

STRATEGIC PILLARS

MWA MISSION - To Support, Promote and Grow Motorcycling within Western Australia

MWA VALUES - Community, Excellence, Innovation & Integrity

MWA VISION - Increase Rider Participation

These pillars are aligned with the Motorcycling Australia Strategic Plan, with a dedicated focus on fostering the growth and development of the sport within Western Australia.

FACILITIES & GROWTH

Objective:

Strengthen engagement and collaboration with member clubs operating under the Motorcycling Australia (MA) and Motorcycling Western Australia (MWA) banners.

Key Actions:

- Develop and implement a comprehensive facilities plan to ensure the continuity and growth of the sport through the provision of safe, modern venues that meet MA Guidelines and Standards.
- Actively promote the benefits of club affiliation to encourage membership growth and enhance participation across clubs, MA, and MWA.

PEOPLE & CULTURE

Foster and strengthen relationships between MWA, clubs and members to build supportive and cooperative interactions across all levels of the sport.

Demonstrate a strong commitment to members, clubs, and promoters through the professional and efficient management of licensing, permitting, and related matters.

Provide leadership in promoting diversity, inclusion, and equality within all areas of the sport.

GOVERNANCE, STRUCTURE & INTEGRITY

Adopt best practice governance frameworks, incorporating robust risk management and sound financial governance to ensure transparency, accountability, and organisational integrity.

Implement environmental strategies that promote long-term sustainability and responsible stewardship of resources across all levels of the sport.

Establish and maintain a modern business structure that supports sustainable growth, operational effectiveness, and efficient management practices.

GROWTH, STRATEGY & MEASURE OF SUCCESS – FACILITIES & GROWTH

STRATEGY

Expand and strengthen the network of member clubs operating under the Motorcycling Australia (MA) and Motorcycling Western Australia (MWA) banners.

Develop and implement a comprehensive facilities plan to ensure the continuity and growth of the sport through the provision of safe, modern venues that align with Motorcycling Australia (MA) Guidelines and Standards.

Enhance engagement across clubs, Motorcycling Australia (MA), and Motorcycling Western Australia (MWA).

Promote and strengthen interclub and inter-discipline relationships to support membership growth and enhance engagement across clubs, Motorcycling Australia (MA), and Motorcycling Western Australia (MWA).

MEASURE OF SUCCESS

Drive the growth and sustainability of affiliated clubs, with particular emphasis on supporting and expanding opportunities in regional areas.

Develop and deliver inclusive programs that prioritise junior development and actively promote participation and pathways for women in the sport.

Establish and maintain comprehensive venues register, including a forward-looking works plan to guide future developments and maintenance.

Minimise the maintenance requirements necessary to keep tracks and facilities compliant with established standards.

Reduce venue-related incidents to ensure the safety and well-being of all participants.

Ensure equitable access to safe, high-quality facilities for all members and participants across the sport.

Increase interclub and inter-discipline competitions to provide more diverse and engaging opportunities for participants.

Minimise scheduling conflicts between club events, creating a more cohesive and coordinated calendar that maximises participation.

Foster increased membership and overall participation through collaborative initiatives.

Promote cooperation and synergy across different motorcycling categories to strengthen the sport's community and competitive environment.

GROWTH, STRATEGY & MEASURE OF SUCCESS – PEOPLE & CULTURE

STRATEGY

Foster and strengthen relationships between MWA, clubs, and members to cultivate supportive and cooperative interactions. Demonstrate a strong commitment to members, clubs, and promoters through the professional management of licensing, education, permitting, and related operational matters. Provide leadership in promoting diversity, inclusion, and equality across all areas of the sport.

MEASURE OF SUCCESS

Strengthen relationships between MWA, members, and the broader motorcycling community to foster trust and collaboration.

Support the establishment of new or returning affiliate clubs and encourage positive engagement with existing clubs and the community.

Ensure professional and efficient resolution of member enquiries and requests, with clear and timely communication to maintain awareness of the sport's requirements in line with Rules and Policies.

Provide clearly defined education and development pathways for volunteers and officials to support growth and professionalisation.

Promote initiatives to increase female participation, develop women in leadership and key official roles, and support growth in junior participation.

GROWTH, STRATEGY & MEASURE OF SUCCESS – GOVERNANCE, STRUCTURE & INTEGRITY

STRATEGY

Adopt best practice governance frameworks, incorporating robust risk management and sound financial governance to ensure transparency, accountability, and organisational integrity.

Implement environmental strategies that promote long-term sustainability and responsible stewardship of resources across all areas of the sport.

Establish and maintain a modern business structure that supports sustainable growth, operational effectiveness, and efficient business operations.

MEASURE OF SUCCESS

Reduce complaints from external stakeholders through the implementation of noise testing and dust mitigation programs at venues.

Encourage venues to participate in recycling and other environmentally responsible programs.

Support the growth and participation in E-Motorcycling disciplines.

Streamline the management of MA and MWA requirements to improve operational efficiency.

Roll out Ridernet education programs for clubs and promoters to enhance knowledge of licensing, permitting, and event management.

Increase education and training opportunities focused on online systems, event planning, and execution for affiliated clubs.



OUR PARTNERS

The MWA CEO and Board continue to work closely with Motorcycling Australia (MA) to ensure alignment with MA policies and guidelines, and to meet all requirements related to MAIL insurance and Sport Integrity.



RIDE, RACE. ENJOY.

