

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 while 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 \$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
- > Three-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 | Tuesdays 23, Thursday 25, and Saturday 27 September

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 15-30 minute interviews.

Orientation day | Monday 17 November

Arrive in the morning for your first day and meet the RAC Ignite team. Get to know the team, other participants and learning objectives of the program. Take part in activities designed to unpack the essentials of modern-day leadership.

Discovery Day and Leadership Retreat | Tuesday 18 November

Meet at RAC to drop off your bags before we jump on public transport to explore how safe, connected, and sustainable communities come to life. Hear from industry leaders, tackle real-world challenges in Wellard, and see how your ideas can make a difference. Then we're off to Margaret River to dive deeper into leadership and collaboration.

Leadership essentials | Wednesday 19 November

Step into a leadership masterclass designed to spark change. Discover the skills that empower you to lead with purpose and impact. Hear inspiring stories from young changemakers who are driving real-world transformation, and learn how to harness the power of social media to amplify your voice and promote positive change in your community.

Leadership in the real world | Thursday 20 November

Hop on a bus for a day trip to visit local stakeholders working to create safer, more sustainable and better connected communities. See how they make change by raising awareness, engage community and handle challenges.

Unpacking the big question | Friday 21 November

Kick off the final day of the Leadership Retreat with a hands-on Design Thinking refresher to help shape your solution and form your group. After an early lunch, we'll hit the road together for our journey back to Perth.

Design thinking in practice | Tuesday 25 November

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

Communications essentials | Thursday 27 November

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 | Monday 1 December

Booking times to be provided closer to date.

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.

Pitch rehearsal day | Thursday 4 December

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 | Friday 5 December

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.

Finalists announced | Monday 8 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 15 December

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
- > Discovery day
- > Leadership essentials
- > Leadership in the real world
- > Design thinking in practice
- > Unpacking the big question
- > Communication essentials
- > Virtual check-in session
- > Pitch rehearsal
- > Panel pitches

Attend the three-night leadership retreat in Margaret River

- > Participate in activities on each day
- > Be a team player
- > Assist with the set up, pack down for 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 on stage at the celebration event

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 building safe, sustainable, and connected communities starts with gathering insights from research, expert opinions, and real-world examples. You'll explore these challenges by looking at how people behave, how things are built, and the policies that affect the environment, how communities function, and how people move around.

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, global best practices, and innovative policy solutions. Through collaborative brainstorming and design exercises, you will work with your group to generate creative, evidence-based solutions that improve how people move around, reduce environmental impact, and enhancing social connectivity.

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