



NSW Rally Panel

Priorities and Objectives NSW Rally Panel

The NSW Rally Panel has set itself the task of rebuilding NSW Rallying from the bottom up. The first step in this process is to develop some Priorities and Objectives, which give us a way of measuring our success over time and keeps us focussed and on track. Importantly, it also assists us to communicate to others that we have a plan for the future.

Priorities

- **Safety**
- **Growth of NSW Rallying**
- **Customer Centricity**
- **Communication**

Safety. We should consider safety as our number one consideration in all of our deliberations and plans. If events were unsafe, the cost of insurance claims could either leave us with crippling insurance premiums or CAMS without an underwriter (and there are only a small handful of motorsport underwriters worldwide now).

Growth of NSW Rallying. This priority almost goes without saying. We need to retain current competitors and attract new ones. How we do this may be discussed in more detail within our Objectives.

Customer Centricity. We need to accept that competitors are customers, and those customers have a choice. We must make all our decisions and plans in the very best interests of encouraging growth and harmony in the sport, by consistently focusing on delivering those customers a product they want to buy. We need to embrace and assist organisers as well as making it easier for our (amateur) competitors to get involved - and stay involved.

Communication. In the past, the NSW Rally Panel has not communicated well with the competitor base. Often, there is criticism of the panel. Competitors sometimes feel that the Panel is "out of touch" and many don't understand what the panel does, who they are, or how they got there. We propose to engage and communicate our plans with the competitors as much as possible.

Objectives

Simplify our sport. There are too many rules that prevent us from attracting competitors, and the way rule changes are communicated and implemented is an annoyance to many.

Simplify the task of organising an event. We will identify tasks that CAMS can perform to reduce the workload for organisers.

Customer Retention. We need to understand why competitors leave the sport – or just limit the number of events they enter. We need to explore opportunities to make it easier (or more affordable for some) to compete more often.

Introductory rallying. We need to create an environment where novice competitors can come and try in most events.

Strategies

Marketing and Promotion. We need to explore all opportunities to better promote and market our sport to attract new competitors. Better use of very low cost marketing tools such as Facebook, Twitter, and websites. Make better use of our competitor Database.

Lobbying Cams. We will actively Lobby CAMS and ARCOM to reduce the red tape which makes it difficult to compete, and difficult to organise and promote events

Identify our prime target market. We need to agree on who our prime target is and focus our energies to communicate with them and get them into our sport.

Establish competition that meets the needs of the market. Identify the type of events will attract more competitors, and therefore more organisers. Change series and championships to remain relevant. Identify where the Organising or Competition Conditions are restricting entry numbers, and rectify.