders</li> <li>▪ Opportunities for Officials and coaches</li> <li>▪ Provision of insurance for members and events</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop innovative programmes and services that enhance interest, growth and participation</li> <li>▪ Deliver initiatives to attract new members eg Club coaching programmes</li> <li>▪ Develop guidelines/tools that support clubs to deliver safe events</li> <li>▪ Develop an effective Officials training and mentoring programme</li> </ul>	<ul style="list-style-type: none"> <li>▪ % increase in members base</li> <li>▪ % increase in coaching programmes</li> <li>▪ % increase transition from recreational to other disciplines</li> <li>▪ Increased club officials knowledge and support</li> <li>▪ Positive feedback from members and stakeholders</li> </ul>



<p>High Performance</p>	<ul style="list-style-type: none"> <li>▪ Individual success on the National and world stage</li> <li>▪ Provide opportunity and pathways for participants to reach elite level</li> <li>▪ Incorporate strategies around talent identification, development and programmes that support athlete pathways</li> </ul>	<ul style="list-style-type: none"> <li>▪ Provision of high quality delivered coaching camps</li> <li>▪ Early identification of potential champions</li> <li>▪ Quality national competitions and event structures as a platform for international competition</li> <li>▪ Junior Coaching programme</li> <li>▪ Sports science and sports medicine support</li> </ul>	<ul style="list-style-type: none"> <li>▪ Introduction of Elite Coaching camps</li> <li>▪ Establish benchmark events for talent identification</li> <li>▪ Develop mentoring programme</li> <li>▪ Introduction of a Junior Academy</li> <li>▪ Explore opportunities for innovative initiatives and pathway events</li> <li>▪ Development of a riders pathway programme</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of athletes achieving on the world stage</li> <li>▪ Number of athletes achieving on the National stage and in Australia at key events</li> <li>▪ Successful delivery of Junior Academy programme</li> <li>▪ Rider survey</li> </ul>
<p>Club Development</p>	<ul style="list-style-type: none"> <li>▪ Enhance participation and performance opportunities for the development of both participants and officials</li> <li>▪ Provide an event pathway for club delivery</li> <li>▪ Provision of a safe environment to participate in for all stakeholders at every level of the sport</li> <li>▪ Provide high quality leadership at club level</li> <li>▪ Attract broader community to participate and spectate</li> <li>▪ Make riding fun and safe</li> </ul>	<ul style="list-style-type: none"> <li>▪ Clear opportunity pathways for members and officials to grow within their discipline</li> <li>▪ Strong and collaborative working relationships with stakeholders</li> <li>▪ Guidelines – minimum standards</li> <li>▪ Club Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>▪ Create a specific resource to support the club event delivery with a focus on safety</li> <li>▪ Develop a unified event and funding model to ensure sustainability of clubs</li> <li>▪ Deliver education and training programmes to officials and members that promote safety and ensure quality standards</li> <li>▪ Implement grassroots club coaching programmes nationally</li> <li>▪ Introduce Club regional forums</li> <li>▪ Monitor venues and flag potential non-compliance at high risk venues</li> <li>▪ Support clubs to grow and develop Officials</li> </ul>	<ul style="list-style-type: none"> <li>▪ Full time Safety Manager FTE</li> <li>▪ Number of applications received for national championships and events</li> <li>▪ % increase in depth of officials</li> <li>▪ Officials survey results</li> <li>▪ % increase in overall club race entries</li> <li>▪ % increase in national championship entries</li> <li>▪ % increase in spectator attendance</li> <li>▪ % tracks inspected and compliant with guidelines</li> <li>▪ % Trail rides audited</li> <li>▪ Club Forums undertaken</li> <li>▪ Club Satisfaction Survey</li> </ul>



<p>Business Development</p>	<ul style="list-style-type: none"> <li>▪ Effective business practices and the exploration of business development opportunities</li> <li>▪ Effective Commission model</li> <li>▪ Use of marketing and promotional plans</li> <li>▪ Effective communication strategies</li> <li>▪ Increased awareness and use of the MNZ App</li> <li>▪ Widen the membership base</li> <li>▪ Excellent relationships with sponsors and key stakeholders</li> <li>▪ Strengthened relationships with MA, FIM Oceania and FIM</li> </ul>	<ul style="list-style-type: none"> <li>▪ Development of commercial partnerships, sponsorship and funders</li> <li>▪ Increased awareness and exposure</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop new strategies to grow membership</li> <li>▪ Develop new funding model to engage with non-traditional areas of motorcycling i.e Trail rides, e-bikes</li> <li>▪ Source commercial partners and sponsorships</li> <li>▪ Development and implementation of a communication strategy</li> <li>▪ Increase promotion of motorcycling events to the general public</li> <li>▪ Establish relationships with industries that can promote shared goals</li> </ul>	<ul style="list-style-type: none"> <li>▪ % increase in revenue due to new strategies</li> <li>▪ % increase in sponsorship/funding</li> <li>▪ % increase in media coverage</li> <li>▪ Increased breadth of membership base</li> <li>▪ Support provided to Motocross/Road Racing/Officials Commissions</li> <li>▪ Strengthened sponsor and key stakeholder relationships</li> <li>▪ Media and Promotional activity increased</li> <li>▪ Communication Strategy implemented</li> </ul>
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