



The Vision

To organise the Series so as to provide competitors with input and control of all practical aspects of the management and outcomes of the Series.

This will be achieved and maintained via an entity set up and controlled by the competitors, where the Competitors through the Series Management Committee (SMC) will :

- Increase Series participation interest and entry levels, so as to ensure Series viability and development.
- Providing a 'place to race' in a relaxed but safe and well managed environment.
- Provide Value to participants, where in relative terms, the cost of running and maintaining the cars is minimized and desired outcomes are maximized.
- Ensure that the Regulations for the Series seek to effect the simple policy: "to ensure that all competitors are not constrained from the opportunity to compete effectively in an affordable competitive environment".
- Allow a broad range of vehicles to compete for both competitor participation rate and spectator enjoyment, where vehicles may have different performance characteristic within a category but similar lap times based on Balance of Performance considerations.
- Create an inclusive culture where all teams and drivers feel a sense of Camaraderie, by providing an enjoyable degree of social and mutually supportive competitive interaction.
- Utilise effective Marketing to ensure that the Series is widely known to provide an exposure and introduction to low-cost, safe and exciting modern high tech wings and slicks LMP style racing and provides a pathway to a career in motorsport.
- Seek to establish and provide a path to a future career in international racing.
- Seek to promote Category participation at Club, State and National level.
- Seek to increase Series entry levels to the degree that, once full grids are achieved, individual constituent Categories may become viable as individual and separate Series.
- Provide positive financial outcomes for all those who invest in the Series.
- Maintain a close working relationship with event promoters, CAMS and suppliers.
- Seek to set up and maintain a controlled category with pro-active technical compliance.

The Australian Prototype Series believe series Participants are not just competitors and drivers, the APS believe that Participants comprise all those persons that have any form of interest in the activities that are inherently associated with the Series. Therefore providing clear and detailed information on and about the series to a wide range of Participants and accepting input from them is vital for our growth and success.

An initial marketing analysis has confirmed that key market sectors (general public, entities seeking promotional benefits through investment, service providers, race promoters, owner-investors, drivers) are unfortunately mostly unaware of the benefits of the eligible vehicles and participation in the Series.

Through prioritised and effective targeted marketing to sector groups and individuals, we believe that Participation in every area would increase markedly.

For example, by our choice (see above) to allow a broad range of vehicles to compete in this national Series, we then create the opportunity to broaden our Competitor base within Australia and to utilise the Shannons Nationals as a base to Internationalise Categories within the Series.

We seek to encourage participation in Category-approved cars at Club, State and National competition, with the aspiration to have regular participation of and within international competition. We intend that, as a consequence of a trial promotional event, we shall regularly host Asian-based competitors with CN cars, and possibly create opportunities for Australians to compete overseas.

Value is always the perceived result of a cost/benefit equation. Whilst participation in motor racing will always be expensive, we are seeking to increase participant enjoyment, grid numbers, and return on investment. Such outcomes will provide the value that current and potential participants are seeking.

The current participants in the Series have already set a high standard for a Series culture of social and mutually supportive competitive interaction. One of the reasons that the current competitors and drivers have elected to seek to take control of the series is their strong desire to continue to participate in and improve this enjoyable collaborative interaction.

What is envisaged will and is being achieved by the enterprise which is the entity Australian Prototype Series in consultation with our Competitor base, Series participants, Shannons Nationals management, the Sports Car Racing Association of Australia (SCRAA), and CAMS.