

## CMRF140008 – PROMOTION OF WOMEN 2014

### INTERNATIONAL WOMEN'S DAY - 8<sup>TH</sup> MARCH 2014 - ROAD RACING TRAINING DAY

In celebration of International Women's Day, MSA Women in Motorsport in-conjunction with the FIM hosted a Ladies Track Day at Redstar Raceway. After weeks of rain the weather was perfect and we had close to 70 ladies and girls who attended.



The day was split into a morning session for the Novice and beginners from 08h00 to 12h00 and the Intermediate and Advanced from 13h00. The ladies were treated to a continental breakfast and a lovely lunch and all ladies received a goody bag.

Janine Davies (one of our National Lady Riders) who runs Little Miss Racing Academy ran the day with her team, which included two of the National Ladies

who also trained in Spain in 2013 i.e. Nicole van Aswegen and Loumari Grobler. The event would not have been as successful if it wasn't for the support of all the ladies who helped out on the day.

Bikes and scooters as well as riding kit and helmets were arranged for all the ladies.

The day was a great success with all ladies who had never ridden a bike or scooter, riding by the end of the day.

We combined it with our Kasi2Kasi project which involves young girls from previously disadvantaged areas and get them exposed to the world of motorcycles.

All in all we are pleased that we have given the ladies a different mindset of riding motorcycles, hopefully we will see more girls buying motorcycles.



## EASTER SPORT FESTIVAL – APRIL 2014

MSA was approached to have a stand at the Waterstone College Easter Sport Festival, we were very excited as it meant that we could also target teenagers and young girls. As motorcycle riding is daunting, we decided to have a Dyno machine available and this was provided for by the NSF Neil Harran and his team.

The Dyno Machine was used to determine how the children respond to the bikes and was very popular. This is in line with MSA's long term goal to get Motorcycle Sport (Motorsport) recognized as a school sport. We had so many girls and "boys" interested in finding out how to get involved and racing, having Motorcycle sport recognized as a school sport could encompass, Road Safety and the mindset to rather use bikes than cars.



## GAUTENG WOMEN'S DAY – 9<sup>TH</sup> AUGUST 2014

The 9<sup>th</sup> August, National Women's Day which is quite an appropriate date as almost 100 ladies gathered to celebrate Women In Motorsport (WIM) at the old Chimes Tavern in Benoni for the annual Off-Road Women's Day. Ladies & juniors of all ages were brought together, some as far afield as Natal, for a day of introduction and coaching within 3 disciplines of off road riding, motocross, enduro and quads.



*The FIM and Motorsport South Africa (WIM), together with the Off-Road Ladies, put on a great day out in the dirt. All pre-registered ladies received a goody bag, compliments of the biggest KTM dealership, RAD Moto, filled with goodies from various sponsors.*

The MX ladies & juniors were fortunate enough to try out a brand new MX Track, built and designed by Dylan Smith who also spent the day training them.

Liezel Barnard (Barnard Vervoer), top SA quad lady rider, Justin Robert, Chris Pieters (both from Signwonder Racing) and Russell Ferreira (Diamond Trailers Racing) introduced the quad ladies & juniors to Chimes by taking them on various routes in and around Chimes, offering assistance and training along the way.

The Bike ladies & juniors were split up into Newbies, Beginners, Intermediates and Advanced.



The Newbies spent the day under close supervision by Grant Foley from Vision Racing, Gustav van der Walt, Shakira Vawda and various other more experienced riders who stepped in to help on the day.

The Beginners were taken out by top lady rider Taye Perry (Bert Smith Racing), Wade Hayward (Frank Racing) and Shawn Johnstone. This group was soon advanced to an intermediate level as they continued to improve their skill levels!

Some of the ladies & juniors from the Intermediate group were fortunate enough to be trained by legendary Cindy Porobich, who also led them out on a wild outride around chimes. Gary Whitehouse, (Dirt Bike Fanatics) and Louis



Nortje (Manhand) were also on hand giving training and advice.

Some of the intermediates were thrown in the deep end by Louis & Orlando De Sa (Diamond Trailers Racing), but Go Pro footage shows the ladies acing the terrain thanks to their trainers and marshals who were on hand at all times.

The Advanced group was taken out by Kirsten Landman, who completed her first Romaniacs race this year and Lanza Van Der Mescht from Shred Betty's.

Some of the ladies and guys showed their support for PinkDrive breast cancer and prostate & testicular cancer awareness, by wearing tutus purchased from PinkDrive on the day. A stunning Pink Fox helmet



valued at R2000.00 courtesy of E-Dirt members Athol, Gwain, EJ and Rob, supplied by Frank Racing as well as a pair of SIKKSHADES valued at R2000.00 from Xtreme & JT Racing was raffled off and all proceeds was handed to the Pink Drive Foundation.

