

Automotive 30% Club

On-boarding Information for Enabler Companies

Enabler Company of the Automotive 30% Club “30 by 30” Strategy

The Automotive 30% Club is scaling up to become the single authoritative resource for automotive companies wishing to create an environment within which female employees can thrive. We will provide guidance to our members with regards to closing the gender gap in the form of written material on our website, interactive content such as webinars, and information provided at our annual conference. In addition we welcome approaches from “enabler” companies, who provide services to motor trade businesses that are aligned to the Automotive 30% Club “30 by 30” strategy and that will enable them to achieve a better gender balance in their workforce. In return for a registration fee, such “enabler” companies will be provided with a simple set of approved Automotive 30% Club branded materials for integration into their products and services.

Tier 1: The Tier 1 Enabler company will be featured as a case study on the Automotive 30% Club website, along with a client testimonial. This will enable the company to receive 2 free tickets to the annual November conference, and participate in a session of the conference that is sharing best practice about “what works”. The Enabler company would be given the opportunity to sponsor future Automotive 30% Club activities and events. The company would be able to state that they are a registered enabler of the Automotive 30% Club “30 by 30” strategy, and use the logo under specific circumstances (to be advised).

Price: £2500 plus VAT

Tier 2: The Tier 2 Enabler company will be featured with their logo as a registered Enabler company of the Automotive 30% Club website, but with no case study. The company will receive 2 free tickets to the annual November conference. The Enabler Company would be given the opportunity to sponsor future Automotive 30% Club activities and events. The company would be able to state that they are a registered enabler company of the Automotive 30% Club “30 by 30” strategy, and use the logo under specific circumstances (to be advised).

Price: £1000 plus VAT



Criteria

The company must have a proven history in providing relevant products or services to the automotive sector that would help member companies to attract, recruit, promote or retain female employees. Their services do not have to be gender specific, but must demonstrate a level of awareness of the challenges faced in closing the gender gap, and show expertise in ensuring that women are effectively included. The company must supply at least one testimonial from a satisfied automotive client that relates to assisting them with creating an environment within which women will thrive. The company must agree to abide by guidelines with regards to the use of the Automotive 30% Club materials and logo. You must also agree to quality assessments undertaken from time to time by Julia Muir to ensure the services are in keeping with the spirit of the goals of the Automotive 30% Club.

Please contact Victoria Trudgill victoria@automotive30club.co.uk if you would like to become a registered enabler company.

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About

The Automotive 30% Club is a voluntary network of MDs and CEOs from UK based automotive manufacturing, retailing and supplier companies. The network 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 diverse women by 2030 through a “30 by 30” strategy.



“30 by 30” Strategy

This seeks to achieve business transformation through people - understanding that gender balanced teams lead to better business success.

The strategy has four phases:

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 and we do not endorse positive discrimination. 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 also a working group of the UK Chapter of the Global 30% club that aims to encourage FTSE listed companies to improve the gender balance of their boards. Their members include the CEOs of FTSE 100 companies including Aviva, GlaxoSmithKline and Unilever, and FTSE 250 CEOs.

Our members

Our membership is growing at an accelerating pace. Members include the leaders of automotive companies including CDK Global - Patron and co-sponsor of the Inspiration for Innovation Network, Volvo Car UK - Patron and sponsor of Inspiring Automotive Women Day 2020, Toyota GB Plc - sponsor of the Inspiring E-Zine, Jardine Motors Group - sponsor of Inspiring Automotive Women Awards, Auto Trader UK - Patron member, Bentley Motors - Patron member, Marshall Motor Group - Patron member, Volkswagen Group UK, Kia Motors UK, Mazda UK, Mitsubishi Motors UK, Ducati UK, Perrys, Vertu Motors, JCT600, Mercedes-Benz Retail Group, Lookers Group Plc, TrustFord, Dealer Auction Ltd, Blueprint Partners, and Close Brothers Motor Finance.

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

A handwritten signature in black ink, appearing to read 'J Muir'.

Julia Muir

Founder of the Automotive 30% Club