



MOTORCYCLING NEW ZEALAND INC

STRATEGIC PLAN

2008 TO 2010

THE INSPIRATIONAL DREAM

April 2008

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Section 1

INTRODUCTION

Motorcycling New Zealand (MNZ) became the organising body for motorcycle competition management in 1916. National office is currently based at Huntly. Our office personnel consist of five fulltime employees – the Chief Executive, Operations Manager, Administrative Manager and two Administrative Assistants. The office handles all administrative matters including licensing, permitting, training, stewarding, events calendar, website, advertising, promotions, insurance, liaison with international associated bodies and the general administrative and accounting functions.

Motorcycling New Zealand (MNZ) was set up with competition motorcycling in mind. The organisation, previously known as the New Zealand Autocycle Union, is responsible for the management of motorcycling competition throughout New Zealand and for setting the rules by which competitions are run. MNZ is an incorporated society.

MNZ is itself affiliated to the international controlling body, the Federation Internationale de Motocyclisme (FIM) based in Geneva, Switzerland, that governs all world motorcycle competition. This affiliation provides opportunity and access for our members to enter international and regional events and also to enable MNZ to obtain and host international events. This is an essential affiliation.

It is an incorporated society with a current membership of 68 clubs and 5,500 licensed competition members. The members are insured as part of their membership fee.

In April 2008 MNZ commenced a major change when members approved a whole new Constitution. The new Constitution changed MNZ and placed it on a new path into the 21st century. The Board replaced the previous eight-man Executive and the Chief Executive Officer now runs the business of MNZ. This provides professional management to take MNZ forward into the 21st century.

MNZ has been the perpetrator of all the rules currently in force in New Zealand with a strong emphasis on safety and coordination of all disciplines of motorcycling sport. MNZ continues to portray itself as a leader in representing the interests of all motorcyclists including presentation to Government bodies such as ACC. It also provides opportunities for riders (members) to enter and excel on the world stage of elite motorcycle competitions.

New Zealand has long been recognised internationally for producing the finest riders in various disciplines on the world stage. It is a vision of MNZ to continue that trend and where possible provide facilities for more members to pit their skills against the world.

Our members have attended a variety of world motorcycling events around the world for years and provided many world champions and top ten placings. We currently have members competing internationally in Motocross, Road Racing, Enduro, Trials and Speedway to name but a few.

Section 2

Our Vision

Our mission is:

“MNZ is dedicated to fostering the sport of motorcycling making it safe, fun and fair. We will advance and protect motorcycling and the interests of motorcyclists in New Zealand whenever and wherever possible.”

GOALS TO ACHIEVE THE VISION

“Success is a journey not a destination”

Nationally

1. Increase number of members in MNZ
2. High performance planning for riders
3. Increase sponsorship for major events
4. High quality Steward/Official training
5. Provide Volunteer awards as a recognition
6. Club Development

Internationally

1. Lobbying FIM to provide more direct support
2. Rebuild our links with Oceania/Asia CONU to provide more opportunities for our members
3. Obtain directly or indirectly international events

Management and Governance

1. Review Governance / Management Policy in place
2. Provide updated information on Risk Management for local and national events

Media and Promotion

1. Continue to increase profile of MNZ through more/better media output
2. Use third party websites to promote events/results
3. Improve MNZ clothing particularly for officials

Section 3

PERFORMANCE PLAN

Why do we have a Performance Programme

NZ has a proud history in motorcycling over the past 80 years with many world champions. These include Ivan Mauger, Barry Briggs, Hugh Anderson, Graeme Crosby, Shayne King, Katherine Prumm and Tony Cooksley. Other riders such as Rod Coleman, Darryll King, Aaron Slight and Josh Coppins, Ben Townley have been runner up in the World Championships.

In the coming 18 months starting April 2008, a performance squad of 60 junior MX riders will be up skilled. The immediate goal is to make them competitive in the World Championship round of the junior MX classes for August 2009 at Taupo.

We have commissioned Darryll King from DKMX to lead the training and co ordinate the broad ranges of skills that will need to be mastered if our team is to excel. The topics will cover areas such as technical, nutrition, fitness, motivation, goal setting, suspension set up and public speaking to name a few. The squad will meet not less than every 8 weeks to ensure excellent preparation.

Also in the coming year, our Road Race Commissioner will be working with junior Road Race riders to strengthen them in there chosen discipline. Similar topics will be covered. It is our aim to have competitive junior riders at international events.

We also aim to continue running grass roots training for riders of lesser skills. We have a responsibility to up skill all our members not just the elite. A similar course will be held to those run by DKMX IN 2007.

