



Motorsport Ireland

2024 - 2027 STRATEGIC PLAN

MEMBER OF



SPORT
IRELAND



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OUR STRATEGY AT A GLANCE



VISION

From local club competition to the world stage, promoting an inclusive and enjoyable environment for lifelong participation and volunteering in motorsport

WHAT WE VALUE

Respect | Volunteering | Integrity | Enjoyment

MISSION

A club-based organisation, with a broad range of motorsport competitions, supporting fair and attainable sport for all ages and budgets, and providing multiple involvement opportunities in our sport

STRATEGIC PILLARS

- Lead our sport (and safeguard the future)
- Have a club and member focus
- Build people and capacity
- Develop pathways and participation
- Promote and communicate

INTRODUCTION TO THE 2024 - 2027 STRATEGIC PLAN

This is the Motorsport Ireland Strategy and statement of intent to 2027.

Our aim in Motorsport Ireland is to build a successful organisation that delivers excellence for our clubs and members, as well as continuing to develop motorsport in Ireland, especially amongst a younger generation. This document provides an overall strategic vision for motorsport in Ireland, from grassroots introductory level through to international level, and sets the context for future strategic decisions.

Motorsport is about clubs and people hence then it is appropriate that we have a strategic plan that delivers

for everyone and after a detailed consultation process, I believe we have a strategic plan to allow Motorsport to face the future with confidence.

It is the absolute intent of Motorsport Ireland to deliver on this three-year plan. The delivery & implementation of the plan will be chaired by the President. The establishment of a dedicated steering committee will monitor the progress of the plan and update our Clubs on a quarterly basis. The use of a stage gate process will be used with clear KPI's & deliverable measures to ensure timelines are being adhered to and achieved.

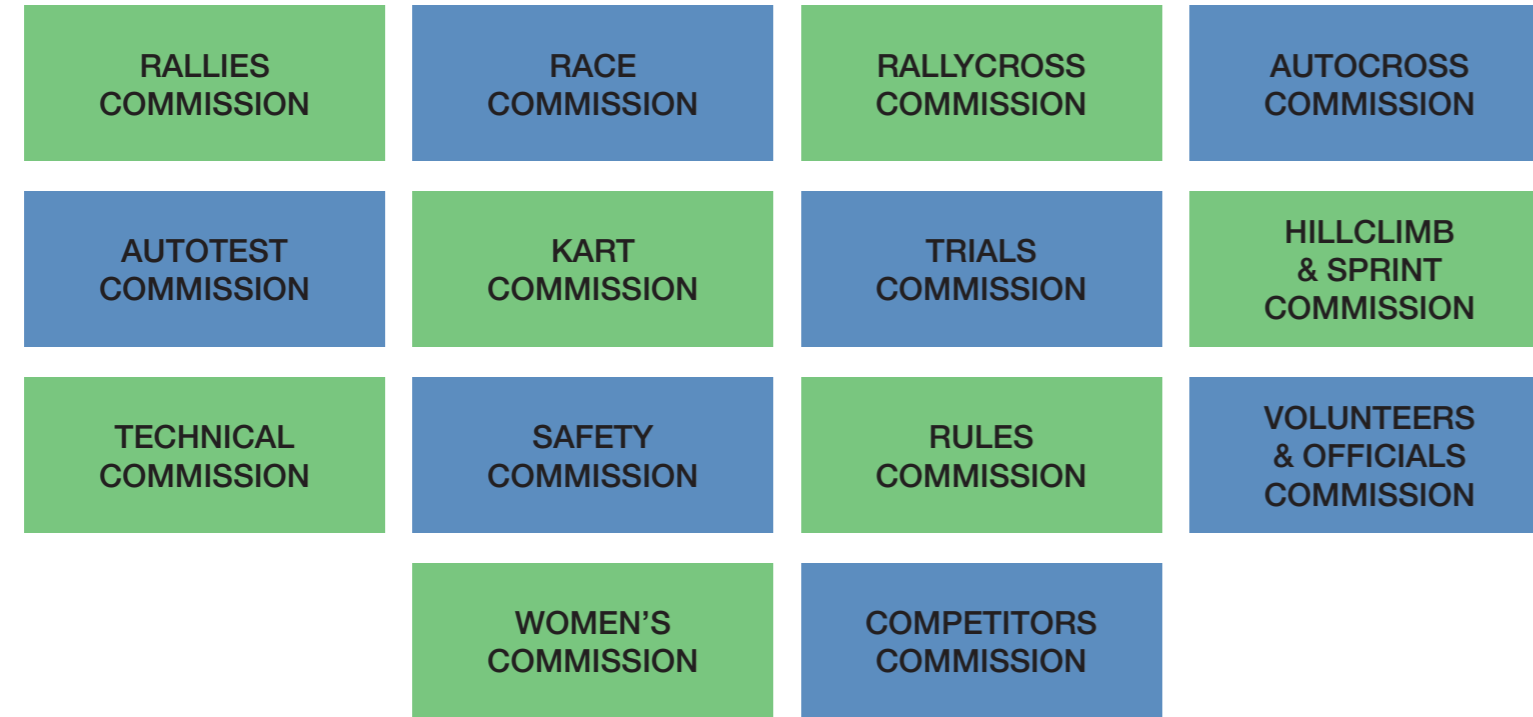
The plan is robust and achievable. Its purposely built to meet whatever challenges that are ahead. Staying relevant is very important to our sport and this plan can take us to a completely new level.

