

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 six steps:

Know Your Data - be accountable for progress

Reach Out to New Talent Pools - to attract more women

Recalibrate for Inclusion - productivity not presenteeism

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, Stellantis UK, Ducati UK, Perrys, Vertu Motors, JCT600, Inchcape, Mercedes-Benz Retail Group, Lookers, TrustFord, Robins and Day, Hendy Group, Paragon Bank, Dealer Auction Ltd, Close Brothers Motor Finance, Morelli Group, Solus Accident Repair and Activate Repair Group.

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
Motor Finance



Standard Membership*

£1500+VAT*

Standard membership is for 12 months and is available to all MD/CEO members, new and current. Membership includes:

- A master class workshop by Julia Muir at your company location or digitally to kickstart or boost your 30 by 30 strategy and bring your leadership team on board
- Invitation to participate in sector based CEO or 30 by 30 leader closed roundtable discussions to learn and share solutions and inclusive leadership best practice with peers
- Opportunity to be involved in meetings and social media activities to promote the member company as an inclusive employer of choice
- 5 complimentary copies of Julia Muir's book "Change the Game; the Leader's route Map to a winning Gender-Balanced Business", and the opportunity to buy further discounted copies for your team to assist their learning
- Complimentary attendance at the annual Club conference, for the CEO / MD member and the '30 by 30' strategy leader
- Use of the "Member of the Automotive 30% Club" logo on your stationery and website
- Opportunity to have your job adverts shared by the Club on social media when you state your membership of the Club and tag us
- The ability for employees to join to take part in our school outreach activities
- The ability to nominate female employees for the Inspiring Automotive Women Awards

Silver Membership

£2500 +VAT*

This membership is for members who would like to be ambassadors and advocates of the Automotive 30% Club and signal their strong support for the campaign.

- All the benefits of the standard membership, including the kickstart or booster workshop
- 10 complimentary copies of Julia Muir's book "Change the Game; the Leader's route Map to a winning Gender-Balanced Business", and the opportunity to buy further discounted copies for your team to assist their learning
- Use of the "Silver Member of the Automotive 30% Club" logo on your stationery and website
- Member to be featured on the Silver Member page of the Club website, along with headshot and quote
- Article announcing your Silver Membership on social media, promoting your company as a strong supporter of the Club
- Opportunity to participate in the annual conference as a guest speaker
- Invitation to take part in Silver Member best practice sharing sessions and meetings to discuss how we can progress the campaign

**Both membership fees stated are effective from November 1st 2021*

Gold Membership is by invitation only

Automotive 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 (or both)
- Implement a '30 by 30' strategy within my organisation with a diverse female representation objective
- 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 [Inspiring e-zine information sheet](#) for further information about the e-zine and [Inspiring Super Network - An Introduction](#) 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.

Signature:

Name: 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.