

MOTORCYCLING AUSTRALIA POLICY GUIDANCE

Title: Promotional Staff Guidelines

Commencement Date: 2021

Next Review Date: September 2023

Responsible Persons: MA Board

Authority: These Guidelines are made under the MA Member Welfare Policy under the authority of clause 15 of the MA Constitution. These Guidelines are binding on all MA Members and volunteers, and all employees of MA and its SCBs, and is to be interpreted in accordance with the MA Constitution.

SUMMARY

MA is committed to ensuring that everyone involved with our Sport is treated with respect and dignity and is protected from abuse, bullying, harassment, sexual misconduct, unlawful discrimination, victimisation, and vilification.

The MA Member Welfare Policy sets out the standards of behaviour expected of everyone involved in our Sport and the behaviours that are not acceptable (referred to therein as **Prohibited Conduct**). The historical use of women as accessorises at events designed to sell products purely through their physical appearance falls short of such standards

In keeping with those standards, and the MA mission, its strategic direction and its brand values as an inclusive sport, MA has created these Guidelines which relate specifically to the representation of promotional staff.

SCOPE

1. These Guidelines apply to all MA-permitted events including all promotional events.
2. A breach of these Guidelines may be considered a breach of the MA Member Welfare Policy (as amended from time to time).

DEFINITIONS

3. MA means Motorcycling Australia Ltd
4. Sport means the sport or recreational activity of motorcycling

PROMOTION STAFF GUIDELINES

5. Consideration should be given to:
 - 5.1. Employing people as “promotional staff” and “brand ambassadors” to represent and activate their brands and products instead of “grid girls” or “umbrella girls”;
 - 5.2. Encouraging our partners to consider a more balanced and diverse gender allocation across their promotional staff at events;
 - 5.3. The recruitment and selection of promotional staff to based on hiring policies that are non-discriminatory and offer equal employment opportunities for all;

- 5.4. Strongly encouraging brands to consider mascots and other forms of brand representation that appeal to children and families particularly at events where junior riders are participating;
- 5.5. In particular, promotional staff uniforms where dress codes should be chosen with specific consideration to:
 - Non-sexualisation or objectification of a gender;
 - Consideration of the audience and the family atmosphere we encourage;
 - Clothing options that are similar in standard, comfort and appropriateness for all genders;
 - Clothing options that should also take into consideration the duties the promotional staff may have at an event, and relevant workplace health and safety guidelines, including appropriate footwear, sun protection and clothing that is weather appropriate.

ADOPTION BY MA PARTNERS

6. These guidelines have been developed with a view to balancing the needs of the Sport, its participants and commercial partners, and the expectations of the broader community.
7. The ultimate goal is to promote the Sport's future growth with broad-based participation at its core.
8. We encourage individual teams and our commercial partners to consider the adoption of these guidelines.
9. MA is prepared to work with all stakeholders to find the best solutions whilst achieving the desired promotional objectives of an inclusive Sport.