

# MSA

## *Women In Motorsport*

### *Info*

#### INTRODUCTION

- 1) Wilmarie JvRensburg (Speed Queen Racing Academy)
  - 2) MSA Women In Motorsport Panel
  - 3) 1<sup>st</sup> Female Supermoto Challenge
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#### **1) Wilmarie Janse Van Rensburg:**

Wilmarie Janse van Rensburg – PRESIDENT of the MSA Women In Motorsport Panel, has been racing competitively in motorcycle road racing for over 11 years as the only female competitor in superbikes. Also known as the 'Fastest Woman in Africa', Wilmarie earned her title of *Speed Queen* after setting up two South African Lap records. The Title *Speed Queen* is now also the name of Wilmarie's own business called Speed Queen Racing Academy

Great challenges and opportunities arose from several achievements/nominations through Speed Queen Racing Academy Projects e.g. " One of Cosmopolitan's Awesome Women in 2003 for Business and Sport" & "SABC 2 & Shoprite Checkers Women of Year 2006 Awards"

Wilmarie provides specialized rider training course to women, men and children. As well as being pro-actively involved in community driven projects to promote road safety to schools and other organizations through motivational presentations and seminars

" My goal is to encourage women & children to promote and grow within motorsport "

#### **2) MSA Women In Motorsport Panel:**

**The MSA Women in Motorsport panel** was set up earlier this year under the auspices of Motorsport South Africa in line with the requirements of the Ministry of Sport and the FIM (International Federation of Motorcycling). The Panel consists of nineteen dedicated female members that represent each category in motorsport with the aim to promote, develop and encourage the participation of women in motorsport

Our vision is also to create equal opportunities and treatment for all women motorsport competitors and leisure riders and to put the necessary systems in place to ensure that their achievements are recognized world wide

Motorsport South Africa already has around 270 licensed lady competitors. This increasing number of women motorsport competitors is raising awareness of women in motorsport and providing new opportunities to sponsors and organizations involved

### **3) 1<sup>st</sup> Female Supermoto Challenge:**

A South African Supermoto series for women motorcycle riders will be launched January 2007. Supermoto is one of the fastest growing, most spectacular and spectator friendly motor sport events with prime time television coverage at every race event. This form of riding is a combination of off road and road racing, combined on two different road surfaces as well. It's the first time in SA motorsport History that we have enough female motorcycle off road & road riders to start the official 1<sup>st</sup> Female Series in South African history. This series will be run in conjunction with the current National MSA Supermoto Championship

## MSA WOMEN IN MOTORSPORT PROFILE & OBJECTIVES

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### **Profile**

**The MSA Women in Motorsport panel** was set up earlier this year under the auspices of Motorsport South Africa in line with the requirements of the Ministry of Sport and the FIM (International Federation of Motorcycling). The aims and objectives of the Panel will be to promote, develop and encourage the participation of women in motorsport, not only as competitors but also as officials and administrators. The representatives of each category will also study issues such as the availability of accessories made especially for women – e.g overalls, chest protectors, boots, gloves, helmets, women's medical issues, the provision of dedicated event facilities such as ablutions and medical rooms, and training.

Motorsport South Africa already has around 470 licensed lady competitors, and the Panel will cater for all categories of the sport;

- Car Circuit Racing
- Drag Racing
- Karting
- Motocross (Senior and Junior)
- Supermoto
- Motorcycle Circuit Racing
- Motorcycle Off Road & Enduro Racing
- Motorcycle Rallies/leisure riding
- Off Road Car Racing
- Oval Racing (Dirt & Tar)
- Quad Racing (including Flat Track)
- Trials
- Rallying
- Medical and Safety
- Environment
- Publicity and media liaison
- Organisers and officials representatives

### **Objectives**

### **TECHNICAL / MANUFACTURERS**

This Panel member are also responsible to investigate all technical issues which may be directed to the Panel. Riders who have sponsors and as such can afford their own mechanics will obviously not have problems, but it would appear that in many instances, privateers have to rely on the support and advice of their fellow male competitors. The possibility of providing basic technical training to women riders, by other women technicians who may be interested, should also not be discounted.

### **TRAINING SCHOOLS:**

Many women still do not have access to internet – or do not know where to look to establish where the closest rider training school is. From meetings and various articles read, it became apparent that many women felt/feel intimidated by male instructors. If they are determined to start competing, they persevere but in many other instances, they simply give up and either sell the motorcycle, or merely use it for recreational riding. Every Endeavour is being made to try and prevent this, and to encourage all women who want to learn to ride, to receive the proper rider training – and preferably from a female instructor.

### **ENVIRONMENT**

Women are generally more aware of the environment, however every endeavor will be made to involve all riders & drivers in who participate in rallies, races, leisure riding etc to promote a campaign to protect the environment. The Panel will work closely with the CIE and the CML in this regard as well as the media and other relevant parties to ensure that all efforts are recognized and followed

### **PUBLIC RELATIONS AND MARKETING / SPONSORSHIP**

These portfolios are vital to ensure that women competitors receive maximum exposure – not only in their own countries, but world-wide. As such, regular communication with the media (newspapers, magazines, television, internet), is essential. This PR exercise will, however, not be restricted to media members only and will also extend to FMNs, CONUs, promoters, sponsors, etc to ensure that MSA Women In Motorsport obtain external as well as internal publicity throughout the seasons

### **COLLABORATION WITH OTHER ORGANISATIONS**

The Panel will communicate and collaborate with other organizations to promote and create opportunities for the Women's Panel as well as all the sponsors involved.

### **CREATE INCENTIVES:**

Various incentives will be implemented to recognize Women in Motorsport, encourage and promote these women while creating more awareness of different motorsport categories to the public. This also creates more visible opportunities for women that would like to participate

### **MONITOR ACHIEVEMENTS AND RESULTS:**

The Panel compiled a Strategy and Business Plan with the aim to monitor achievements and results of the Panel (e.g. Female Supermoto Challenge), in order to provide assistance and to ensure that Women in Motorsport receive equal treatment and opportunities – and to promote motorsport amongst women world-wide.

### **CREATION OF WEBSITE:**

The aim is to create a dedicated section to Women In Motorsport, on Motorsport South Africa's website. The site should provide women world-wide with the opportunity to obtain details such as calendar dates, results, contact details of training schools, women publications in SA, etc by visiting a single site.

## 2007 FEMALE SUPERMOTO CHALLENGE

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### **Concept**

A South African Supermoto series for women motorcycle riders was launched early in 2007. Supermoto is one of the fastest growing, most spectacular and spectator friendly motor sport events with prime time television exposure on supersport. It is a combination of road (70% tar) and off road (30% dirt) racing on off road motorcycles using road tyres. It is thus challenging for both off road and road racing competitors!

The first Female Supermoto Series was very well supported in 2007 and will continue as the 1<sup>st</sup> Female Supermoto National Championship in 2008 as well. Every race a new lady competitor joins the group for the thrill and excitement and challenge of supermoto racing. The first ladies supermoto class started on 11 riders, improved to 15 riders half way through 2007 and is now standing on 20 female competitors.

### **Objectives**

- Grow the 1<sup>st</sup> Female Series in the history of South African Motorsport for international exposure
- Obtain sponsorship that will promote, educate and provide the necessary support for the female competitors
- Implement a Marketing & PR Strategy that will ensure maximum exposure for all sponsors involved as well as the competitors
- Recognize women in motorsport and create new opportunities for other women and children through different methods and mediums
- Create the correct brand awareness of sponsors and objectives of recognizing women in motorsport
- Ensure MSA stays in line with the Ministry of Sport & recreation requirements