A structured development program increases the chance of maintaining Kiwi motorcycle riders at the top of the world, rather than relying upon good luck. Having NZ riders near the top of the world rankings is also good for the profile and growth of motorcycling in NZ.

Objectives of the Performance Plan

The ultimate goal of the programme is to assist NZ Motorcycle riders to become World Champions. It is recognised that NZ World Champions do not occur too often and therefore the PP was set up to provide the impetus to riders who are capable of rising to that level. For any rider to be placed in the top ten in the world is an achievement in itself. The PP participants are encouraged to enter International events or Australasian events.

It is recognised that world champions cannot be created, however they can be nurtured. The PP seeks to develop NZ riders into maximising their talent. It is a living dynamic programme and therefore will change and adapt to best meet the individual needs of participants.

Structure and Athlete Development Strategies

Most of the athlete development takes place with a trainer who continues monitoring/coaching the athlete throughout their time in the plan.

The following general strategies are utilised to develop the athletes:

1. Rider assessment in all areas
2. Fitness training
3. Technique training
4. Mental skills training
5. Equipment Development
6. Competition, National and International
7. Funding
8. Athlete Career Education
9. Diaries/Review
10. Sponsors and Media

Living proof that our system is working is the success of Katherine Prumm, having won 2 Women's World Championship cups.

Section 4

STRATEGIC ACTION PLANS

"Imagination is more important than knowledge – purpose is what gives life meaning"

Goals - Nationally	Strategy	Performance completed Indicator	Timeline
1. Increase Full Membership by 2%	Prepare benefits schedule of being a member of MNZ Associate membership		
2. High performance planning	Role out HP plan for World Junior event	6 training camps held	July 2008 – August 2009
3. Increased Sponsorship for major events	Review current sponsorship arrangements	Schedule of current sponsors and current expectations	30 September 2008
	Review expectations for events with last 2 years host clubs	Produce MNZ schedule of expectations	31 October 2008
	Write sponsorship packages including examples of various materials to be used.	Packages produced and printed	31 January 2009
4. Stewards Coaching and Clerk of the Course incorporated into PP	Define requirements and coaching expectations	Coaching program written and coaches appointed FIM coaching and examinations passed	1 year
5. Club Development	Up skill club were required. Standardise processes were appropriate.	Carry out training with clubs as requested.	31 March 2009

Goals - Internationally	Strategy	Performance completed Indicator	Timeline
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1. Lobby FIM for more direct support	President to discuss with FIM officials and the Oceania President on possible funding streams	Report provided to Board	31 Dec 2008
2. Rebuild our links with Oceania CONU	Meet with Oceania members and President to review operations of Oceania Are the members for or against Oceania Define the benefits and road blocks for NZ Define alternatives	Report to MNZ Board As above Schedule produced As above	31 October 2008 Ongoing
3. Obtain directly or indirectly international events	Define possible events Ascertain viability and cost factors Can the events possibly involved MA to spread the cost Ascertain funding streams Discuss with FIM Commission Presidents	Schedule produced Report to Board Included above report Included above report CEO/President to advise Board on discussions	3 years

Goals - Management and Governance	Strategy	Performance completed Indicator	Timeline
1. Governance and Management policies in place <i>Board to continually review</i>	Define and develop governance policies Define Management and Board roles and expectations of management including CEO delegations and performance reviews Develop Protocols for Board members	Written policies approved Definitions approved Performance review procedure set and approved Protocols written and approved	31 July 2008 31 July 2008 31 July 2008 31 July 2008
2. Provide updated information on risk management for local and national events	Review of current event risk management package for events by Safety Commissioner Safety Commissioner to define amendments Revised event risk management package prepared Training for Stewards and clubs officials	Report of shortcomings to CEO/Board Report of amendments Package completed Training completed	30 September 2008 31 October 2008 30 November 2008 31 May 2009

Goals -	Strategy	Performance	Timeline
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Media and Promotion		completed Indicator	
1. Continue to Increase profile of MNZ through media output	Review usage of current media and procedures Define opportunities Set revised procedures and outlets to be used Write policy, format and procedures for media releases	Report written Included in report Procedures in written format Policy approved	3 years

Section 5

COMMISSIONER ACTION PLANS 2008/09

ROAD RACE COMMISSION

Requirement	By Whom	When
Solve issue of race numbers being near impossible to read	Paul Stewart	1 st July 2008
Create a junior development plan	Paul Stewart	31 st October 2008
Create a plan on more international riders competing in NZ	Paul Stewart	1 st January 2009
Evaluate classes regarding costs and compatibility with Australia	Paul Stewart	1 st October 2008

