

Measures	Responsibility	Allocation\$	Projects and Initiatives	Time Line			Status
				2014	2015	2016	
Strategy 1: Database that fulfils the requirements of MA, the SCB's, Clubs, Membership and Other Stakeholders							
Priority: Critical							
<ul style="list-style-type: none"> Project team confirmed by 14 August 2012 Project Plan signed off by September 2012 Board meeting Project Team to update board monthly Selection of preferred supplier by TBC Transition Plan developed by TBC Project completed and new database transitioned no later than 15 March 2013 	<ul style="list-style-type: none"> Sport & Event Coordinator & Finance & Administration Manager as Leads P Bray C McArdle D Gatt All National State Managers 	2012: \$5,000	1.1 Select and engage project team from lead users at SCBs, MA who will manage and drive this process	✓			
		2013: \$80,000	1.2 Develop a detailed project plan for briefing to Board	✓			
		Recoverable from SCBs	1.3 Undertake thorough analysis of MA & SCB database requirements and usage including a 'wish list' of database functionality.	✓			
		\$60,000	1.4 Consider commercial opportunities of a new Database by analysing needs of sponsors and promoters	✓			
		2014: \$10,000	1.5 MA & SCBs work to scope and establish final functionality requirements.	✓			
		Recoverable from SCBs	1.6 Find database that suits need of organisation	✓			
		\$8,000	1.7 Investigate potential suppliers of alternative database products	✓			
			1.8 Invite suppliers to present on usability and features of alternative database	✓			
			1.9 Identify and agree budget and funding model.	✓			
			1.10 Cost alternative database suppliers and conduct a cost benefit analysis on the database	✓			

			1.11 Appoint database supplier.	✓			
			1.12 Develop Transition Plan and Manage Transition	✓			

Notes from the Board

1.1 Commenced, Completion in December 2013 Scoping document has been sent out to tender Tenders close soon, there has been a good response to date. Selections will follow shortly after.

1.1-1.3 complete

1.4 Not appropriate however this may form strategy from website.

1.5 forms part of next stage

1.6 is current process

1.7 forms part of current process

1.8 forms part of current process

1.9 – 1.11 will be part of next stage

October 2013 R Gill resigned from the database committee

7/11/13 Forum resolved MA to proceed with contractual arrangements with SMA. Councillors and SCB's request copy of contract. Forum resolved the 2.95% be sold as a service fee.

MA has engaged SMA 15/04/14 Council have requested decision by MV within 10 days on their final decision

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<p>Strategy 2: Achieve an organisational structure that is acceptable to stakeholders and incorporates the development of a governance policy and operational framework to achieve functional efficiencies.</p> <p>Priority: Critical</p>							
<ul style="list-style-type: none"> Board Updates monthly Development and implementation of protocols complete by 31 October 2012 Six monthly internal board review of performance Annual Board review on CEO performance. Board feedback from stakeholders via Strategic Forum Compliance with the Australian Sports Commission Mandatory Sports Governance Principles 	<ul style="list-style-type: none"> Bob Kershaw as Project Lead and Board Rep CEO Board direction Input from SCBs 	\$ Nil	2.1 Develop Board Charter and associated policies	✓			
			2.2 Conduct ongoing review of key MA roles and MA structure	✓			
			2.3 Work with SCBs to achieve functional efficiencies	✓			
			2.4 Develop board KPI and operating procedures				
			2.5 Review and Establish Terms of Reference for MA Committees and Commissions				
			2.6 Review MA compliance with the ASC Sports Governance Principles (Lander and Rogers)	✓			
			2.7 Board to review Lander and Rogers recommendations and prepare a draft program of changes or initiatives for adoption	✓			

Notes from the Board

2.1 has been completed

2.2 in place and on going

2.3 seeking scb input

2.4 commenced

2.5 in progress

August Board meeting – Board resolved to add AIS Sports governance principles to item 2 of the Strategic Plan.

2.6 Completed, with recommendations/options for appropriate action provided by Lander and Rogers.

2.7 Review of Lander and Rogers report underway, with recommendations for changes or initiatives to be adopted to be made on the basis of risk and/or practicality within the MA business model.

7/11/2013 Strategic Forum Any changes to the constitution recommended by the governance review will be tabled at the May AGM. The Board will provide Council with proposed changes with relevant information and rationale for consultation prior to the AGM. The changes will be voted on at the AGM CEO asked whether anybody objected to the Chair being elected by the Board. MQ Councillor objected.

MSA councillor noted this should form part of the succession plan.