Sandi Pitchers Keel was there to inspire the ladies and to share her dream of being the first Lady from South Africa to attempt the DAKAR in 2016.

The day ended off with a Lucky Draw Prize Giving Session. Very special thanks goes out to all our sponsors, trainers & marshals who took time out to lend their skill and expertise to promote our Off-Road Ladies initiative.

The Sponsors: FIM, MSA (WIM), RAD Moto, Barnard Vervoer, Sign Wonder, Diamond Trailers, Portable Shade, E-dirt, Frank Racing, Liberty Life, Startline, Yamaha, Henderson Racing, Monster Energy, Dirt Nurse, Kenda Tyres, KTM, Original Cocktails, X-Lube, Shred Betty's, Holeshot, Angels Touch, JT Racing, BaseFit, AMPSA, 32GI, 42 Designs, Refresh, Solid Decals and Nick Cycles.

The Trainers and Marshals: Shakira Vawda, Gustav Van Der Walt, Jacques Van Oudtshoorn, Barend, Taye Perry, Wade Hayward, Barney, Athol, Gwain, Shawn Johnstone, Rob, Tyla-Jon Stone Ferreira, Gert Janse Van Rensburg, Jovan and Cherese Enslin, Jonathan Richardson, Louis Nortje, Orlando De Sa, Dillian Couvaras, Jade Whitehouse, Gary & Jade Whitehouse, Hannes Kloppers, Dirk Basson, Marius Basson, Cindy & Shaun Porobich, Doc & Son,



Conrad Van Der Merwe, Jan Liebenberg, Francois De Beer, Kirsten Landman, Lanza van der Mezcht, Mario De Jager, Dylan Smith, Grant Foley, Chris Pieters, Justin Robert, Damien Robert, Liezel Barnard, Russell & Camren & Bradley Ferreira, Peter & Jessica & Dillan Walter and the few others not mentioned who offered their assistance on the day.

### **KYALAMI 9<sup>TH</sup> AUGUST 2014**



*MSA (Women in Motorsport), the FIM and Cancervive celebrated Women's Day at Kyalami Race Track on Saturday 9<sup>th</sup> August 2014. Pink Arm bands were handed out to all the ladies who attended the event including mummies with kids racing, as a reminder for all Cancer Survivors.*

### **KILLARNEY WOMEN'S DAY – 16<sup>TH</sup> AUGUST 2014**

The overall feedback received from the event, was extremely positive. There were so many ladies that came to thank the organising team after the event.. Ladies, and even the men, were smiling from ear to ear and it was evident that everyone thoroughly enjoyed themselves. All the media releases after the event, also confirmed this fact. The 2014 Killarney Women's Day event was a huge success!

One lady came to the organising team after doing the passenger hot laps. She was completely overwhelmed and so excited and decided there and then, that she wants to start racing. She took our details to get more information on how to start racing.

One gentleman informed us that his wife had never been to a racing event and was not interested to attend an event.



Her husband then persuaded her to attend the Killarney Women's Day event. In her words, "I was completely blown away!" She participated in all the activities and enjoyed it tremendously. She especially commented on how friendly everyone was and how good all the activities were organised, but more so, that she will be visiting Killarney International Race Track on a more regular basis from now on. She will also be back for the 2015 Killarney Women's Day event!

The turnout was absolutely fantastic with ± 2000 – 2500 people attending, and we had 363 Indemnity Forms signed. This is an increase of over 150 ladies compared to previous promotional day's.

The **motorcycle track sessions** were hosted and managed by Christian Motorcycle Association (CMA)



Cape Town and they had a total of 71 participants

Motorcycle Riding & Safety Tip Training was hosted by Biker Safe Motorcycle Academy with a total of 6 ladies participating.

The Live to Race Passenger Hot Laps was very popular and we combined it with a charity drive, there was a total of 45 participants, consisting of ladies of the public, media and ladies from Pink Drive participate in passenger laps. ± 15 Reach for a Dream children were also present on the day.

A special day at the races breakfast was hosted for 39 ladies and 8 8 ladies from the Media attended a special 'Media Challenge' on the day.

There were also craft market stalls, food vendors and entertainment for the kids.

The **BIGGEST success story** leading up to the event, was the **amazing journey of Carri-Anne Jane!** Carri-Anne is a freelance motoring journalist and visits the Wiele2Wiele radio studio of Tygerberg 104fm and GROOTfm 90.5 often. During one recording for our '2-Wiele' motorcycling programme, Carri-Anne mentioned 'tongue in cheek' that she knows nothing about bikes and would love to learn how to ride a motorcycle. One of our listeners, Deon Cilliers heard the recording and together with Billy de Beer from Biker Safe Motorcycle Academy decided to set Carri-Anne up for a challenge.

