

FIM Africa – Women in Motorcycling

VP REPORT FOR THE GENERAL ASSEMBLY : 3RD DECEMBER 2018 PRESENTED BY: JULIE MATIBA-WAHOME

Overall Goals and Objectives

- At the Commission meeting held in Johannesburg on Saturday 3rd March, 2018 we identified several different objectives that would be the focus of the commission's activities for the year 2018-2019.
- Top of these was the improvement of the level of skill of women in the sport through training which has been a major challenge for the promotion of women in motorcycling as well as development of our current riders, especially in the countries outside of South Africa which have much smaller numbers of riders and very limited access to training expertise. Progress on this is detailed under the Round Robin Training Programme below.
- Also important was the collection of more detailed data on the constituent of women participating in motorcycling in whatever capacity; sport, leisure, volunteering, on the continent and secondly to promote visibility and awareness of WIM through our social media networks. Details of what we have achieved on these two fronts are provided under the Survey and Social Media updates, also below.

Round Robin Training Programme

- In line with the need to address the training need for lady riders, the WIM commission applied for a grant through FIM to execute a programme which would be aimed at training women already in motorcycling, but wanting to commit to a more professional level or wanting to learn from other trainers to essentially train in their own country, therefore growing the footprint and performance of women in motorcycling.
- WIM subsequently with the assistance of Jacqui Monteiro and MSA identified two trainers who would be available to travel to several of the affiliated countries – taking with them a training programme in a discipline specific to that country's needs. Training was to target female riders, junior and other available riders in the respective countries to justify the cost of the exercise as well as for the greater benefit of each FMN as a whole.
- WIM's objective was also to subsidise the cost of the training programme through the support of the respective FMN's.

Implementation

The grant was approved in June 2018 for training in

- Uganda
- Kenya
- Zambia
- Botswana
- South Africa
- We propose that South Africa be replaced by Zimbabwe
- So far two countries have undergone the training programmes: Kenya and Uganda



- ▶ The grant was approved in June 2018 with certain terms and conditions:-
- In each of the countries; the training was to be focused on grassroots development, women and education.
- Each country is required to provide data on the participants and trainers and will be required to follow-up on the progress of these participants for a period of up to three years.
- Also required is the attendance of up to 2 trainers who will undergo a dedicated train the trainer programme.
- An additional objective of the programme is to create greater awareness of Women in Motorcycling in every discipline through PR, and social media surrounding the training thereby encouraging more women to take up motorcycling as a sport.



► <u>KENYA</u>

- ▶ _19TH 21ST July 2018, held at Jamhuri MX Track, Nairobi
- * Trainer : Neil Ross *Number of Riders: 19 Riders *Classes : MX Peewee to MX 2
- Training Summary:
 - Wellness: healthy eating, nutrition, mental and physical preparation, pacing yourself, hydration, preparation on race days
 - Technical: Technics on what to do during practice, ideal practice hrs./intervals, keeping records of lap times, need to be stretched against competition, building stamina by competing against older classes, having a rhythm between yourself and your bike, ability to aim at constant improvement
 - Responsibility: Pit rules for safety, riders taking responsibility of their bikes, fueling, good race day practice, bike maintenance before use
- Overall:
 - ▶ The trainer shared a lot on literature which was very useful to both parents and riders
- Prepared and submitted by Rene Benzige on behalf of KMSF

Kenya – training session

Uganda- training June 2018

UGANDA :

- This training was carried out in the two main motocross tracks in Uganda with Day 1, 23rd July 2018 at Victoria Raceway Park (Garuga) and Day 2 & Day 3 24th _25th July 2018 at Uganda Motorsports Arena (Busiika)
- Six lady Riders & a number of coaches took part in this training and these include;

Sharifa Kateete 15yrs 125cc class	Kamila Mayanja 16yrs 125cc class
Aminah Zaweede 13yrs 85cc class	Shadia Kateete. 12yrs 85cc class
Shamilah Kateete 11yrs 65cc class	Isabella Blick 9yrs 9yrs 65cc class

- This training programme included nutrition, bike preparation, safety riding gear, correct riding form, correct braking form, cornering & jumping to mention but a few.
- Observation;
 - Coach Neil noticed that most of the riders did not wear kidney belts and advised the rider parents that this is a "must have" for all the Mx riders and also promised to donate some kidney belts to the girls.
 - Only 6 out of the 10 lady riders attended due to the fact that the others were still at School.
- Prepared and submitted by Noella Blick on behalf of Uganda FMU

Uganda – Training June 2019







- In both cases, the training was extremely well received with both countries looking forward to continued exposure to similar programmes in the future.
- The remaining part of this year we have endeavoured to plan for programmes in the remaining Southern African countries, however, this has not been possible.
- We are in the process of planning to conduct the sessions in 2019, also bearing in mind the planned MX Academy activities.

