



**ROAD
RACING
STRATEGIC
SUMMARY
2024**

RRAI Road Race Alliance of Ireland



Mission Statement and Vision Summary

Our organization exists to oversee, manage, and develop the discipline and Sport of Motorcycle Road Racing within the structure of the Motorcycle Union of Ireland alongside MCUI Ulster Centre, Motorcycling Ireland (MCI), and Motorcycle Racing Association (MRA).

The goals and direction of our organization are to actively promote our discipline of Road Racing, secure the sports' future while supporting those communities who play a significant role within our sport for the last Century of Road Racing, assist clubs in the running of Road Racing on closed public roads, manage the governance of the Sport through competitions, events and shows, fundraising, licenses, club affiliations, training and certification of officials, pursuance of grants, technical and competition rules and regulations, and enhanced safety measures and procedures.

Fundamental to our mission statement is to foster positive communications with a significance emphasis on transparency, accountability and openness to all stakeholders involved within our Sport of Road Racing, the riders, businesses, communities, teams, sponsors, Clubs, fans, officials, and the Motorcycle Union of Ireland and its respective Centers and Associations.

Above all, our organization is focused on the well-being of all stakeholders, the future of Road Racing and ensuring that those with a vested interest in our Sport have the platform to play their part in securing the future of Road Racing for the next generations of riders, fans and clubs.

“To support in all ways possible the survival and sustainability of Road Racing on the Island of Ireland over the coming years by working together with every stakeholder to create and implement a long-lasting plan, and future for Motorcycle Road Racing.”



ORGANISATIONAL VALUES

- to encourage and develop a meaningful future for our sport of road racing through common mutual partnerships of clubs, riders, teams, sponsors, and fans where we all take ownership of our sport.
- to provide leadership and accountability for our sport's future in all endeavors through safety, inclusion, communications, and support.
- create a welcoming and socially cohesive environment for all to enjoy.
- sportsmanship by all members and participants.
- to promote the sport of road racing positively, the riders/participants, clubs, and their members, while developing sustainability for the sport.
- recognize and respect cultural and gender diversity by creating safe and competitive spaces for all, regardless of gender, social backgrounds, nationalities, age, religion, or nationality.
- a no tolerance policy for bullying, discrimination of any kind, and sexual harassment in all its insidious guises both physically and online.

IMMEDIATE SHORT-TERM GOALS OF THE ORGANISATION

- i. Secure a sustainable and cost-effective Insurance Policy for the Sport of Motorcycle Road Racing.
- ii. Oversee the Governance and administration of the Sport of Motorcycle Road Racing among the affiliated Clubs of the Company.
- iii. Secure the short-term immediate future of the Sport and Clubs, by supporting and working with all stakeholders of the Sport, riders, club members, sponsors and fans.
- iv. Work as the sole Governing body for Motorcycle Road Racing in the Southern Centre as part of the Motorcycle Union of Ireland alongside MCUI Ulster Centre, MRA and Motorcycling Ireland.
- v. Positive promotion of Motorcycle Road Racing in Ireland through social media channels and digital platforms.
- vi. Develop an understanding of the Sport from stakeholders through online and club surveys.
- vii. Promotion of Motorcycle Road Safety.
- viii. Better dialogue, working relationships and positive communications between Road Race Clubs on the island of Ireland for the future and good of the Sport.



MEDIUM TERM GOALS OF THE ORGANISATION

- i. Develop key corporate partnerships to financially support Clubs and Sport.
- ii. Develop pathways for new participants into the Sport of Motorcycle Racing, such as training and scholarship models.
- iii. Opening and management of a dedicated office for the RRAI.
- iv. Increase safety systems and safety measures at Motorcycle Road Racing Events among Clubs and Riders.
- v. New support structures for riders such as bursary funds, mental health supports for riders and families, officials, marshals and spectators as well as advocacy programs to develop participation.
- vi. Create media partnerships to broadcast and showcase the best of our sport.
- vii. Encourage better participation of southern riders competing in the Ulster Centre, and Ulster Centre riders competing in the Southern Centre.
- viii. Look at ways to reduce the financial burden on riders and teams, such as helmet certification, race fuel costs, entry fees, tax and vat on safety equipment such as leathers, gloves, helmets and ppe such as air bags/back and chest protectors.
- ix. Instigate better training and development for Riders, Club members and Officials with better training tools and certifications based on handbooks and dedicated syllabus modules.
- x. Collect the findings of the online and club survey to develop a medium to long-term development and strategic plan for the Sport of Motorcycle Road Racing in the Southern Centre.
- xi. Develop an entry system to encourage participation of younger riders such as the Roadway25 Pit bike series for underage riders.
- xii. Incorporate new classes into events such as e-bikes and electric machinery.
- xiii. One overriding National Road Race Championships between the Ulster Centre and the RRAI.

LONG TERM ORGANISATIONAL GOALS

- i. Creation of a dedicated Motorcycle Road Race Museum in the Southern Centre recognizing the part the sport has played in communities across the island while also marking the achievements of riders for over 100 years of the Sport.
- ii. Develop a more professional delivery of events, running and management of events for spectators, corporate partnerships and participants.
- iii. Facilitate and support the running of a singular International Road Race Event in the Southern Centre and/or a dedicated Classic style event such as the Belgian Classic TT in Gerdine.
- iv. A future for the Sport, communities, Clubs, Riders and Spectators on the island of Ireland.

FINANCES AND FUND-RAISING PROPOSALS

Crucial to any success for the Sport lies in the fact that a significant sum will have to be generated by the organization to pay for among other things, insurance premium. There are many ways to generate cash funds:

- i. Corporate Partnerships such as tie ins with energy drinks producers, corporate partnerships would feature at all events and on the social media channels.
- ii. Membership offers such as annual membership to the RRAI, €20 per person, or €50 for two adults and two children which would allow:
 - Early bird/Promotional offers to Road Race Events such as €5 off admission and free event program/choice of seating area etc.
 - Exclusive events such as event launch nights, rider presentations or road shows.
 - Put videos and podcasts behind a paywall just for RRAI Members.
 - 10% discount on RRAI/club merchandise.
- iii. Licensed RRAI/Road Race apparel, badges, stickers and accessories.
- iv. Club/Organisation Weekly Lotto subscription.
- v. GoFundMe style public contributions.
- vi. State and Local Government sporting/community Grants.
- vii. Dedicated Events to raise funds such as:
 - Bike Ride Outs/Poker Runs
 - Bike Shows/Rider Evenings
 - Band/Music nights/Club shows
 - Golf Classic events
 - Sponsored Events such as Novelty challenges: Bicycle Runs, Record Breaking events etc.
- viii. Rider Licenses Fees/Team Licenses Fees
- ix. Club Affiliation Fees



OUR CORE VALUES

RESPECT AND TRUST: Respect is how a person feels treated. No one person is better than another. We build respect when we show respect. To build trust with all stakeholders within our sport for the mutual benefit of working together to preserve and grow our sport of motorcycle road racing.

VOLUNTEERING: We value our volunteers, club members, officials, marshals and others, and without them there would be no motorcycle sport. Officials, clubs, competitors and staff working together will build our sport. This is teamwork.

INTEGRITY: Transparency, fairness and equality all matter in our sport of Motorcycle Road Racing, and we aim to always operate with integrity to display them.

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

COMMUNICATION: To communicate honestly with all stakeholders within and outside of our sport of motorcycle road racing. We will strive to inform, discuss and listen to all stakeholders in securing a meaningful future for our sport of road racing.

“If we are not prepared to take a hard look at where we are, how we got here, and make changes together, the future of the sport is bleak”.