Our motorsport is strong, and our future is stronger. Working collaboratively, we can achieve our goals and strengthen our sport ensuring it longevity and relevance in a challenging and changing world.

With every good wish,

Aiden Harper
President - Motorsport Ireland

COMMISSION STRUCTURE



NATIONAL STAGES RALLY | RALLY SUB-COMMISSIONS: NATIONAL FORESTRY RALLY | NATIONAL NAVIGATION

MEDICAL | RESCUE | SAFETY SUB-COMMISSIONS: RALLY | CIRCUIT & HILLCLIMB & SPRINT | RESEARCH

VOLUNTEERS & OFFICIALS SUB-COMMISSIONS: MARSHALS | TRAINING

MOTORSPORT DISCIPLINES



RACE



RALLY



KART



RALLYSPRINT



RALLYCROSS



AUTOTEST



SPORTING TRIAL



MIDGET CARS



ENDURANCE TRIAL



AUTOCROSS



HILLCLIMB & SPRINT



NIGHT NAVIGATION

WHERE WE ARE NOW

- 32 affiliated clubs
- 3,818 declared club members
- 3,356 competition licence holders
- 6.1% female
- 8.76 % under 18
- 0 motorsport coaches
- 0 motorsport coach developers
- 0 development officer
- 1,500 officials
- 700 licensed marshals
- 14 Commissions & 10 Sub-Commissions
- 7 Motorsport Department staff

STRATEGIC PLAN GOALS

- Empowered and supported affiliated clubs
- 20% more declared club members
- 4,000 competition licence holders
- Minimum 10% female
- Minimum 20% under 18
- 9 motorsport coaches
- 2 motorsport coach developers
- 1 development officer
- Active and operational officials panel
- 1,500 licensed marshals
- A more relevant rationalised Commission structure
- Adequately resourced motorsport department





VISION

From local club competition to the world stage, promoting an inclusive and enjoyable environment for lifelong participation and volunteering in motorsport.

MISSION

A club-based organisation, with a range of events from grassroots to international level, providing fair, attainable, exciting and fulfilling opportunities for all.





WHAT WE VALUE

RESPECT

Respect is how a person feels treated. No one person is better than another. We build respect when we show respect. It is important that we respect the rules of the sport, and not take that personally.

VOLUNTEERING

We value our volunteers and without them there would be no motorsport. Officials, clubs, competitors and staff working together will build our sport. This is teamwork.

INTEGRITY

Transparency, fairness and equality all matter in our sport and we aim to operate with integrity at all times to display them.