FMN Survey

- During the course of July and August, we requested all of the FMN's to complete and return a survey focused on collecting data about the participation of women in motorcycling from the federation's standpoint in each country. We received 5 responses from:
 - MSA, BMSF, ZMSF, ZMSA, KMSF
- Out of the five countries of key interest were the following points:-
 - Only one country did not have a representative on the federation tasked with overseeing the development of motorcycling in their country.
 - Apart from MSA (with 70 plus), all other countries had 10 or less female officials or leaders in motorcycling.
 - Only one country had an active programme to promote the recruitment of women in the leadership or management of the sport both at federation and government level
 - Where there are officials, they are often not put in charge, with the exception of South Africa
 - ▶ In all the countries there is some recognition of women in motorcycling
 - Perhaps the biggest challenge outside of affordability of the sport is the challenge of time available to accord to the sport vs other duties and responsibilities.
- South Africa still has the largest population of women in motorcycling and it is therefore the best resource for other African countries for training, development, mentorship and networking.

Rider Survey

- From September to date we have been running a second survey aimed at the general public focused on helping the commission understand where the opportunities lie to be able to engage more women in motorcycling, to promote active participation of women in FIM Africa activities and to understand where we are on the continent when it comes to equality for women in motorcycling.
- This survey is still running through the existing social media networks and will also be circulated to any lady biker associations and networks until the end of 2018.
- Key indices from the results received so far :-
 - Main age group of respondents: 15 20 years, 30 -45 years and 45 60 years.
 - Those who responded mainly participate in off road sporting events: Motocross, Cross Country and Enduro. These are followed by on-road sport and leisure and off road leisure riding.
 - ▶ Riders were equally spread between three levels of experience: 0-5 years, 5 10 years and 10 20 years.
 - Most respondents ride weekly
 - Respondents ride both for leisure and competitively



- All respondents would be interested in travelling to ride
- Majority of the respondents belonged to or are affiliated with a club or association
- All respondents were interested in receiving more information on or access to
 - Skill development training for both on and off road
 - Motorbike maintenance training
 - Gear and bikes for ladies
 - Leisure riding tours for ladies
- All the respondents were interested in receiving more information on FIM Africa and WIM activities, including information on training for officials
- ▶ We hope by the date of the general assembly to have collected and to report on more substantial results from which we will be able to draw some conclusions that will guide our strategy into 2019.

Social Media

- In 2018-2019 the WIM commission planned to continue growing the social media reach and visibility through a sustained campaign., continuing on from the previous year's efforts.
 - As at July 2018, the FIM Africa Women in Motorcycling page was on 15,293 likes having spent R 1,718 out of a total budget of R 5,568.
 - Page reach was 21,683 people with 9,161 new likes mainly from Uganda, Kenya, Botswana and Zimbabwe, majority in the 18 24 year old age group.
 - By beginning of October, the page likes had grown to almost 24,000 likes with a reach of 51, 568 people after a total spend of R 5,568.
- This is significant growth, however a big challenge still remains when it comes to the availability of content from the countries affiliated to FIM Africa.
- Despite a request made directly through the FMN's to solicit more content on a regular basis, this has not quite materialised. There is still a need for FMN's to forward news about personalities, events, activities etc. that relate to women in motorcycling. Featured content is currently heavily dominated by South Africa. We will explore direct methods of engagement with individuals in each FMN to help facilitate this process.
- Next step will be to grow the conversation on the platform through a planned strategy that encourages engagement and participation across the continent.

