

TARGA

To conduct unique, competitive international motor rallies as ultimate tourist attractions



- To organise and conduct a unique, world standard and seriously challenging international motor sport competition and guided tours on bitumen roads across Australia.
- To bring together an exclusive field of Sports Cars, Grand Touring Cars, and other cars of distinction, representing the evolution of the sporting automobile from 1900 to the present.
- To use the events as a focal point for a festival of functions, entertainment, and associated activities, to create an overall event attractive to all audiences.
- To develop the events into a high prestige occasion recognised throughout the world of automobile competition as an essential annual activity for owners and serious collectors of sporting automobiles.
- To increase national and international awareness of Australia and in particular, to enhance Australia's status as a quality tourist destination.
- To ensure the continuing enthusiasm and support for the event from the local communities.
- To generate sufficient revenue to meet the expenditure needed to stage the events in accordance with these principles, and sufficient accumulated surplus to secure its long-term financial viability.
- To ensure that all involved in staging the events derive optimum satisfaction and enjoyment from their involvement.