

P43 GIRLS RACE TOO POLICY

Scheduled Review Triennially or as required

Date of Board Approval November 2024

Background

Motorsport, traditionally a male-dominated sport, has long been a platform for showcasing extraordinary talent, precision, and risk management. While Australian motorsport has seen significant progress over the years, it has not yet fully embraced the benefits of diversity, particularly in terms of gender. Karting, the division of Australian Motorsport with the highest percentage of female participation as drivers, stands at the forefront of this challenge.

Karting Australia's commitment to promoting the active involvement of women in all aspects of our sport – including but not limited to Drivers, Officials, administrators, engineers, team management and volunteers, - seeks to address the underrepresentation of women in the current Australian motorsport landscape. Our mission is to challenge the status quo and create an environment where women can thrive and excel in all roles within karting.

Objectives

1. **Diversity and Inclusion:** To create a welcoming, equitable and inclusive environment where female participants are respected, supported and valued to fully participate in all aspects of karting.
2. **Talent Maximisation:** To encourage female participation, we aim to increase the talent pool available, improving the competitive nature and standard of the sport.
3. **Role Models:** To inspire future generations of female participants by increasing the visibility of successful women in all aspects of karting.
4. **Economic Growth:** To drive economic benefits through the expansion of the supporter and participation base, leading to higher engagement and attracting potential sponsorship and membership.

Actions

1. Creating a Supportive Environment

- **Inclusive Facilities:** Advocate for the provision of female-specific facilities, including restrooms, changing rooms, and paddock areas, to create a welcoming environment for all participants.
- **Girls Race Too Club Commitment Document:**
Clubs should complete this document and ensure it is displayed prominently within the club and visible to all members.
- **Appoint a GRT Club Liaison Person:**
Each club should appoint a GRT Club Liaison. This person does not need to be a committee member but should be passionate about supporting the GRT initiative. The liaison will be the main point of contact for all GRT activities and communications.

2. Promoting Visibility and Representation

- **Female Awards**
Clubs should, where circumstances allow, immediately create a structured Women's and Girls Trophy Championship competitions modelled on the Australian Kart Championship Ladies Trophy award.



- **Media Campaigns:** Collaborate with media outlets, sponsors, and partners to highlight the achievements of women in karting. Engage in storytelling, media coverage, and social media campaigns to showcase their contributions.
- **Role Models:** Support and promote female drivers, officials, and team members as role models to inspire new participants.

3. Recruitment and Training

- **Karting Experience Days:** Organise "Ladies Only" karting experience days to provide a supportive environment for learning the basics of karting.
- **Skill Development Programs:** Offer specialised programs tailored to different roles in karting, such as driver training camps and race official certification courses.
- **Parental Engagement Workshops:** Conduct informational sessions and workshops for parents to address concerns and emphasise the benefits of karting, including skill development, teamwork, and personal growth.

4. Mentoring and Networking

- **Mentorship Programs:** Establish programs that pair aspiring female participants with experienced mentors in their desired roles.
- **GRT Club Liaison Networking Events:** Organise regular meetups and events to foster a sense of community and facilitate inter and intra club relationships focusing on amplifying the activation of Girls Race Too within clubs.

5. Collaboration and Partnerships

- **Strategic Partnerships:** Forge collaborations with clubs, State Karting Associations, schools, and women's organisations (e.g. local sporting and community clubs, educational institutions etc.) to create a network of support.
- **Industry Sponsorships:** Establish sponsorship programs with industry manufacturers, suppliers, and sponsors to provide equipment and financial support to talented female participants.
- **Equipment Suppliers:** Engage with equipment suppliers to establish current research and information on equipment specifically designed for girls and women in karting.

6. Marketing and Communication

- **Targeted Campaigns:** Develop marketing campaigns that highlight the benefits and opportunities for women in karting, utilising various channels such as social media and motorsports publications.
- **Social Media Engagement:** Use social media to share karting experiences, promote inclusivity, and attract new participants.

Customisation for Member State Associations and Affiliated Clubs

Each Member State Association is encouraged to adopt and tailor this policy to suit their specific needs and local context. This involves developing inclusive policies, advocating for female-specific facilities, engaging with local communities, and promoting the visibility and achievements of women in karting. By doing so, they will contribute to a more inclusive and diverse motorsports community, fostering long-term growth and success for women in all aspects of karting.