

**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. If you are chosen to take part, you will:

- > 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 one of the biggest problems facing young people in WA's South West – road trauma.

Once you have refined your solution, you will pitch your idea in groups to a panel of expert judges for the chance to win a share in \$2500.



# THE PROGRAM INCLUDES

- > In-person and virtual masterclasses to help support you through your learning and leadership journey
- > Exclusive access to real world experiences, industry experts and mentors
- > Two immersive retreats in the Bunbury region (four nights and two nights)
- > Public speaking and marketing training to help bring your idea to life
- > A celebration event where you will pitch your big idea and the winning team will take home a shared prize pool of up to \$2500 (up to \$500 each), and
- > 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 learn important leadership skills and help tackle the problem of regional road crashes.

We accept applications from young people who live or work in WA's South West and are aged 18 to 24 at the time of application.

Applications open Thursday 24 April and close Monday 19 May.



To apply visit [rac.com.au/ignite](https://rac.com.au/ignite) or contact [ignite@rac.com.au](mailto:ignite@rac.com.au)



## IMPORTANT INFORMATION

Please be aware that the content of this program will focus on improving road safety and will include discussions about road trauma, including personal experiences related to road crashes. This is important as it will provide you with a deep understanding of the impacts unsafe driving has on communities.

Road crashes impact so many regional communities with the ripple effects being felt by people far and wide – parents, siblings, friends, co-workers and teammates. Anyone can make a decision that results in a crash, which means it's so important for all of us to drive safely and demand safer roads and vehicles to reduce the chances of people being killed or seriously injured on our roads.

We understand that this topic can be sensitive and may be difficult for some, particularly those who have been impacted by road trauma. While we will create a supportive environment for learning, and space for reflection and self-care, we encourage you to consider if you feel that the material may be triggering or difficult to engage with before applying. Your wellbeing is important to us, and we want to ensure that everyone feels comfortable and safe participating in this program.

Contact the RAC Ignite team on [ignite@rac.com.au](mailto:ignite@rac.com.au) to discuss if the program is suitable for you.

# PROGRAM SNAPSHOT

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## **Virtual interviews | Online Teams meeting | Saturday 24 May and Monday 26 May**

Shortlisted applicants will be invited to join the RAC Ignite team for a one-on-one interview to hear about the program and give you the opportunity to ask questions about the modules, retreats, your roles and responsibilities. A booking link will be provided for 30-minute interviews.

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## **Leadership Retreat One | Program orientation and leadership essentials | Monday 23 June**

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

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## **Leadership in action and road safety essentials | Tuesday 24 June**

Take part in a masterclass on leadership where you can gain the skills that are essential to drive change. Learn from experts in road safety to review key statistics and evidence on road trauma, including RAC's efforts to improve road safety across WA.

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## **Leadership in the real world | Wednesday 25 June**

Hop on a bus for a day trip to visit local stakeholders working to reduce the number of people impacted by road trauma. See road safety through the eyes of the leading experts to learn how they raise awareness, implement safety measures and handle road crashes.

Upon return explore the essentials of design thinking, which focuses on creative problem-solving via the 'Double Diamond' method.

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## **Design thinking in practice | Thursday 26 June**

Form groups and choose which of the biggest causes of road crashes to focus on. 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 following the camp.

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## **Communication essentials | Friday 27 June**

You might have the best idea in the world but if you can't convince others, it'll go nowhere. On this last day, learn the tips and tricks of how to deliver an award-winning pitch and develop a communication plan to build a following. Gain access to experts and mentors who will help you convert your idea into a visual storyboard and help you pitch it with passion, conviction and authenticity.

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# PROGRAM SNAPSHOT

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## **Virtual check in sessions | Online Teams meeting | Tuesday 1 July**

2 hour booking times to be provided closer to date.

Each group will have the chance to work with the RAC team to refine their pitches and storyboards. Choose a time to meet online with the team for feedback and questions.

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## **Virtual pitch training session | Online Teams meeting | Tuesday 8 July**

2 hour booking times to be provided closer to date.

Join online for a follow-up pitch training session where each team will be able to work on their pitches and receive feedback from mentors.

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## **Virtual pitch practise | Online Teams meeting | Wednesday 9 July**

This optional session will help you to refine and consolidate your pitches before the celebration event. The RAC Ignite team will be on hand to help you finesse your solution for maximum impact.

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## **Leadership Retreat Two | Thursday 10 July**

Regroup for Retreat 2 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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## **Celebration event | Friday 11 July**

Gather with mentors, supporters and industry stakeholders to celebrate your achievements. Teams will present their pitches in front of a panel of judges with the winning team announced.

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## **Program end | Saturday 12 July**

Say goodbye and depart Retreat two.

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# THE APPROACH

Our program is built on a structured, human-centered approach to road safety, integrating design thinking to critically assess challenges and develop effective solutions. The program will follow the four phases of the 'Double Diamond' method:

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## 1. Discover

Understanding road safety challenges starts with gathering insights from data analysis, expert perspectives, and real-world case studies. You will explore behavioural patterns, infrastructure design, and policy frameworks linked to a key risk factor impacting road safety.

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## 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.

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## 3. Develop

You will explore emerging technologies, global best practices, and innovative policy solutions that address road safety concerns. Through collaborative brainstorming and design exercises, each group will generate creative, data-driven interventions tailored to real-world contexts.

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## 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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# PRIZES AND ELIGIBILITY

You are expected to complete all program components to be eligible for prizes.

## **The prizes include:**

First place = \$500 cash prize for each team member of the winning group (prize pool of up to \$2500)

All participants - \$500 RAC Parks & Resorts Voucher

## **To be eligible for the prizes, you must:**

### **Attend all in-person and virtual masterclasses**

- > Orientation and leadership essentials
- > Leadership in action and road safety essentials
- > Leadership in the real world
- > Design thinking in practice
- > Communication essentials
- > Virtual check-in sessions
- > Pitch rehearsal

### **Attend the two leadership retreats in the Bunbury area (four nights and two nights)**

- > 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 five
- > Create a 500-word summary and storyboard for your idea
- > Deliver your pitch in-person on stage at the celebration event

### **Attend the celebration event**

- > Join us at the celebration event where groups will pitch their project and be recognised in front of family, friends and industry stakeholders

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Apply now at [rac.com.au/ignite](https://rac.com.au/ignite)



**For the better**