ENJOYMENT

At its core, this is sport and the essence of sport is to have fun. We want everyone involved in the sport, whatever their role or level, to have fun.



STRATEGIC PILLARS

1. Lead our sport & safeguard the future
2. Have a club and member focus
3. Build people and capacity
4. Develop pathways and participation
5. Promote and Communicate

1. LEAD OUR SPORT & SAFEGUARD THE FUTURE

Our goals are to:

1. Simplify and modernise the structure of Motorsport Ireland and build organisational capabilities
2. Minimise our environmental footprint, whilst ensuring sustainability and safety
3. Invest in technology to streamline operations
4. Build collaboration initiatives with other partner and counterpart organisations
5. Establish a Diversity and Inclusion Programme



Our actions to achieve those goals:

We will undertake a commissions overhaul that includes:

- Streamlining commission and sub commission structures to avoid duplication of duties and drive efficiency.
- Redrafting commissions Terms Of Reference to ensure focus on strategy and policy (with office on implementation), quarterly meetings, etc.
- Improving gender balance in the membership of commissions
- Support of feeder disciplines

We will create an Environmental and Sustainability Commission to identify ways events can reduce their environmental impact and work with clubs to achieve this.

We will invest in robust IT systems and digitalisation of the network, which will enhance our operational capacity and will facilitate clubs in event management (to include an online payments system and a digital radio communication system).

We will undertake specific collaboration with other ASNs (Autorite Sportif Nationale) and governing bodies, including:

- Working with other large NGBs (National Governing Bodies) on event management, especially on the very large-scale events
- Working closer with sister motorsport organisations to increase our collaboration & cross-border initiatives

We will create a Diversity and Inclusion Commission, with the goal of embedding diversity and inclusion in our sport and ensuring that all feel welcome and have a place to participate.





2. HAVE A CLUB & MEMBER FOCUS

Our goals are to:

6. Support clubs as the bed-rock of motorsport in their community, with affiliated clubs being responsible for all motorsport activities in their area
7. Support clubs in focusing on participation, and providing events for members and non-license holders
8. Support development of club finances

Our actions to achieve those goals:

- We will develop a Club Mark programme, that specifically looks at:
 - Club community visibility
 - Club membership development
 - Club governance and management
 - Club events for non-licence holder members
- Club youth development (to include elements such as gender inclusivity, disadvantaged children, Transition Year programmes, schools' programmes, karting, mechanics, data analysis, design)
- Community partnerships (e.g., with learner drivers / driving schools / STEM education / simulator driving / games)
- Volunteer development, including supporting license holders into organisational roles

We will encourage and support clubs to organise events from disciplines that they may not normally organise to encourage participation and newcomers, with participation and fun being the focus.

We will provide educational & training support to clubs, including:

- Club finances (overhaul of event return forms to simply process and eliminate errors)
- Annual Appendix 130 webinar



3. BUILD PEOPLE & CAPACITY

Our goals are to:

9. Enhance officials training programme to support officials in attaining competencies relative to the roles and foster the participation into our sport of Young Officials
10. Create a Sport Ireland approved coaching framework for motorsport
11. Recruit a Development Officer and continually invest in the development of our staff



Our actions to achieve those goals:

Build and deliver an 'Officials Training Curriculum' that includes the following:

- Outsource Officials Training (Marshals/Stage & Deputy Stage Commander/Media/ Zero Safety Car)
- Specific training modules
- Certification of training, examination & accreditation
- Mentoring Programmes
- A Junior Marshals 12+ and a Junior Officials 16+ Programme

Develop a Sport Ireland approved coaching programme that includes both coaching and coach development elements, with coaches certified by Sport Ireland as part of Coach and Participation Programmes.