16/04/14 B Kershaw to email proposed changes of constitution to Councillors

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Strategy 3: Membership Retention and Expansion							
Priority: Critical							
<ul style="list-style-type: none"> Renewal process considered in database project Membership committee to brief board on why members do not renew licences by 30 November 2012 Membership Committee to facilitate forum of SCB knowledge to be conducted by 31 December 2012	<ul style="list-style-type: none"> CEO as Lead Membership Committee consists of SCB Managers 	2012: \$2,000	3.1 Change Licencing Committee to Membership Committee.	✓			
		2013: \$3,000	3.2 Follow-up process for new renewals.				
		2014: \$1,000	3.3 Understand through analysis or survey why members do not renew licences	✓			
		These are administrative costs. Any promotional costs would be additional	3.4 Encourage non-affiliated motorcycle clubs and/or interest groups to join.				
			3.5 Increased media coverage of the benefits of being part of MA and the SCB's.				
			3.6 MA to facilitate a forum on SCB knowledge of club development and participation initiatives				
			3.7 Increase the overall profile of female participants	✓			
			3.8 Develop initiatives to retain and attract more female participation	✓			

Notes from the Board

3.1 completed

3.2 Awaiting information from Strategy 1 database committee. If there is to be a long delay in implementing a new DB with a follow up process for licences renewals an interim follow up system will be undertaken. July Forum

3.3 In progress

3.4 to be discussed at July Forum

3.5 to be discussed at July Forum

3.6 Forum to take place 3rd 4th July (To be confirmed by MA)

3.7 Lynn Long & B Sorensen are contributing to initiatives.

3.8 Lynn Long to liaise with S Strickland. Seeking input from membership regarding initiatives which could be applied nationally



Membership report provided at August Board meeting

October 2013 Stuart Strickland resigned from the Board

7/11/13 National come N Try it Day, Minikhana and motor safe were spoken about to help expand membership

Meeting to be organised on the 5th December with SCB Mangers to discuss membership retention and expansion.

16/04/14 MV CEO and DRC working on project plan for 5 year calendar for Come N Try Day

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Strategy 4: National Branding Priority: Critical							
<ul style="list-style-type: none"> Consultant report and recommendations to Board by 31 December 2012 National Branding Plan produced by 31 January 2013. Remainder dependent on above 	<ul style="list-style-type: none"> Bob Kershaw as Lead Consultant to scope work and produce report and recommendations. Board to determine responsibilities post consultant report. 	2012: No Cost	4.1 Gain a detailed understanding of the concept of National Branding in the MA context. Consider use of external consultant.				
		2013: \$15,000 (tbc)					
		2014: tbc	4.2 Develop a national branding plan and guidelines to increase recognition and awareness.	✓			
Notes from the Board							
4.1 discussions in progress with a view to providing documents on benefits that can be achieved through national branding concept							

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Strategy 5: Junior Coaching and Safety Awareness Programs							
Priority: Critical							
<ul style="list-style-type: none"> Development of a coaching pathway Increased coaching activity and programs at club level 30% increase in the number of L1 coaches at club level over 3 years. Increase in Safety / reduction of incidents Increased awareness of coaching benefits Closer working relationship with Police and schools Improved recognition and branding Increasing junior licences/participants 	<ul style="list-style-type: none"> MA National Development Officer as Lead Coaching committee State Development Officers Links to Membership Committee Junior Coaching Committee 	2012: Nil 2013: \$25,000 2014: 25,000 Recovery from SCB's 12,500 in each year	5.1 Improve current development programs	✓			
			5.2 Improve the culture of coaching including a review of the coaching landscape.	✓			
Notes from the Board							
5.1 commenced committee formed							
16/04/14 JCP framework document sent to SCB's and Board feedback to be sent back to DRC by May 2014. New Junior coaching program to be introduced nationwide in 2015							

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Strategy 6: Determine the status of MA / SCB / Club Controlled Facilities							
Priority: Critical							
<ul style="list-style-type: none"> Audit completed by 31st December 2013 Facilities Master Plan to be developed by 30th June 2014 Audit Project KPI's Monthly update report on progress of audit to Board.	<ul style="list-style-type: none"> CEO as lead Risk & Compliance Manager All National State Managers and Presidents 	2012: \$ Nil 2013: \$3,000	6.1 Conduct an audit of existing facilities Australia wide in order to ascertain how many, location and ownership status.	✓			
			6.2 Develop an annual Facilities Master Plan that outlines how MA will retain, expand and develop facilities including a funding model for cost sharing with government				
			6.3 Establish a Facility Planning & Development Committee				
			6.4 Establish relationships with Industry organisations and companies and work with State and Local government agencies	✓			
Notes from the Board Facility Planning & Development Committee – should be a standing item on the State Managers, Board & Strategic Forum meeting agendas. Should be led by Board. Commencing 1/1/2013 MA to contact clubs RCM created a terms of reference document to be reviewed. Pending establishment of committee. 25/02/14 Board meeting Item for decision submitted to MA Board April 13. Completion dates for items 6.1 and 6.2 are no longer achievable. I recommend the following changes to the Strategic Plan: Strategy 6.1 Completion date 31 December 2013							

