



FIM AFRICA SWOT ANALYSIS (UPDATED 2013 GENERAL ASSEMBLY)

Green = Actioned /Finalised

Blue – commenced, in progress, new item

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ Link to World Body gives credibility when promoting motorcycling ▪ Unites countries : common bond ▪ Uniform rules and regulations ▪ Creates platform for communication ▪ Promotes motorcycling in Africa ▪ Congress General Assembly ensures inter-action and common understanding between delegates ▪ Strong, accountable & transparent administration ▪ Organise high standard championship events ▪ Opportunities for African riders to compete in WC and international events ▪ Exposure and inter-action for riders in Africa in close proximity ▪ Works towards common goal to have African Champions ▪ Coordination between countries to avoid date clashes when compiling events calendar 	<ul style="list-style-type: none"> ▪ No defined mission statement Defined during strategy ▪ Not financially independent and also needs to secure championship sponsorships ▪ Improved publicity essential Publicity greatly improved (website, social networks, Newsletters, exhibitions and brochure) but still room for improvement via greater networking with media members ▪ Help younger riders (youth involvement) In progress ▪ Improve environmental sustainability In progress ▪ Environment awareness to be created in each country and within clubs In progress and ongoing ▪ Needs to be more pro-active ▪ Needs to focus more on youth and women through training and education In progress ▪ Improve marketing ▪ Values to be defined Defined during strategy ▪ Diversification (overall) ▪ Specific guiding principles Terms of Reference compiled during strategy process ▪ Seeing through on commitments/obligations ▪ Info not provided to Stewards in all disciplines ▪ Inter-communication between FMNs and CONU to be improved ▪ Belated Training/Licensing of officials Regular training and timeous issuing of licences ▪ Website needs to be better advertised and updated regularly (entry forms, rules & regs) Actioned ▪ Training and exposure for riders currently lacking In progress ▪ Too few officials and training of officials Regular training of sporting officials; process with admin officials imminent ▪ Insufficient exposure of CONU branding Exposure has improved 100% within administration, but room for improvement within some FMNs ▪ Slow adoption to use of modern race management equipment (ICT) by FMNs Has improved where finances made this possible ▪ Potential that new FMNs would make rules to suit themselves ▪ Future strong and capable Secretariat ▪ Lack of true (major) international events on the African Continent ▪ Acceptance of lower standards ▪ Lack of knowledge or understanding of FIM AFRICA amongst riders

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ▪ Encourage new affiliations to FIM, especially targeting West African countries ▪ FIM Grants and other revenue resources ▪ Media promotion ▪ Promotion of youth development ▪ Environmental awareness/promotion created in each country and within each club ▪ Improve environmental sustainability ▪ Use diversity of Continent to grow and group our FMNs together ▪ Vast Continent – use to promote tourism, leisure riding, road safety ▪ Promote women participation ▪ Promote junior participation ▪ Have more representation in FIM positions ▪ Knowledge and best practice sharing (transfer of info) ▪ Untapped resources – make use (bio fuel)? Reducing carbon footprints of operations? ▪ Use ability of CONU members to promote CONU ▪ DST/Cell phones and social networks to be used more to promote the sport ▪ Continent has opportunity to promote lower cost categories (i.e. trials), etc • Global technology for communication (Youtube, Facebook, twitter) Actioned and ongoing ▪ Encourage MX within CONU member countries (cross country participation) ▪ Opportunity for WC events on Continent (from MX to Moto GP) ▪ Use FIM technology to become a truly world wide recognised body of FIM ▪ Mammoth crowds of fans in countries like Uganda ▪ Motorcycling becoming a major form of public transportation in urban and sub urban areas in countries (such as that existing in Uganda and Kenya already) – promote road safety and use of helmets ▪ Promote and encourage volunteerism through a recognition and awards system 	<ul style="list-style-type: none"> ▪ Difficulty of movement/travel (air and road) ▪ Closed borders or border formalities in Africa not conducive for transporting motorcycles ▪ Vast distances between countries (exorbitant cost of travel and time required) ▪ Global economic crisis/downturn ▪ Apathy from FMNs and from within to unite members ▪ Dis-unity amongst FMNs ▪ Lack of sponsorship (CONU, FMNs and riders) ▪ Political unrest in Africa ▪ General weakness of economies in Africa ▪ Cultural differences (needs to be bridged) ▪ Local government legislation (noise control, land ownership/availability) ▪ Lack of unified information dissemination from media ▪ Bureaucracies in individual countries restricting travel and movement (visas, insurance) ▪ Poverty in many countries on continent ▪ Climate change impacts on period of participation ▪ Different levels of development between and within countries ▪ Indifferent and uninvolved officials and administrators ▪ Apathy of some FMNs to implement the primary aims of the FIM ▪ Little or no new blood being recruited into the sports administration realm (succession planning) Marked progress, but still room for improvement ▪ Lack of capacities in FMNs resulting in conflict of interest between the many capacities individuals may be serving ▪ Loss of major sporting events for potential new FMN currently falling under auspices of another FMN ▪ Potential dominance of current and new FMNs by a particular facet of motorsport ▪ Vast growth in fans and spectators in countries where no entry fee is charged poses challenges for controlling crowds – and could even compromise safety of riders from other countries. ▪ Internal bickering and politics at club and FMN level is a major de-motivator for the growth of volunteers, officials ▪ FMNs do not have financial means to have representation in FIM positions