Recruit a Development Officer (with the remit of both Women in Motorsport and participation)

Upskill our people (office/coaches/officials) with investment in education and training



4. DEVELOP PATHWAYS AND PARTICIPATION

Our goals are to:

12. Expand and increase participation and engagement in motorsport and involve more younger people.
13. Concentrate on a specific female programme with the goal of increasing female participation in all disciplines

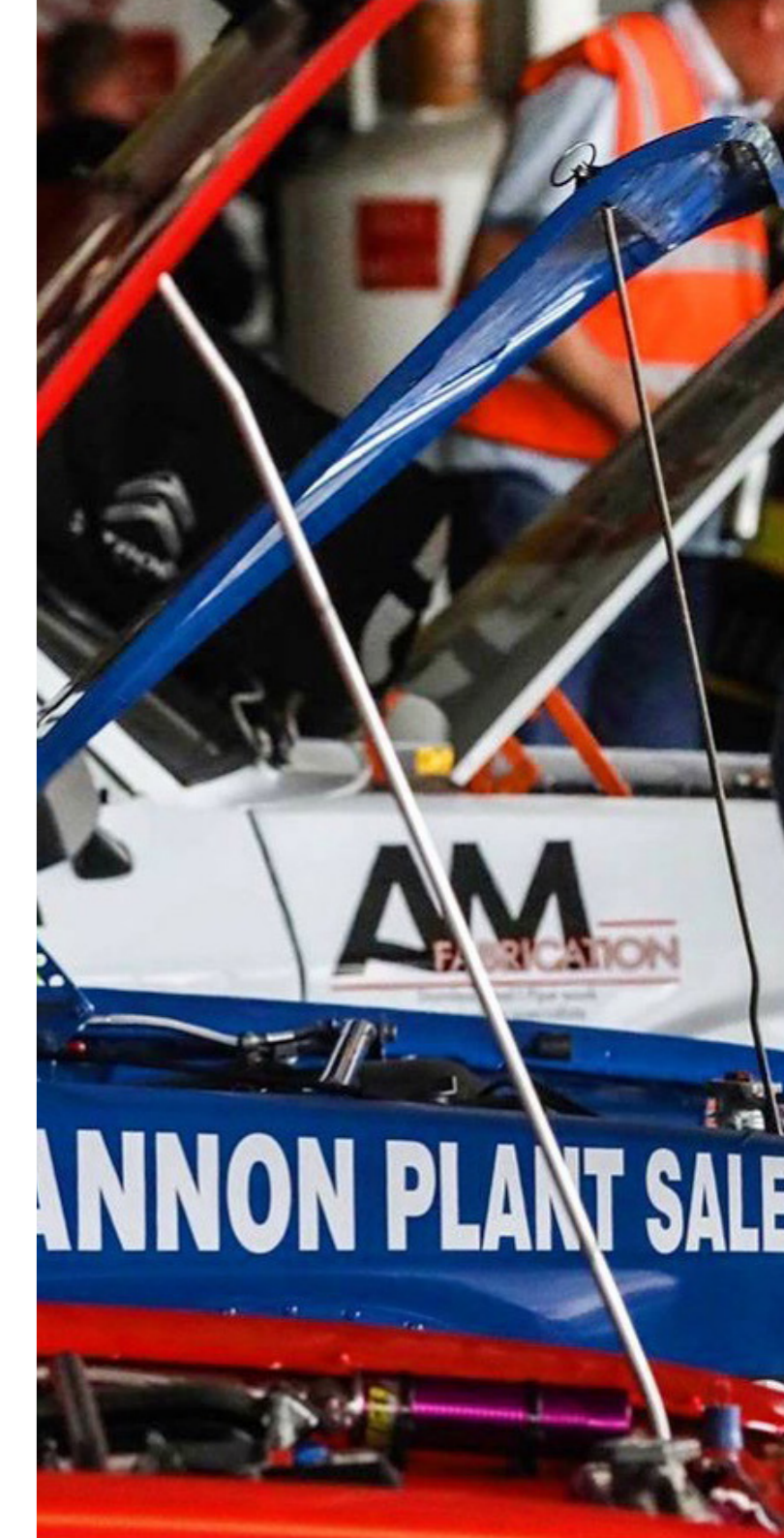
Our actions to achieve those goals:

Create a 'Motorsport Participant Pathway' plan, that includes the following:

- A review of existing pathways
- Indicates pathways through all disciplines to ensure that those with ambitions can get to the level that suits them
- Identifies pathway opportunities at least expense for participants
- Engages lapsed members and recruits them back into motorsport community, and other re-entry points in the pathway
- Provides a route through the sport to better performance/elite performance

Develop Participation Programmes, including:

- 'Schools Programme' – bringing motorsport to schools, together with the local club, to build visibility and generate interest
- Providing supports to clubs to encourage them to run low cost, enjoyable starter events, with the goal being for every club to run at least one of these events in a calendar year, and to have a balance of genders participating.
- A 'Female Focused Participant Programme'
- The Women in Motorsport Commission working with clubs to create female working/action groups within clubs



5. PROMOTE AND COMMUNICATE

Our goals are to:

14. Raise the profile of motorsport across all categories so that it is consistently visible and grows in relevance and influence.
15. Create an on-line social media platform which ensures that the contribution made by women in the sport is recognised at all levels.
16. Enhance the role of club-driven public relations across all disciplines
17. Improve the participant experience by ensuring a more welcoming and inclusive environment at motorsport events
18. Educate members positively on our governance and regulatory role

Our actions to achieve those goals:

Cultivate and develop links with media outlets, print, TV and online so ensure a marked improvement in motorsport coverage in the media, and to engage with non-participants (including non-active club members, fans and spectators)

- Promote use of all media to promote the sport - share news and publish event results

- Ensure that stories/photos of participation portray all diversity, incl. female participation, and are continuous and timely (incl. not just competitors but all involved)

Highlight disciplines through a targeted series of posts and communications each month, with each month focusing on a particular discipline

Enhance club and event PRO skills through MI, via annual training sessions for media communications officers/event officers /PROs at club and event level

Use showcase events as a recruiting tool for the sport through crafted communications around that event



TIMELINE



2024

- Sport Ireland Coaching Pilot programme to run in 2024
- Recruited a Development Officer
- Quantified the carbon footprint of the sport
- 25% of clubs to have a youth programme
- Quantify club female membership, with baseline data and targets established per annum

2025

- Training of officials with competency based assessment and accreditation
- Develop the coaching capacity annually, as per the framework
- 50% of Clubs to host affordable social events
- 50% of clubs to have a youth programme
- Grow club female membership annually

2026

- 75% of clubs to have a youth programme
- Once coaching framework is approved, a minimum of 9 coaches to be trained (3 per region)
- Grow club female membership annually

2027

- 50% of all motorsport events to run to a recognised level of FIA Environmental Accreditation.
- 25% reduction in our carbon footprint
- Sport Ireland recognised athletes on the performance pathway
- 100% of clubs to have a youth programme
- Club female membership growth target on track



IMPLEMENTATION



The focus of the strategy will shift to an action following launch. An implementation will be developed annually to address the actions within each strategic pillar. An implementation group will oversee the implementation of the strategy.

Our implementation approach will be centred around three elements:

1. An effective organisational structure, with clarity of roles and responsibilities and high-quality information flow across Commissions and staff
2. A strategy implementation group managing the communication of progress, monitoring of key performance indicators (KPIs), and alignment of decision-making
3. Key performance indicators for all actions to ensure they are structured from the outset to meet the objectives and people are aligned internally on their achievement

It is important to note with a number of these 18 key goals that they will be subject to external third party approvals and must be assessed in this context.

Also like every good strategic plan a level of flexibility and readjustment within the plan will be required. Therefore the plan will be reviewed annually by the strategy implementation group to ensure that the objectives are still valid.



Motorsport Ireland governs four-wheel motorsport in Ireland and is affiliated to the international federation for world motorsport, the Federation Internationale de l'Automobile (FIA).

We thank you for your ongoing support of Motorsport Ireland

Acknowledgements

The staff, board, steering committee of Motorsport Ireland.

All those who responded to the survey or gave their time in the consultation for this strategy.

The clubs, volunteers and drivers who make up motorsport in Ireland.





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