IWG Conference

- In May 2018 we participated in conjunction with the CFM team from FIM in Geneva in the 7th IWG conference on Women in Sport: <u>http://www.iwg-gti.org</u>
- As FIM the main objective was to retain visibility and create awareness on the existence and role of the FIM - WIM Commission and showcase the work it is carrying out in and its support of female riders through the profiling of Mo Mahope and Kirsten Landman. This initiative was a follow-up to their attendance at the last IWG conference held in Helsinki in 2014.
 - This we achieved very well through the stall set-up; the presentation, a radio interview on Bostwana Radio featuring Mo, Kirsten and myself.
 - The professional, set-up, representation and execution of the team ensured that this was very well achieved.
- ▶ Two additional objectives from the FIM Africa standpoint were:
 - To interact with as many relevant organisations and institutions that would add value to understanding the various challenges that women in sport are facing across the board, how different people and organisations are dealing with them and where and how we can learn or collaborate to achieve our own goals as FIM Africa.



- To meet and interact with the FIM team from Geneva as well as the team representing Africa to be able to discuss issues, ideas and establish relationships for our future benefit.
- While I felt that we achieved success on creating visibility and awareness, we were disappointed by the opportunities to possibly establish partnerships or to collaborate with other organisations. Participation at the Conference was largely from NGO's involved in women empowerment through sport and organisations involved in the administration of mainstream sports and therefore not quite the right fit for WIM.
- ► However of note is that one of the biggest take aways from the collaboration and participation of FIM and FIM Africa together was the establishment of a good working relationship with the team in Geneva who had the opportunity to see and understand first hand the challenges and opportunities facing growth of the sport here in Africa. Arising out of this there have been several positive developments including:-
 - ▶ The confirmation of the Round Robin training grant
 - > The direct engagement of FIM in promoting the participation of Kirsten Landman as the first African lady rider to enter the Dakar in 2020
 - Invitation of Kirsten Landman to participate as the first female African rider in the Enduro World Cup for women in October this year. Kirsten had to decline the opportunity due to the timing, however, the opportunity will be reviewed for 2019.

IWG – FIM and FIM Africa WIM Booth and Team







Road Racing

SAMRA

- We have as the WIM commission also been pursuing an opportunity to grow the participation of young lady riders in circuit racing working in conjunction with Neil Harran of SAMRA the South African Motorcycle Racing Academy. Although this is a new initiative which is still in the very early stages, we hope to take advantage of the success of Mo Mahope; the first black African female circuit racer based in South Africa as a mentor and role model in drawing young African ladies into the sport.
- NB: Both Kirsten Landman and Mo Mahope were part of the team representing FIM at the IWG conference in Botswana.

Kirsten and Mo at the IWG Conference





2019 Goals

- Continue with training programme(s), supported by successful lady riders in the respective disciplines
- Identify and promote those successful lady riders and create a mentorship network linking new riders with more experienced riders
- Continue to grow the social media network; generate and post more content through these networks
- Create opportunities for training and engagement of more women officials in the various FMN's (including young women who can be mentored into leadership)
- Continue to grow the visibility of the WIM commission through better branding, possibly brand ambassadors.

2019 Goals - continued

- Explore opportunities for better media representation and sponsorship of WIM riders and activities
- Establish better lines of communication between WIM commission and other sporting and beyond sports commissions to foster sustainability of the various initiatives.
- Ensure safe and enabling environments for women especially on the sporting side.
- Continue to explore road/circuit racing as a new discipline outside of SA.
- ▶ Work closely with the Leisure and Touring commission especially to:-
 - Support various safety initiatives
 - Create more networks amongst women biker associations and clubs to grow participation in leisure tours and events

2019 and beyond

- In summary; the key objectives of the various initiatives that the WIM commission has chosen to pursue in 2018 and hopefully into 2019 are primarily to:-
 - Develop the skill level of the riders already in the sport and raise their profiles
 - Attract and train new riders and officials into the various sporting disciplines
 - Establish better communication, networks and visibility for those in the sport and those with an interest in the sport
 - Ensure a safe and enabling environment for women to engage in motorcycling
- Once these are established, (they remain ongoing activities), the next steps will be to push for:-
 - More sponsorship of WIM riders and activities coupled with more effective PR
 - Affordable and equitable access to equipment, gear, insurance etc. for women
 - Support of equitable representation of women in governance

Final comments

- The successful implementation of these various initiatives is highly dependent on the willingness and availability of the respective FMN's in supporting the commission's work.
- This is both in terms of having personnel available to implement and followup; and also in the provision of financial and/or other support and response if or when necessary.
- We hope that we can count on both as we proceed into 2019 and look forward to advancing the status of Women in Motorcycling on the continent of Africa, an area which proffers a great deal of potential for growth for the African CONU and thank you for the support accorded thus far.