JUNIOR / MINI MOTOCROSS COMMISSION

Requirement	By Whom	When
Create rider contracts for Junior Development Squad	Bryan Davidson	30 th April 2008
Survey members on appropriate class changes / class changes made if required	Bryan Davidson	1 st January 2009
Performance Squad up and running with a goal of success at Taupo 2009	Bryan Davidson	31 st June 2008

SENIOR MOTOCROSS COMMISSION

Requirement	By Whom	When
Set up a Track Panel to inspect all permanent tracks	Mike McLeod	1 st January 2009
Plan for growth in women's motocross	Mike McLeod	1 st January 2009
Create a plan for Vets	Mike McLeod	31 st August 2008
Standardise National events	Mike McLeod	30 th September 2008
National Events Manuel	Mike McLeod	30 th September 2008

CROSS COUNTRY COMMISSION

Requirement	By Whom	When
Guidelines and rules distributed to organizing clubs	Murray Searle	1 st January 2009
Set up training to ride cross country events	Murray Searle	1 st January 2009
Work closely with Enduro – arrange meeting	Murray Searle	31 st October 2008
Calendar to be set for 2009 with no clashes with Enduro	Murray Searle	31 st October 2008

TRIALS COMMISSION

Requirement	By Whom	When
Distribute templates for championship events to clubs	Warren Laugesen	30 th June 2008
Research rider levy system to cover event costs	Warren Laugesen	30 th June 2008
Draft budget for indoor event	Warren Laugesen	31 st August 2008
Investigate NON-STOP Park for inclusion in tracks for training	Warren Laugesen	31 st July 2008

ATV COMMISSION

Requirement	By Whom	When
Find a solution to bridge the mini to junior rider gap	Ross Kiely	30 th July 2008
Set up education program for ATV members	Ross Kiely	1 st August 2008

ENDURO COMMISSION

Requirement	By Whom	When
Investigate class change to include 200cc	Gary Powell	1 st January 2009
Guidelines to be distributed to host clubs	Gary Powell	1 st January 2009
Settle dates for next year in co-operation with Cross Country to ensure no event clashes	Gary Powell	31 st October 2008

SPEEDWAY COMMISSION

Requirement	By Whom	When
Resolve outcome from MNZ / Speedway NZ meeting	Dave McKenzie	31 st August 2008

STEWARDS COMMISSION

Requirement	By Whom	When
Begin monthly circular	Warren New	31 st May 2008
Create new Stewards grading system	Warren New	31 st October 2008
Set up mentor system for Stewarding	Warren New	1 st January 2009
Clerk of the Course grading and education system	Warren New	1 st January 2009
Begin Level3/4 Stewards and Clerk of the Course training seminars	Warren New	1 st October 2009
Set up Steward selection panel	Warren New	1 st January 2009
Include in training documentation, clarity for minor/major infringements	Warren New	1 st July 2009

HEALTH & SAFETY COMMISSION

Requirement	By Whom	When
Clarify Stewards liability for scrutineering	Murray Perry	31 st August 2008
Sidecars – blasting paint off framing	Murray Perry	31 st July 2008
Health & Safety Guidelines reviewed and updated as necessary	Murray Perry	31 st August 2008 - ongoing
Noise emission rule released	Murray Perry	1 st June 2008

Section 6

RISKS

As with any strategic plan there is risk associated with it. Sound risk management involves where possible:

- Identifying the potential risk
- Outlining ways to monitor that risk
- Invoking strategies to minimise the impact of that risk

Risk	Monitoring Procedure	Strategy
1. Current members dislike changes proposed	Emails/calls to the office together with feedback via Board members	Communication of strategic plan to clubs and members is important and published plan will assist in transparency
2. Apathy towards change	Emails/calls to the office together with feedback via Board members	Communication of strategic plan to clubs and members is important and published plan will assist in transparency. CEO/Board members will be required to sell the plan during club visits

Section 7

ANNUAL REVIEW PROCEDURE

MNZ will institute review procedures as follows:

1. Every 4 months the Board and CEO will review the progress of each goal. The review will include the actual progress, revised timing and current feedback available. It will also ensure funding is in place for each category to enable it to continue.
2. Annually and prior to the AGM, the Board will institute a full review of each goal and progress to date. This will include:
 - cost/benefits factors
 - a report from the person responsible for driving the goal
 - expansion of the Strategic plan for a further period of not less than 1 year
 - include new goals or changes to current goals
 - critical assessment of the current plan and changes that have occurred both within MNZ, FIM or within the economy or environment

The review will be carried out by the Board, CEO, Operations Manager and Commissioners. An appropriate assessment report will be prepared at the completion of the review to be made available at the AGM.

