



Minutes of the FIM Africa WIM Commission held at Emperors' Palace on 3 March 2018 from 9.00 am.

PRESENT: Lola Berrie (BMS), Commission Chairman
Julie Wahome (KMSF) - Commission President
Nikki Heygate (ZMSA)
Michelle Smith (MSA)

APOLOGIES: None were received

1. Welcome & Apologies

The committee was welcomed and thanked for their input and attendance to the commission meeting.

2. Approval of Previous Minutes

The Minutes of the previous meeting of 11th March 2017 were confirmed and approved. Proposed and seconded by Julie and Michelle.

3. Approval of VP's Report to Council

The VP's Report to Council dated 18th September 2017 was confirmed and approved.

4. Comments on SWOT and Terms of Reference documents

The WIM SWOT Analysis was reviewed. Discussion and inclusions are:

WEAKNESSES:

- *Promote ladies – difficulty guaranteeing sponsorship*
- *Poor media coverage*
- *Male competitors can offer their sponsors more media coverage*
- *Women equality – realizing equality and preparing women for international racing*

THREATS:

- *Losing female competitors when they reach puberty (It's all image, not physical)*
- *Sponsors more willing to provide sponsorship to male competitors as they consider their 'racing life span' to be longer than that of women*
- *Favours – due to the developmental phase that women in motorcycling is still in, women have been offered help, for example their fees covered for the FIM Africa MXOAN in Kenya, or different rules for women, which is now starting to be seen as a negative amongst the men in the sport. This perception needs to be changed, otherwise we risk ostracizing our women.*
- *Attitude – it seems that some women within the sport are expecting help in order to race, so for example expecting that they are given money to attend events, but racing is expensive and it is the same for all, whether men or women.*

5. Work Plan Review

SOCIAL MEDIA CAMPAIGN

Our social media campaign started off well. We went from 300 likes on our Facebook page to 6200. We would like to increase this in 2018 as well as the material posted.

6. Work Plan for 2018

SOCIAL MEDIA CAMPAIGN

We will continue to drive the social media campaign that started in 2017. We need to boost the page again, so that we can get more followers. We also need more material for the Facebook page and we are therefore going to issue a letter to our databases, that encourages women to tag FIM Africa WIM – so that we can share the information onto the page and we don't miss their efforts as competitors.

As part of our efforts to talk to the lady riders, we would like to setup a link for ladies to sign up to a WIM database, which we can use for dissemination of information for mentorship, networking, data collection, communication of WIM events.

We would also like to encourage ladies to follow role models and pick up ideas and templates on how to promote themselves for sponsorship opportunities.

Part of our information collection will be to collect data on active women riders or volunteers from each FMN.

TRAINING

We will submit our Round Robin proposal again. Most of our threats coming up are due to lack of formal training that the ladies require. We believe that if we could offer three formal training sessions for women, this would assist those that are keen in professional riding to get more knowledge. We would like to open this up to all riders too. So for example, on the Saturday it is a day for women only, but on Sunday morning it be opened to juniors and then a seniors session too. This way we hope to combat one of our threats, in that things are only done for the women. A lot of our CONU's are also small in numbers, so if we are able open it up, at a fee of course, then we will kill two birds with one stone so to speak.

JOURNALIST AND PR

We have all agreed that we need to find a journalist who is keen to cover women in sport with in our countries. In our letter to our database, we need to also encourage our lady riders to write race reports, share these reports with us and of course share them with journalists, so that they are aware of what we are achieving, even if there is no BIG news, it is important that we are able to track the growth of the rider.

We ask that FMN's should also push for their local media reps to highlight the achievements of women in motorcycling, based of course on merit.

IWG – MAY 2018

Keynote Speech

WIM will be attending the International Women's Congress from 17-20 May 2018, to be held in Gaborone, Botswana. We have been chosen as keynote speakers on 18 May at 16:45 – 17:00. The purpose of our presence at this conference is to promote women in motorcycling as well as to create awareness of what the sport is about. The speakers for our speech include Anne-Laure Rey and Nita Korhonen from CFM who will introduce FIM to congress. We have confirmed attendance of Kirsten Landman of South Africa to tell her story of her journey as a woman in motorcycling. We are trying to get in touch with a circuit rider, who could represent circuit racing. Savannah Woodward and Mo Mahope were discussed as possible candidates.

Exhibition Booth

It was decided by the commission group that we would take a booth at the event, to showcase the CONU and WIM. Concern of who will be able to man the exhibition stand was brought up as two of us who are closest to the event are involved in a motocross national in South Africa and therefore cannot attend. The following friends of the CONU were nominated to attend the event; Gilly Dyks, Ivorene Wheeler, Tammi McAllister and Aimee Branch.

BIKE HIRE PROJECT

We have found that manufacturers in Africa are not interested in renting out bikes, however Michelle mentioned a gentleman who has started to hire out bikes. She will send contact details.

REPRESENTATION WITHIN OTHER FIM AFRICA COMMISSION MEETINGS

Due to the fact that Women In Motorcycling plays a part in all areas of FIM Africa, we would like to ask that a WIM member sit as a representative of women in motorcycling in the other commissions, such as a WIM member in sporting motocross or sporting off road. We would like to see this implemented so that the women have an equal share in the decision making of rules in these two sporting commissions.

7. Budget 2018

Budgets need to be set aside for the following events:

IWG

- Budget for traveling costs of riders and speakers
- Accommodation for riders and speakers
- Costs of exhibition members' entrance into the exhibition

Round Robin

- Assistance in covering the trainers fees including transport and accommodation
- We would charge riders to attend the training so that there is commitment to the training

Social Media Campaign

It was decided that we would campaign for \$1000 to be put towards the WIM Facebook page for boosting.

Branding

- FMNs are in need of branding materials such as pop up banners and tear drop flags.

8. New Commission members

We would like to add extra disciplines to our commission group as we are all off road favoured. It was proposed the Vic Rich who has a team of lady riders (circuit) be nominated.

The meeting ended at 11 am.

Minutes prepared by LB
9 March 2018