

Automotive 30% Club

Club Membership Information

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 encouraging inclusive leadership and 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 are the leaders of automotive companies including Jardine Motors Group - Patron and sponsor of Inspiring Automotive Women Awards, Keyloop - Patron and co-sponsor of the Inspiration for Innovation Network, Marshall Motor Group - Patron member and sponsor of Inspiring Automotive Women Day 2021, Volvo Car UK - Patron member, Auto Trader UK - Patron member, Bentley Motors - Patron member, Cox Automotive - Patron member, Toyota GB Plc - sponsor of the Inspiring E-Zine, Volkswagen Group UK, Kia Motors UK, Mazda UK, Ducati UK, Perrys, Vertu Motors, JCT600, Inchcape, Mercedes-Benz Retail Group, Lookers, TrustFord, Paragon Bank, Dealer Auction Ltd, Mercedes-Benz Retail Group, and Close Brothers Motor Finance.

Our members Toyota, Mazda and Paragon are also listed as members of the Global 30% Club.

The role of leaders in driving transformational change to achieve a gender balance



Kristian Elvefors
MD
Volvo Car UK



Alison Jones
MD
The PSA



John Tordoff
CEO
JCB



Darren Ardron
MD
Perrys



Rebecca McNeil
CEO
Rose Brothers
for Finance



Standard Membership

£500

Standard membership is for a 12 month period and is available to all new MD/CEO members. Your membership covers the business leader and the “30 by 30” strategy leader, and includes:

- Invitation to participate in quarterly CEO closed roundtable discussions to share solutions and inclusive leadership best practice
- Opportunity to be involved in meetings and social media activities to promote the member company as an inclusive employer of choice
- Complimentary copy of Julia Muir’s book “Change the Game; the Leader’s route Map to a winning Gender-Balanced Business”
- Complimentary attendance at the next conference, for the CEO / MD member, and the ‘30 by 30’ strategy leader
- Full access, for you as the CEO/ MD member and your ‘30 by 30’ strategy leader, to the Automotive 30% Club website. This includes the private member resource pages and the Inspiring E-Zine
- Use of the “Member of the Automotive 30% Club” logo on your stationery and website
- The ability for all employees to join our Inspiration for Innovation Network to enable them to take part in our outreach activities
- The possibility for your female employees to participate in the Inspiring Automotive Women Day Campaign
- The ability to nominate female employees for the Automotive 30% Club Inspiring Automotive Women Awards

Gold Membership

£5000

Gold Membership denotes you as a VIP patron of the club, with the funds assisting with the club’s administration and sustainability. There will be a limited number of places. *Membership includes everything in Standard, plus:*

- A place on the advisory panel to help steer the activities of the club
- Promotion of the Patron member as an ambassador for the Club
- 1 complimentary master class workshop or participation in your internal events by Julia Muir at your company location
- Profile of the MD / CEO on the website
- Feature in social media content, showcasing you as a Patron and your company to our wider network
- Use of the “Patron of the Automotive 30% Club” logo on stationery / website, and certificate for display on company premises
- News features about your gender balance activities on the website
- Features about your “real model” women on Inspiring e-zine
- Additional complimentary access to the conference
- 2 complimentary tickets to the IAW Awards dinner
- Discounted sponsorship opportunities
- Invitations to VIP or closed events related to Automotive 30% Club and Global 30% Club

Next steps

After initial contact with our club, we require a signature from you, the CEO /MD member, on the pledge below to confirm your commitment to joining our network. Following receipt of this we will send through an invoice to cover the costs of your annual membership fee.

After receipt of payment we will make a public announcement on social media to welcome you to our network, and an email notifying all members, and your logo will appear on our member page [here](#). It would be great if you would provide us with a quote to include. In addition, we kindly ask that should you also want to make a public announcement, that this is done in sync with ours.

In addition we will also send through the log in details for both you, and your '30 by 30' strategy leader. This will enable you to have full access to our website, which includes the private Member Resources page and also 'Inspiring' a digital magazine housed on the Automotive 30% Club website, sponsored by Toyota (GB) Plc.

On Inspiring, you can expect to see tips, advice and guidance, along with articles featuring, and written by, Inspiring Automotive Women featuring them as relatable 'Real Model' women.

As an ongoing campaign, we would like to support the great work you are doing within your organisation, in relation to our joint aim of achieving a better gender balance within the automotive sector, **so please do send any relevant articles that we could share amongst our network.**

Member Pledge

I, the CEO / MD, understand the membership criteria of the club and agree to:

- Pay the annual membership subscription
- Nominate a '30 by 30' strategy leader - typically the HR Director or Commercial Director
- Implement a '30 by 30' strategy within my organisation
- Monitor the gender balance data in key roles across the organisation
- Volunteer as part of our 'Inspiration for Innovation Network' 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, or put forward others in your organisation as volunteers
- Sponsor one of the club's activities on a rotational basis with other members
- Encourage all employees to subscribe, for free, to the Inspiring E-Zine to become part of our #SuperNetwork. Click [here](#) for further information about the e-zine and [here](#) for further information about our Super-Network.
- Communicate membership of the club internally and amplify the announcement release communications upon joining, in conjunction with the Automotive 30% Club
- If a Patron member, attend Patron meetings to help steer the direction of the Club, and be a vocal and visible ambassador and advocate for the club by participating in conferences, social media campaigns and encouraging other business leaders to join the club and aim for gender-balanced businesses.

Name:

Signature:

Date:

Please return this signed page along with your quote for our release. Upon receipt, an invoice will be raised, and once payment has cleared, we will make our public announcement to welcome you to the club.