Strategy 6.2 Completion date 30 June 2014

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Strategy 7: Lessen the impact that our sport has on the environment							
Priority: Critical							
<ul style="list-style-type: none"> Environmental policy and management plan developed no later than 31 December 2013. The successful reduction of pollution levels. Quarterly reporting by Environmental Committee to MA Board against agreed measures	<ul style="list-style-type: none"> Risk & Compliance Manager as Lead Environmental Committee comprised of Risk & Compliance Manager and SCB nominated environment officers 	2012: \$2,000	7.1 Establish an Environmental Committee	✓			
		Noise Control Official Training	7.2 Engage other motorsport bodies and develop common approaches to dealing with environmental issues.				
		2013: \$7,000	7.3 Develop a MA Environmental Policy that covers all environmental considerations including dust and noise.	✓			
		2014: \$7,000	7.4 Establish and monitor a robust national noise reduction program.	✓			
			7.5 Ensure MA is meeting its legislative obligations for Risk and compliance	✓			
Notes from the Board To reduce carbon footprint meetings should be via skype, video conferencing. Commenced October 2012, continuing for duration of plan. 7.1. FIM training and committee established' Terms of reference drafted 14th Jan 2013 by RCM. 7.2 RCM to liaise with motorsport bodies 7.3 Policy to be reviewed 7.4 in progress pending establishment of committee 7.5 in progress pending establishment of committee 25/02/14 Board RCM advised Item for decision submitted to MA Board April 13. Completion date passed prior to the distribution of the Strategic Plan. Recommend new completion date 31 December 2013.							

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Strategy 8: : Create new income streams for MA/SCBs							
Priority: Critical							
<ul style="list-style-type: none"> Review completed by 31 March 2013 Strategy developed by 31 May 2013. Included in Board agenda from June 2013	<ul style="list-style-type: none"> President as Lead Board MA Finance and Admin Manager All National State Managers 	Incorporate into existing quarterly meeting	8.1 Conduct a commercialisation review	✓			
			8.2 Develop and implement a commercialisation strategy to generate new income	✓			
			8.3 The strategy should incorporate the outcomes of the national branding plan and consider: Sponsorship; Advertising; Marketing; Merchandising; Facilities	✓			
			8.4 Weekly Benefits Insurance Policy				
			8.5Memorabilia				
Notes from the Board 8.1 in progress S Foody to contact SCB's for input September Board Meeting - Board resolved S Foody to contact Sian re: MX De Nations clothing. CEO to investigate manufacturers of track markers. B Kershaw and DRC to discuss realigning some initiatives of strategic plan. – October Board meeting S foody has been in contact with Sian 7/11/13 CEO is looking into weekly benefits Insurance policy S Foody, L Allen met with MFA on the 18 th December to discuss income streams							

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Strategy 9: Increase riding opportunities for members							
Priority: Critical							
<ul style="list-style-type: none"> Additional events facilitated to promote new and off road activities. Implementation of new database. 	<ul style="list-style-type: none"> Development & Rule Coordinator as Lead All National State Managers MA Board 	2012: \$2,000	9.1 Support SCBs to create and promote new on and off road events, both competition and non-competition	✓			
			9.2 Develop new motorcycling venues, including our own ride parks in accordance with Facilities Master Plan	✓			
			9.3 Utilise the opportunities created by implementing a new database	✓			
			9.4 Develop cooperative relationships with Ride Park operators	✓			
			9.5 Review 'road ride' promotion role	✓			
			9.6 Develop relationships with landowners and government to gain use of private property	✓			
Notes from the Board							

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Strategy 10: Provide the safest possible environment for all participants, spectators, volunteers, employees and officials and enforce protection Priority: Critical							
<ul style="list-style-type: none"> National Risk Management policy by 31 March 2013. Audit of Risk Management and Track Licensing ongoing from August 2012. MA Track Guidelines review ongoing from August 2012 National Standardised Officials Training and Accreditation program by 31 August 2013	<ul style="list-style-type: none"> Risk & Compliance Manager as Lead All National State Managers 	Audits: 2012: \$Nil 2013: \$5,000 2014: \$5,000 Training: 2012: \$ Nil 2013: \$25,000 2014: \$25,000	10.1 Establish a National Risk Management Policy.	✓			
			10.2 Audit and monitor MA and SCB Risk Management	✓			
			10.3 Audit and monitor MA Track Licensing compliance	✓			
			10.4 Monitor and review of MA Track Guidelines	✓			
			10.5 Promote awareness of workplace safety regulations and other relevant government legislation.	✓			
			10.6 Establish a National Standardised Officials Training and Accreditation program	✓			
Notes from the Board 10.1 commenced 10.2 agenda item for State Managers meeting in April. Pending establishment of RM policy and procedures 10.3 agenda item for State Managers meeting in April requested track licencing details for national events. On going 10.4 reviews not yet commenced. 10.5 agenda item for state Managers Meeting. Barry Sheriff attended. 10.6 Commenced investigating Learning Management Systems. Came upon a system called Moodle which is a free system utilised by universities and schools. It is a web based learning platform which is highly interactive with forums and the ability to attach assignments and videos. OM has since advised that NOD is responsible for this item. As such it will be removed from this implementation plan going forward. 25/02/14 Board RCM advised commenced							

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