



MISSION STATEMENT

The South Australian Motor Sport Board's Mission Statement (set by the SA Government in 1998) is:

- To stage the best Australian national motor race for V8 Supercars.
- To provide a substantial and tangible economic benefit to the State of South Australia.
- To provide employment and other opportunities for South Australians.
- To provide for an increase in visitation to South Australia from interstate and overseas.
- To provide widespread promotional and publicity opportunities and positive media coverage for South Australia both nationally and internationally.
- To provide enjoyment for South Australians and visitors alike and to further enhance the reputation of Adelaide and the State as the country's foremost location for major events.