

The Confederation of Australian Motor Sport Limited (CAMS)

Submission to the Productivity Commission's Australia's Automotive Manufacturing Industry Inquiry

The Confederation of Australian Motor Sport Limited (CAMS) is the National Sporting Authority (ASN) for motor sport in Australia, and is delegated this responsibility by the Federation Internationale de l'Automobile (FIA)

The FIA aims to ensure that motor sport is conducted in accordance with the highest standards of safety, fairness and social responsibility and CAMS, together with in excess of 120 other ASNs in over 100 nations, is committed to carrying out the mission of the FIA.

CAMS is the recognised National Sporting Organisation for motor sport by the Commonwealth Government via the Australian Sports Commission.

The aims of CAMS are:

To be a regulator and FIA-delegated authority.

- Under the auspices of the Fédération Internationale de l'Automobile (FIA), continue to regulate the sport in a professional, streamlined and customer-focused manner as the delegated National Sporting Authority (ASN). This will be achieved through the National Competition Rules and suite of sporting and technical regulations commensurate with the level and type of event using the principle of simple rules for simple events and adequate rules for other events.
- Continue to promote the principles of safety, fairness and social responsibility in the conduct of motor sport within Australia.

To focus on sport and club development.

- Deliver leadership, innovation, customer focused and responsive services that positively contribute to increased participation, interest, high performance and to contribute to the social capital of Australian communities.
- Implementation of proactive sport, club, community and member development programs that provide an environment for our members that helps them experience motoring in a positive, enjoyable and effortless manner.
- Focus on increasing equity and diversity within the sport and organisation through the delivery of proactive inclusion and integration programs that transcend race, religion, gender, age and creed, including but not limited to youth, women, disabled, indigenous and culturally diverse groups.
- Nurture an organisational culture and ethos that builds on club-level activity and promotes volunteerism and CAMS as an organisation of choice.

To foster and develop partnerships with other motoring bodies and stakeholders.

- Provide an operating environment that engages with and responds to the needs of our members, customers, stakeholders and communities. Foster and develop strategic partnerships locally, nationally and internationally that contribute to an integrated approach to achieving the objectives of CAMS and our partners.

To be a peak body for “motoring enthusiasts”.

- Proactively engage and encourage motor enthusiast bodies and individuals within CAMS using appropriate affiliation packages, programs and initiatives.

Within these broad goals, CAMS increasingly sees itself as a significant participant in and contributor to the Australian automotive industry and beyond that as a significant contributor to the Australian economy. CAMS has developed valuable intellectual property in management of motor sport events, in the training of officials and participants, and in the enhancement of safety measures, which it is increasingly working to market in Australia and overseas.

To substantiate and quantify the size and scope of the Australian motor sport industry, CAMS has recently, and separately from the Productivity Commission Inquiry, commissioned a report on the Economic Contribution of the Australian Motor Sport Industry. CAMS has engaged consultants to undertake an economic analysis of the Australian motor sport industry in order to gain an accurate understanding of the annual contribution of the sport to the Australian economy. The study will cover all levels of motor sport including CAMS, CAMS affiliated clubs, licensed competitors and officials, motor sport venues, major motor sport events and motor sport related businesses. Unfortunately the study was commissioned before the Productivity Commission Inquiry was announced, and the report is not due to be delivered until April 2014, after the completion of the Commission’s report.

We believe the consultants’ report will demonstrate that motor sport is an important part of the Australian automotive industry. It is definitely in the interests of Australian motor sport that a viable automotive manufacturing industry continue in Australia. Conversely, Australian motor sport is a major consumer of automotive product, from complete vehicles to components, aftermarket modifications, and performance equipment and expertise. Further, the motor sport industry is an important test bed for new products, particularly for Australian conditions, and contributes significantly to Australian automotive research and development. Without a viable automotive manufacturing industry in this country, many of these ancillary skills and industries would be lost.

Motor sport is a large employer and generates significant economic activity. As noted above, the size of this contribution to the Australian economy is presently under study. CAMS can confidently assert, however, that motor sport is a large industry and employer, ranging from club memberships and event participation, investment in the purchase, development and maintenance of racing cars, paid (and volunteer) officials, ticketing and sponsorship of major events, tourism and related hospitality and accommodation, and financial services including banking and insurance. While it is to be expected that motor sport would continue in Australia absent the major vehicle manufacturers - Ford, Holden, and Toyota - there would be significantly less sponsorship support from manufacturers, vehicles and components would be increasingly imported, and Australian automotive research and development expertise would be diminished.

For these reasons CAMS is a supporter of government intervention and support of the Australian automotive manufacturing industry. We note the recent report of the Federal Chamber of Automotive Industries which sets out in detail the importance of automotive manufacturing to the broader Australian economy. The FCAI states that given the small relative size of the Australian industry, and its difficult position in relation to international competition, continued government support is critical. It further notes that support from national governments for their car industries is a fact of life around the world, and that that support is critical in the location decisions of automobile manufacturers.

CAMS wishes to be kept informed of the progress of this inquiry, is willing to contribute further to the Commission's deliberations if required, and would wish to participate in any public hearings or workshops that may be convened.

The contact officer for any inquiries is Eugene Arocca, Chief Executive Officer, whose contact details are at the head of this submission.