



## FIM AFRICA Strategic Framework

### **Mission** (*Why we exist*)

FIM Africa furthers the FIM's objectives by forging co-operation amongst motorcycling federations in Africa and governs, administers and promotes motorcycle activities on the continent

### **Vision 2020**(*What we want to be*)

- Excellence, professionalism in hosting and organising of all FIM Africa events
- Concern for rider health and safety (*sport, leisure, touring*)
- Financial sustainability and accountability
- Recognition of FIM Africa Continental Championships
- Responsible environmental conduct amongst all motorcycle federations and riders
- Road Safety Awareness programmes throughout the Continent
- Social Responsibility programmes
- Championships for all disciplines of motorcycle sport on the Continent
- Inclusion of women in all types of motorcycle activities
- Recognition of motorcycling as a 'family friendly' activity
- Positive image and awareness of motorcycling established (*government and public*)
- Respect, equality and clear communication throughout the CONU

### **FIM Africa's success is powered by its:**

- Skilled, passionate volunteers
- Active, sustainable member federations
- Representation of women, riders and the younger generation in leadership positions
- Promotion of the benefits of motorcycling as transport and for leisure activities
- Recognition and respect for different cultures throughout the Continent
- Clear definition of roles within the CONU
- Consistent internal administration, policies and procedures (centre of exchange of knowledge)
- Enhancement of public image and perception of motorcycles and riders
- Partnerships with Governments, Sports Commissions, Industry (*recognition*)
- Strong brand awareness supported by active merchandising campaigns
- Positive networking and communication with media
- Consideration of global economic problems
- Ensuring sponsors receive value for their investment (*events and general*)
- Committed as a CONU to create environmental awareness amongst motorcyclists and complying with national and international environmental guidelines

### **Values** (*What we believe in*)

- Highest standards of excellence, fairness, inclusion, unity & transparency guide all processes
- Sportsmanlike behaviour in all facets
- Education and training (riders, officials and FMNs) to ensure FIM Africa's vision is met
- Recognizing that the passion and commitment of volunteers is its backbone
- Consistent application of rules and regulations (*recognition of development needs*)
- Uniting countries/FMNs and developing closer communication between various FMNs
- Being an environmentally responsible sporting body

### **Areas of Focus** (*What we want to focus on*)

- **Control of Business** (Political Trends; Corporate Identity & Creative Management; Economic, Corporate & Sponsorship Trends; Not for Profit Trends; Technology Trends)
- **The Environment**
- **Leisure, Touring and Road Safety** (*Public Policy Trends*)
- **The Sport:** (*Equity & Access Trends; Medical; Motorsport trends; Population Demographics; Volunteerism*)

