

UK Automotive 30% Club

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Onboarding Information

About

The UK Automotive 30% Club is a voluntary group of MDs and CEOs from automotive manufacturing, retailing and supplier companies. The club was founded by Julia Muir, CEO of Gaia Innovation Ltd, with the purpose of achieving a better gender balance within the automotive industry, and with the aim of filling at least 30% of key leadership positions in the member organisations with women by 2030 through a “30 by 30” strategy.



“30 by 30” Strategy

Reach Out - to attract more women,

Welcome In - to remove bias in recruitment,

Pull Through-to pull women through the promotional pipeline,

Hold On - to retain talented women.

The 30% target is to set a direction of travel to enable progress to be measured; something that is essential in such an objectives driven business. It is not a quota. Members simply share an enthusiasm to improve the gender balance in the sector, in order to improve the image of the industry, serve the customer base better, enhance company performance, and make the workplace an equitable environment by removing unconscious bias and obstacles that prevent talented women progressing up the career ladder.

We are affiliated to the wider cross sector 30% club that aims to encourage FTSE listed companies to improve the gender balance of their boards. Their members include the CEOs of 37 FTSE 100 companies including Aviva, GlaxoSmithKline and Unilever, and 26 FTSE 250 CEOs.

Our members

We have a growing number of automotive members including Kia, Toyota, VW Group, Mazda, Bentley, Volvo, Ducati, Inchcape, Vertu Motors plc, Lookers plc, Jardine Motor Group, Auto Trader and Marshall Motor Group.

Toyota, Mazda and Paragon have stated an aspiration to achieve 30% on their operating board by 2020 are also listed as members of the Global 30% Club.



What is required of a member

Payment of an annual membership subscription of £300. This will give each member two free tickets to the next conference and enable their female employees to be nominated in the IAW Awards, and participate in the IAW Day. It will also give access to the member login area of the website to be launched in the spring.

Implement a “30 by 30” Strategy within your organisation and make a public statement in your marketing and social media activities about your membership of the club and commitment to the aspirational aim.

We request that the member CEO / MD, volunteers will be a speaker for Speakers for Schools, with the purpose of reaching out to a young audience with the message that we want to attract talented women to careers in the automotive industry. We have foundation slides for speakers to personalise.



We ask that you encourage your employees to volunteer at our Inspiring Automotive Women events, which we hold once a year.

We also ask that our members take it in turns to host club conferences, and that they are willing to sponsor reach out activities or campaigns to try to attract more women into the industry, on a rotational basis.

How members are assisted

We hold an annual conference in November, whereby, the CEO/MD members and their nominated representative, along with two other members of their organisation will attend.

The Conference features internal and external Keynote Speakers offering advice on how they are closing the gender gap, as well as informative workshops and panel discussions.

We also send newsletters to our members, updating them with tips and best practice.

“We look forward to welcoming you to the UK Automotive 30% Club.”

Julia Muir

Founder UK Automotive 30% Club