



*Building
Better
Kart Clubs*

2018 CONFERENCE

Taylor's Lakes Hotel
Conference Centre
SATURDAY 27 OCTOBER



WELCOME

On behalf of Karting Australia, it is my pleasure to invite you to attend the 2018 Building Better Kart Clubs Conference.

This event comes off the back of the implementation of Karting Australia's Plus 1 Project.

Plus 1 is an initiative that we launched early in 2018 to address, with our State Associations the key issues of encouraging behavioural change that will lead to increased membership of our affiliated Clubs and participation in karting.

This is the critical next step in the project following on from the pivotal meetings with Club Presidents that have been held across the country over recent months. It fits perfectly within the scope of the Building Better Kart Clubs concept that was launched in 2017.

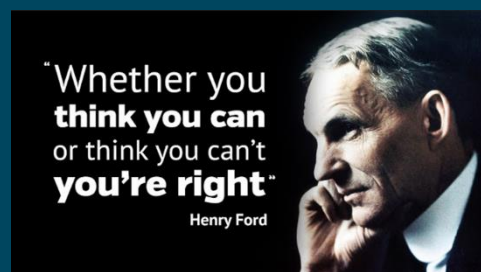
The theme for our first conference is **KARTING CLUBS - MORE THAN JUST A PLACE TO RACE.**

We are pleased to present a full day of informative sessions and workshops with a wonderful line-up of guest speakers from within and from outside the Australian karting world.

Our vision is to inspire our Clubs and to encourage the key Committee personnel that work so hard for our sport at the Club and Grassroots coalface to embrace the opportunities to make their Clubs so much more than just a place to race and in so doing, to accept the challenge to reduce the membership churn rate through the sport and to drive participation.



Kelvin O'Reilly
Chief Executive Officer
Karting Australia



PLUS 1 PROJECT

CONFERENCE PROGRAM AT A GLANCE

Saturday 27 October

9:00 am	Welcome KEY NOTE ADDRESS
9:15am	Inspiring Your Club to Greatness Building culture and pride in your Club to create a great environment that will lead to it thriving for years to come but making sure that you have fun along the way. The Business of Winning Recruit Well Develop Your Leaders Inspire Your Team Increase Understanding and Care Know Where You Fit in Have Fun and Enjoy you Club
10:30	Morning Networking and Refreshments Break PLENARY SESSIONS
11:00	Running Your Club Made Easier Empowering and training sports club volunteers to do amazing things on and off the track and to do it with ease. Understanding how to create a successful Club Unlocking the power of goal setting Understanding how to embrace and implement change
11:45	Panel Session Creating Long Term Leadership and Cultural Change at the Grassroots Level of Sport.
12:30	Lunch OPERATIONAL SESSIONS
1:00	A Great Events Calendar of Is the Bedrock Upon Which Club Karting Is Built The karting calendar is the most difficult and the most important document that each State Association produces every year. Essential principles that can set you up for success.
1:45	Great Volunteers and Officials Make for a Great Sport Improving the Officiating Landscape Improving Promotion Remove Officiating Roadblocks Align Training Standards and Officiating Culture Increase Professionalism of Appointed Officials Recognise and Retain
2:30	Afternoon Networking and Refreshment Break WORKSHOP
3:00	Projecting your Club Brand as you want it projected. Your Club's brand defines the personality of the Club and what you offer to your members. It reflects the: Service offer, Quality Perception, Price Perception and Value perception of your Club. Get it right and your Club will fly. Get it wrong and it can fall apart quickly.
3:45	WORKSHOP & REVEAL Creating Great Club Days of The Future What could Club Karting Events look like if they are to fit into the modern, time poor world in which we live? Challenging the traditional thinking about Club Events. The process of developing Club Karting Events that fit into the modern, time poor world? Offering a concept designed to put the FUN back into Club Karting. <u>"Kart-FUN Events - Just for the Fun of It"</u> concept
4:30	NEXT STEPS & CLOSE Rev It Up for Fun – A National Start to the 2019 Karting Year Taking the Next Steps.

CONFERENCE COLLABORATORS

MARK WILLIAMS'
CHAMPION TEAMS



Program correct at the time of publication

KEYNOTE & PLENARY SESSIONS

Inspiring Your Club to Greatness



Mark Williams, Chief Motivator - Mark Williams Champions Teams

Delegates should get ready to be inspired and motivated by one of Australian sports great motivators and mentors. Enthusiasm, innovation, teaching and inspiring have been the hallmarks of the Mark William's way for life – both on and off the field since the day that he pulled on his first pair of football boots. An AFL great and a Master Coach possessed of a unique ability to extract the best out of both himself and the people around him.