Section 8

SWOT ANALYSIS OF MNZ

Strengths	Weaknesses
• Strong club network	• Need to develop coaching

<ul style="list-style-type: none"> • Organisation stable and united • Clubs have good facilities • Sound competition rules • Sound constitution • Financially sound • Good relationship with New Zealand Motorcycle Importers Association • Systems established • Excellent safety review procedures • Good network of officials • FIM accredited • Strong international network • Independent of other motor sport networks • Family environment with strong family support • Quality administrative support • Long standing history • Commissioner expertise • Credibility with FIM • Website • Crisis management • Media coverage • Code of conduct • Assets • Ability to hold International Events 	<p>structure under HPP</p> <ul style="list-style-type: none"> • Too many clubs • Wide diversity of sporting codes • Lack of communication with riders • Riders/members are not interested in management of MNZ and in constitutional matters • Not large enough to have influential voice • Not enough time spent seeking sponsorship • Continuing education • Not enough sporting venues • Lack of control of our product i.e. Championship events • Member lethargy • Exposure to litigation • Geographical separation (North Is. / South Is.) • Small population • Cost of competition • Cultural diversification • Geographical isolation
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Opportunities	Threats
<ul style="list-style-type: none"> • Greater opportunity to niche market with so many disciplines • Tourism market • Recreational market • International events into New Zealand • Hampton Downs developments • Schools program – safety • Environmental issues – use FIM Environmental Commission to assist • Source more sporting venues • Ability to call on international expertise/experience • Expansion of membership through promotion and assisting club development • Access to a large volume of international competition • Ideal country to hold international events - different seasons, great facilities and hospitality • Family environment • Building links to other motor sports and motorcycle leisure clubs • Online licensing • Noise control • Good training systems • Performance plan • Good network of Officials • Access to International support on coaching • Align rules with MA where possible • Leverage from International Champions • Aligning with Corporate sponsors • Indoor Trial events • Hampton Downs – relocation office • Development of junior competition and training • Business arm • Value added pack • Relationship with industry • Extensive membership data base • Promotion of events to public 	<ul style="list-style-type: none"> • Environmental issues • Resource Management Act • Officialdom dislikes motorcycling as it is perceived a dangerous sport – ACC • Threat from other sporting codes – cost factor • Free range riding – environmental issue and free use • Cost of running facilities • More options for leisure particularly costs factors – less discretionary spending available • Unlicensed activities • OSH • Noise and pollution matters • Lack of spectator interest – TV and other options available • Legal liability/Prosecution of officials for injury/death sustained during an event • Carbon footprints • Succession planning

Financial Resources

As with any small to medium sporting body we are continually fighting for the entertainment dollar. This dollar comes from the discretionary monies businesses, individuals and families have available to spend after all their individual direct costs and expenses.

MNZ receives the majority of its income directly and indirectly from its members by way of license and insurance fees, from riding in events, SPARC and sponsorships.

During last year MNZ made considerable efforts to obtain direct sponsorships which in turn was utilised directly into the promotion of the sport. The funds were used in promotions via media and television, national motorcycle events and coaching.

We aim to continue seeking sponsorships and in so doing recognise that MNZ has to provide reciprocal value to the sponsor. We believe that with the television and media exposure currently being experienced in both Motocross and Road Racing from the world scene and local content, significant benefits will accrue to the sponsors.

EXTERNAL ENVIRONMENT

Economic Environment

Business confidence has been high but recently declining and the economy is performing well with growth up with other OECD countries. The high value of the dollar has helped our sport with the continuing increase affecting many of the products used in motorcycling.

Public Participation

Although we have had political stability and increasing costs of motorcycles and spare parts over the last few years this has not affected levels of participation in riding motorcycles.

It has however seen more people riding in off-road areas, in uncontrolled non permitted situations and in some respects damaging our environment because of the lack of control.

INTERNAL ENVIRONMENT

As mentioned earlier MNZ is very much a club based organisation. The clubs support MNZ and provide the networks throughout the country.

Our internal environment has a strong volunteer base, fulltime administrative staff, skilled officials, a well organised events management system, a solid constitution and support from our international body as and when required.

We have an elected Board and appointed sporting commissioners that ensures continuity and opportunity to refresh the guiding hands.