***Carri-Anne Jane tells her story:***

*I've always loved freedom, except for me freedom translated into anything automotive, I'm still not sure if it's the speed of the sheer harmony of man and machine that allures me, whatever it is, I love it.*

*It started with a love of F1 at age 4, by age 5 I'd been banned from riding my bicycle as my parents deemed me too reckless. Word on the street is someone had seen me flying down the biggest hill in our*

*little town, hair flying, legs stretched out horizontal with the ground. I remember with clarity, I loved the thrill of the speed and two wheels.*

*Growing up I watched with envy as my brothers were allowed scramblers to muck about on. I substituted horsepower for a horse with power, once again the allure of speed and the harmony of woman and beast attracting me.*

*At 15 F1 lost the attraction as I discovered the allure of MotoGP and I was hooked, enquiring as to the possibility of a motor bike under the Christmas tree was met with stony faced silence.*

*At 18 I got my drivers and as much as I loved it, I was still envious of every bike that passed me on the road.*

*At 29 I got the opportunity to learn to ride a bike. I grabbed it with both hands and feet. Thanks to Jeanette and Carl at Tygerberg 104FM, Deon Cilliers of Bike Parts Online and the ever patient teacher of*



*Billy de Beer from Biker Safe Motorcycle Training Academy, I finally got to realise my dream. In my world of shoes and handbags women don't ride bikes nor do they want too. Finding a team willing to help me was the scariest and most exhilarating thing I've ever done, and I've done some stupid stuff.*

*My challenge was set by Deon, to learn to ride a bike and make it around the track in an open session at Killarney*

*Women's Day event on Saturday, 16 August 2014.*

*Riding wasn't as hard as it looked and within the safe parameters of Billy's tutelage I 'got' it. And it bit me back. Even doing my meagre 10km p/hour speed I knew I was hooked, this was what I'd always dreamt it would be like. By the time the Women's Day Event arrived I was anxious and excited and amazed. It was amazing to see the amount of women on their bikes, some for the first time in years going around the track. What was even better was the camaraderie sheer strangers showed towards me from big burly muscle clad men and their superbikes to every person on the track giving me the thumbs up on my laps.*

*I'll be back next year, hopefully with an entourage with shoes and handbags that will be making their bike riding dreams come true. A huge thank you to all the sponsors and a very special thank you to the FIM for once again making this day possible.*

## CAPE TOWN OFFROAD – WOMEN'S DAY 23<sup>RD</sup> AUGUST 2014

On Sunday the 24 August 2014, a group of enthusiastic ladies, belonging to the Angels in the Dirt Facebook group, hosted their first official Ladies and Juniors Training Day at Zone 7 in the Western Cape.

Graham Hedgcock, who recently returned from completing the Redbull Romaniacs in 16<sup>th</sup> position in the Pro Class, presented the training. He brought a team of very accomplished riders to assist him on the day, Donovan Barnes, Mark Du Plessis, Andrew Bowan and Eamon Sullivan from KTM Cape Town.

There were 25 riders who had pre-registered and the organisers were pleasantly surprised when another 5



riders registered on the day. For the Western Cape, this was a huge and positive achievement.



The actual training was well structured and informative. Graham and his support team were patient, encouraging and very professional. The juniors were well supervised and constantly kept busy so as to meet their concentration levels that do tend to drift off.

It was great seeing the husbands and dads on the side-line, supporting their wives and children. Whether it was adding a bit of encouragement when needed, or kick-starting a bike cause of exhaustion, it was heart-warming to see whole families who all ride and enjoy the sport.

Training focused on riding positioning and body posture. Approaching and navigation over obstacles, Tight cornering doing figure of 8's and focussing on balance and 180 degree turns to get you out of tricky situations. The ladies were also shown how to turn the bikes around if they stall on a steep incline. This provided huge entertainment for the spectators, with some very interesting choreographed dismounts. Training ended off with a group out-ride around the sandy Zone 7 Enduro track.

Each pre-registered rider received a gift pack with a copy of the training exercises that was covered on the day.

Lunch was kindly sponsored by DirtRider and the day was concluded with a lucky draw prize giving. Thank you to the sponsors who share in our vision to see the sport grow amongst ladies in the Western Cape. FIM, MSA, WIM, Shred Bettys, Cayenne@Droomers, Honda Droomers, VIGO Softdrink, Flatline, Enduroworld, Dirtrider WCOC, WCJOC, WP ATV and Zone 7.

