

# WOMEN IN MOTOR SPORT

Marketing and  
Communications  
Guidelines



MEMBER OF





# MOTORSPORT BELONGS TO ALL OF US

## Introduction

The Women in Motorsport Marketing and Communications Guidelines have been developed for Motorsport Australia affiliated car clubs looking to develop inclusive communication and marketing practices.

Effective marketing can play a key role helping your club to increase membership, improve culture, attract commercial support, and contribute to building inclusive communities.

# PRINCIPLES AND VALUES

## 1.1 Motorsport Australia recommends the following principles and values

- Emphasise that your club is welcoming
- Actively promote diversity
- Motorsport is much more than holding a speed and/or officials licence, find a way of promoting this

## 1.2 Practical examples:

- Showcase different ways in which women of all backgrounds and abilities can be involved
- Highlight strategies you have in place to support gender equality, diversity and inclusion at your club
- Celebrate active female participation across all roles at your club.
- Welcome families of all kinds and embrace family diversity
- Emphasise that people are welcome to participate in ways appropriate to their culture and faith





# MARKETING AND COMMUNICATION TIPS

## 2.1 Marketing and communications tips:

The language in your marketing material should promote how your club activities meet the needs of different groups.

- Visibly demonstrate how your club's activities might be suitable for a wide range of women
- Select the right images for your marketing materials can make a big difference to engage women and girls
- Check in regularly with women and girls

## 2.2 Marketing message checklist:

- Are women in leadership roles depicted in your marketing material?
- Does your club promote ways for families and women who are time-poor to participate?
- Does your marketing material celebrate the contribution, participation and leadership of women and girls from diverse backgrounds?
- Does your marketing material highlight ways in which women and girls of all abilities can participate?
- Does your marketing material celebrate a range of on-track and off-track roles women can get involved in?
- Does your club's marketing material highlight a range of physical and social benefits motorsport delivers?

## 2.3 Marketing images checklist:

- **Do not** imply the subject is unfit or unhealthy
- **Do not** play into race stereotypes, such as the "all-Australian" blonde female
- **Do not** play into gender stereotypes, such as only photos of men racing or women working in the canteen



Junior SPRINGCKETS KARTING AUSTRALIA

SP Tools

SURELING  
MECHANICAL, ELECTRICAL

Emily DUGG



# SOCIALS

## 3.1 Social Media

Your club's code of conduct should reference social media usage and a process should be in place if anyone breaches this. Consider the following when communicating via social media:

- Your club's social media voice should express the character and values of your club and should be consistent across all media. It should include language that is respectful and inclusive to all women and girls
- Think beyond the traditional forms of communication (e.g. flyers, community notice boards, community radio, local newspapers)

## 3.2 Social media checklist:

- Does your social media content and website communication reflect your commitment to inclusion?
- Are you using simple, direct language to convey a message?
- Are you using real life images and avoiding stereotypes?
- Talk straight, be transparent – your club's values should be reflected in your social media activity – if you have made a mistake, acknowledge it (apologise if appropriate) and move on
- Are you posting content that celebrates all parts of your community e.g. women, men and children across all levels of competition?





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# SPORTAUS



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