

RAC
IGNITE

LEADERSHIP PROGRAM



Take the lead in shaping a better tomorrow

ABOUT

The RAC Ignite Leadership Program is an exciting opportunity for you to join other young people who are motivated to drive positive change and build a better WA.

- > Learn the skills you need to be an impactful leader
- > Be guided through a series of dynamic masterclasses and action-packed learning modules
- > Meet and learn from inspiring industry experts and local change makers, and
- > Have fun spending time with other young leaders

Working together, you will put this new knowledge, experience and networks to the test by designing a solution to address some of WA's biggest issues.

Once you have refined your solution, you will pitch your idea in groups to a panel of expert judges for the chance to take home up to \$2500 in cash and vouchers.



THE PROGRAM INCLUDES

- > Masterclasses to help support you through your learning and leadership journey
- > Exclusive access to real world experiences, industry experts and mentors
- > Two-night leadership retreat in Margaret River
- > Public speaking and marketing training to help bring your idea to life
- > A celebration event where finalists get to pitch their big ideas with the chance to take home up to \$2000
- > A \$500 gift voucher for RAC's Parks & Resorts for all participants who complete the program



WHO SHOULD APPLY

We're looking for young people who have the enthusiasm, commitment and drive to make a difference in WA. We accept applications from young people who live in Western Australia and are aged 18 to 24 at the time of application.



To apply visit rac.com.au/ignite or contact ignite@rac.com.au

PROGRAM SNAPSHOT

Virtual interviews | Online Teams meeting | Tuesday 29, Wednesday 30 of September, and Saturday 3 October

Shortlisted applicants will be invited to join the RAC Ignite team for an interview to hear about the program and give you the opportunity to ask questions about the modules, retreat, your roles and responsibilities. A booking link will be provided for 10-15 minute interviews.

Orientation day | Friday 13 November | 1pm - 5pm

Arrive in the afternoon for your first day and meet the RAC Ignite team. Get to know the team, other participants and learning objectives of the program. You will get professional headshots taken and join in some fun team building activities that will help everyone get to know each other.

Leadership essentials | Monday 16 November | 9am - 5pm

Step into a leadership masterclass designed to spark change. Discover the leadership skills that empower you to lead with purpose and impact. Hear inspiring stories from young changemakers who are driving real-world transformation, and take part in activities designed to unpack the essentials of modern day leadership.

Insights into road safety education | Tuesday 17 November | 9am - 5pm

In the first discovery day, you will explore the importance of road safety education and what RAC is currently doing in this space. You will hear from experts working in road safety education to help identify the gaps and opportunities for improvement.

Evolution of education and leadership retreat | Wednesday 18 November | 8am - 6pm

Meet at RAC with your bags and get your name ticked off before the day starts. We will then explore how education is evolving through new technology, hearing from experts working in the field and learning about the future of learning. Then we're off to Margaret River to dive deeper into leadership and road safety.

Exploring regional road safety | Thursday 19 November | 9am - 5pm

Learn from regional road safety stakeholders about the unique challenges and opportunities young drivers face compared to those learning in metro areas. You will then form groups to start thinking about the problem you want to tackle.

Unpacking the big question | Friday 20 November | 9am - 5pm

Kick off the final retreat day in your groups and continue to shape the ideas you have come up with. After an early lunch, we'll hit the road together for our journey back to Perth.

Design thinking in practice | Monday 23 November | 9am - 5pm

In your groups work through the stages of the Double Diamond. Conduct research to understand the broader issue before defining the problem you want to address. Generate ideas and possible solutions including creative brainstorming. Learn how to create prototypes and test your ideas with other young people.

PROGRAM SNAPSHOT

Communication essentials | Tuesday 24 November | 9am - 5pm

You might have the best idea in the world but if you can't convince others, it'll go nowhere. In this masterclass, learn the tips and tricks of how to deliver an award-winning pitch. Gain access to experts and mentors who will help you pitch your idea with passion, conviction and authenticity.

Virtual check in sessions | Online Teams meeting | Thursday 26, Monday 30 of November and Wednesday 2 December

Each group will have the chance to work with the RAC team to refine their pitches. Choose a time to meet online with the team for feedback and questions. Booking times to be provided closer to date.

Pitch rehearsal day | Tuesday 1 December | 9am - 5pm

To help prepare for the panel pitches, you'll have a full day to work on your pitches. The RAC team will be on hand to help you finesse your solution for maximum impact.

Panel pitch day | Thursday 3 December | 9am - 3pm

Teams will present their pitch in a face-to-face session with an expert panel who will decide who will progress to the Celebration Event as finalists. Teams will select their pitch time closer to the date.

Finalists announced | Friday 4 December

Up to three team pitches will be selected and announced as finalists and given additional opportunities to get mentor feedback and take part in pitch training.

Celebration event | Monday 14 December | 1pm - 6pm

All participants, mentors and supporters will gather to celebrate the RAC Ignite Leadership Program. Finalists will present their pitches in front of attendees with the prizes being decided and awarded at the event.



PRIZES AND ELIGIBILITY

Participants are expected to complete all modules and the leadership retreat to be eligible for the pitch, mentoring and prize process.

The prizes include:

First place = \$2,000 cash prize for each team member of the winning group

Second place = \$1,000 cash prize for each team member

Third place = Additional \$500 RAC Parks and Resorts Voucher for each team member

All participants = \$500 RAC Parks & Resorts Voucher

To be eligible for the prizes, participants must:

Attend all masterclasses

- > Orientation
- > Leadership essentials
- > Insights into road safety education
- > Evolution of education
- > Exploring regional road safety
- > Design thinking in practice
- > Communication essentials
- > Virtual check in sessions
- > Pitch rehearsals
- > Panel pitches

Attend the two-night leadership retreat in Margaret River

- > Participate in activities on each day
- > Be a team player
- > Assist with the set up and pack down of program activities and meals

Pitch a project

- > Create a project idea in a team of up to three
- > Create a 500-word summary
- > Deliver your pitch in-person

Attend the celebration event

- > Join us at the celebration event where finalists will pitch their project and all participants will be recognised in front of key stakeholders

Complete the before and after program surveys

- > Help us to evaluate the impact of the program and improve it for future participants

THE APPROACH

Our program is built on a structured, human-centered approach and integrates design thinking to critically assess challenges and develop effective solutions to real issues in Western Australia. The program will follow the four phases of the 'Double Diamond' method:

1. Discover

Understanding the challenges of educating young people on road safety starts with gathering insights from research, expert opinions, and real-world examples. You'll explore these challenges by looking at how young people behave, learn and what is currently being delivered in this space.

2. Define

Through interactive discussions and group analysis, you will learn how to define challenges clearly, assess their impact, and start to think about solutions that have the greatest potential for change.

3. Develop

You will build on your understanding about new technologies, best practices, and innovative solutions. Through collaborative brainstorming and design exercises, you will work with your group to generate creative, evidence-based solutions that improve how young people learn about road safety so that they are prepared and feel confident on our roads.

4. Deliver

Work in your groups to rehearse your pitch before the celebration event. Take this opportunity to finalise your pitch and give yourself and your team the best chance to deliver a winning pitch.



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Apply now at rac.com.au/ignite