

CLUB GUIDE

MEMBER OF



# Women's Recruitment and Retention

Guidelines for Increasing Women  
Participation in Motorsport

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# BUILDING THE FUTURE

There are thousands of women across Australia who are actively involved in motorsport. However, women continue to be hugely under-represented across all leadership roles in motorsport.

Some of the challenges that prevent women taking on leadership positions include,

- The perception that motorsport is dominated by men
- Hesitancy to put their hand up in unfamiliar circumstances
- If women feel intimidated or treated unfairly, it is likely that they will be reluctant and resistant to take on these roles

Promoting women in leadership positions does not only encompass increasing the representation of women on the club's committee. Women can take on leadership roles as mentors and/or officials.

Providing women the opportunity to take on leadership roles can help attract and retain a wider range of members. A club that can improve and increase the representation of women across leadership positions reflects its commitment to having a fully inclusive environment.

The provision of rewarding experiences can help improve retention and prevent the prioritisation of one gender.

# FEMALES IN LEADERSHIP

*An eight-step guide for attracting and retaining females in leadership positions, for clubs, teams and groups in motorsport.*



## 1. Start at the top

A club's committee best reflects its culture, community, and commitment to gender inclusion.

A gender balanced committee demonstrates a strong and fully inclusive club culture. This ultimately has an impact on the clubs operational and financial performance.

A club can support and encourage female representation on its committee by developing and implementing gender equity policies.

*“We have a mix of genders on our club committee.”*

*“We set the tone of inclusiveness from the top”*

*– Motorsport Australia Member*

## 3. Make a plan

Develop a diversity policy and share with your club's members. Encourage other clubs and groups to do the same.



## 2. A safe space

Create a safe, supportive and inclusive environment for women and girls.

*“Providing a safe space for women and girls to meet like-minded women is instrumental to the success of the Women's Motorsport Development Program”*

*– Motorsport Australia Member*



## 4. Promote opportunities

Inform and educate women about the club's activities and operations and discuss potential roles, positions and leadership opportunities.

## 5. Mentoring

Taking on leadership roles is tough, even when someone is fully qualified for the position. Implementing a mentorship program can assist with providing women with training and support to lead effectively.



## 6. Invest

Support, encourage and promote professional development opportunities to all members. For example, invite interested members to work on different events, undertake new roles or take on more responsibility.

*“While it is not my natural leadership style to ‘captain the ship’, that is what I took on for the third event we ran this year and it was our most cohesive and successful to date.*

*“This change in my understanding of leadership dovetailed in with my participation in Sport North East’s ‘Women in Sport Leadership Mentoring Program’; the two really developed my leadership skills.”*

*– Motorsport Australia Member*

## 7. Listen

Encourage feedback and recommendations from all club members and ensure that their opinions are taken into consideration.

People are more likely to feel appreciated if they can contribute to the operations and functioning of the club.

*“Ask for feedback from female participants. A phone call is much more effective than an email or survey.”*

*– Motorsport Australia Member*



## 8. Encourage

Provide regular, constructive feedback to all participants and leaders alike.

Supported individuals are likely to feel more valued and guided with the information.





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