"WHILE OTHERS SAY YOU CAN'T - I KNOW YOU CAN . . . LET ME SHOW YOU HOW!"

Running Your Club Made Easier



Steve Pallas, Founder & Managing Director - Sports Community

Steve Pallas is the founder and Managing Director of Sports Community. An expert in the field of all things to do with grassroots sports clubs, Steve consults to peak sporting bodies including Cricket Australia, Netball Victoria, ACT and NT governments and over 80 councils all around Australia on the overriding of theme of making it easier to run your Club.

PANEL & OPERATIONAL SESSIONS

The Panel - Creating Long Term Leadership and Cultural Change at the Grassroots



Chair - Phil Smith, Karting Australia Finance Director and Master Karter

Join Phil as he explores with Mark and Steve the essential concepts and principles of team leadership and simplification of club management. What it is like to be at 'Ground Zero' and to build success – the difficulties, challenges and the joy of creating success and beating the odds. How and why delivering the exceptional can be achieved through optimistic and innovative management and while having fun.

Includes a Delegate Q&A Session.

Creating A Great Calendar - The Bedrock Upon Which Grassroots Karting Is Built



Lee Hanatschek, Karting Australia Chief Operating Officer

Lee lives karting and is in large part responsible for the success that the Australian Kart Championship has become today.

With responsibility for the National Events Calendar, Lee has an in depth understanding of the benefits of getting the Events Calendar right to set the sport up for success.

Great Volunteers and Officials Make for a Great Sport



Curtis Deboy, CAMS Division Manager - Sporting

Curtis has held management positions over the officiating programs at Triathlon Victoria and CAMS as well as being previously responsible for Umpiring recruitment for AFL football in South Australia. He has a unique understanding of officiating in both the amateur and elite environments.

WORKSHOPS

WORKSHOPS

Brand Workshop

Troy Bundy, Karting Australia Marketing Director and Club Karter

Troy has nearly two decades of senior management experience in sports marketing and brand development with commercial and sponsorship General Manager responsibilities with: Sydney Swans, NRL, Supercars, Walkinshaw Racing and North Melbourne FC.

Troy will lead Delegates through a workshop that will assist them to analyse, define and project their Club's brand as they want it to be projected.

- To identify the defining elements of your Club. Where your Club is now. Where you want it to be and how to get there.
- To create a consensus amongst the representatives of each Club as to the definition of the core values and strengths of your Club, what it offers to your members and your Club's Brand.
- To develop a set of core values that are representative of a strong, vibrant brand that will be reflected in everything that you offer in the market.

Creating Great Club Days of The Future

Lee Hanatschek and Troy Hunt

Delegates will be Challenged to think about what Club Events are and what they could be.

They will question how Club karting events can better fit into the modern, time poor world in which we live and present a new event style concept – just for the fun of it.

REGISTRATION DETAILS

The “**Karting Clubs – More than Just A Place To Race**” Conference is open to the President, Vice President, Treasurer and Secretary of Affiliated State Associations and Affiliated Clubs and by invitation, key representatives of the Australian Karting industry. Positions are strictly limited.

To register for the Conference please go to www.buildingbetterkartclubs.com.au and complete the online registration form.

The first three (3) delegates from each Club and the first four (4) delegates from each State Association are **FREE**.

First 3 Club Delegates	FREE	Additional Club Delegates	\$75.00
First 4 State Delegates	FREE	Additional State Delegates	\$75.00
		Karting Industry	\$75.00

Conference Registration includes: Car Parking, Morning and Afternoon Refreshments and Luncheon

Conference is organised by: Australian Karting Association Ltd. TA Karting Australia, 12 Macquarie Ave. Penrith NSW. 02 4721 1300 www.karting.net.au

THE VENUE

Quality Hotel Taylors Lakes

Is the venue for the “**Karting Clubs – More than Just A Place To Race**” Conference. Situated in the north western suburbs of Melbourne, a short distance to both the city centre and Melbourne International Airport (Tullamarine).



Delegates requiring accommodation will find the Quality Hotel accommodation rooms to be immaculately presented contemporary modern rooms that are both inviting and spacious.

If you need accommodation bookings can be made by visiting the Quality Hotel Taylors Lakes web site: <https://www.taylorslakeshotel.com.au/en-gb/rooms>

Conference sessions will be held in the Starlight Room at the hotel.



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