Some of the ladies had this to say:



*"Kiona had great fun and learned some valuable lessons at the training session. She can't wait for the next one! She says her thighs are still stiff. Lol"* Rene Robertson, Mother of Kiona Robertson (Junior Girl)

*"I found the training extremely valuable. The training was given in such a way that it was doable for everyone. It didn't matter on which level your riding skill was, the training added value. It was a great day and I am looking forward to the next"* Liesl Du Plessis



*"I also found the training to be very valuable for all levels. The obstacles were doable & challenged everyone. Great to experience 'real life' situations one would expect on an outride/endure. And most of all I had a blast with like-minded ladies! Well organised & run."* Karen Funnell

The feedback received at the end of the day was so encouraging, that arrangements have been made to hold a training workshop for 15 ladies

every last Sunday of the Month. The next training day will be held on Sunday 28 September. There has also been a request to hold a Ladies Quad Enduro Training day, which has a provisional date set for the 16 November.

To be informed of any ladies and junior MX, Enduro, Off-Road biking and Quad training days, events or races in the Western Cape and surrounding areas, go to Angels in the Dirt Facebook group.

### **KWA-ZULU NATAL WOMEN'S DAY 30<sup>th</sup> AUGUST 2014**

On Saturday the 30<sup>th</sup> of August 2014 the KZN Ladies & Juniors Off-Road Training Day took place at Highstakes Cato Ridge. This initiative to grow Ladies & Juniors Enduro, Motocross & Quad Riding is sponsored by FIM, WIM (MSA) and was hosted by ShredBettys.

A colorful event poster for the KZN Ladies Training Day. The top half features a rider on a dirt bike performing a wheelie. The text on the poster includes: 'ShredBettys', 'Sponsored by MSA, FIM &amp; WIM, Hosted by SHREDBETTY'S', 'KZN LADIES TRAINING DAY 31 AUGUST 2014 @ HIGHSTAKES RIDGE', 'FREE ENTRY for PRE-REGISTERED ladies / R70 for late entry and other riders', 'REGISTRATION 7am - 8am PRIZING GIVING @ 3pm', 'TRACK TIME for guys and kids Bring your swim gear + enjoy the pool facilities', 'ENDURO, MX AND QUAD BIKES', and logos for FIM, WIM, and the South African flag. At the bottom, it says 'REGISTER NOW ON OUR EVENTS PAGE www.shredbettys.org.za Contact Nicole on 082 796 5497'.

Demo bikes were supplied from Honda Ptn, Honda Umhlanga, CC Gallery, KTM SA for both newbies and experts to try out a bike, be it for their first time or to upgrade to a bigger faster bike. Steve Thompson from Yamaha was on hand on the day to do much needed advice and do bike setup on anybody's bike that needed it.

South Africa's top Female & Male racers were there on the day to coach the girls of all ages and riding levels. They catered for Enduro, Motocross and Quads. Once the morning skills lesson was over, the ladies and juniors were taken on outrides where they could hone their newly taught skills.

The trainers were Kirsten Landman, Taye Perry, Lanza vd Mescht, Linda Potgieter, Cindy Porobich, Shaun Porobich, Wendy Stuart Steer, Kate Stephenson, Brett Swanepoel, Kenny Gilerb, Travis Teasdale, Maddy

Malan, Stuart Taylor, Darren Gray. It's not often that you get all these amazing riders in one place at the



the same time and the ladies and juniors were super spoilt to have them for the whole day.

The purpose of the event was to introduce new ladies to the sport and to supply KZN ladies & juniors with an ongoing support structure by introducing them to fellow lady & junior riders and off-road groups like Shredbettys. This event was also about providing ladies & juniors with training on the day and assistance to improve their riding ability.

The day ended off with a prize giving session where the ladies and juniors were totally spoilt with all the awesome gifts from sponsors: KTM SA, Ariette, Shredbettys, GraphizLab, Red Bull, Startline, Hooked Up Motorsports, Designer Spokes, Enduro World, Off-road and Adventure Mag, Dirt & Trail Mag, Honda Umhlanga, Yamaha, Honda Ptn, Trick Bitz, CC Gallery, Motosports Hillcrest, 32Gi, Four Rivers



Adventures, Drakensburg Segway Tours, BT Racing, Rocket Racing, Rasestar Graffix, TRP distributors and Thor.

The first event held in 2012 saw 20 ladies attend the training day. It then grew to 85 in 2013 and this year there were 130 riders in attendance.

## **CONCLUSION**

On behalf of Motorsport South Africa and all the ladies I would like to take this opportunity to thank the FIM for the grants received, without this assistance it would be very difficult to host these promotional days and grow the sport. MSA is very grateful!!!!

