



## 2012 FINKE DESERT RACE MEMO CLUB GRID GIRLS INFORMATION FOR INTERESTED APPLICANTS

This information is for anyone who is interested in applying to become a Memo Club Grid Girl for the 2012 Finke Desert Race. If you are a female who is 18 years or over as at 17 May 2012, you can apply!

The 2012 Finke Desert Race will run from Friday 8 to Monday 11 June in Alice Springs, Northern Territory. The event sees over 600 riders and drivers compete in an off road race on a motorcycle, quad bike, buggy or car from Alice Springs to Finke and back again.

Each year the committee selects girls to represent the event by being Grid Girls. In 2011 the usual number of six girls was increased to ten making it the biggest year for the girls since their inclusion in the event in 2003.

The 2012 event will be the tenth year the girls have added their touch of glamour to the event and we have many big things planned to celebrate. But enough about that, let's get into the information about how to become a Finke Grid Girl.

### Application Process

Applications to become a Grid Girl will **open at 10.00am (CST) on Thursday 1 December 2011** and **close at 5.00pm (CST) on Friday 24 February 2012**.

To apply you must complete the application form either online at [www.finkedesertrace.com.au](http://www.finkedesertrace.com.au) or come to an Application Open Day on either Saturday 17 December 2011, Saturday 28 January 2012 or Saturday 18 February 2012. The Application Open Days are for anyone who isn't quite that sure on how to look, what sort of way to take the photo etc. as we will have Claire Ryan from Claire Ryan Photography there to take the photos and make up guru Jodi Farrell and You Beauty's Aimee Rodda to help you with applying your make up. If you intent to have help with your make up you will need to bring along your products and brushes as Jodi and Aimee are there to assist YOU.

The application questions will ask things about you and what your interests are. It will also include questions about why you want to be a Grid Girl, what you know about the race and what your favourite thing about the event is. If you've never been to the event before, no problems, just explain why you want to come!

Two (2) photographs of yourself must accompany your application. The photos must be emailed to the office and must be a minimum of 1Mb in size (the size of the photo straight from your camera without editing will be over 1Mb – so fine to email in).

The first photo needs to be a close up of your face with natural (not over the top!) make-up on and with your hair in a pony-tail. The second image needs to be a full body shot of you with black tights (long or ¾ tights – doesn't matter) and a black singlet.

Examples of the photos we need are on the next page. Have some fun when styling yourself for these photos, experiment with the way you wear your clothes or how you pose – we love to see some creativity in there! ☺



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**Example Photo 1**



**Example Photo 2**

Once we have received your application and photos your headshot will be uploaded onto Facebook for you to get as many 'likes' as you can. The more likes you have the higher score you will receive in the online category (worth 25% of your overall score).

Once applications close, each applicant will meet with the judges. This is the opportunity to really show us your outgoing personality and how you handle yourself when speaking to others (interstate applicants will be over the phone). The interview process also account for 25% of your score. Personality and appearance are the final two categories we score you on worth 25% each.

Once voting has closed the judges will decide (taking into consideration the online 'likes', appearance, personality and interview score) who will be the ten chosen Grid Girls. These lucky girls will be the face of Finke for 2012!

### **Interstate Applicants**

Interstate applicants are more than welcome to apply as Grid Girls. We have had three interstate Grid Girls in the past and they have been embraced by the other girls and Finke supporters.

If you are an interstate applicant and you are chosen to be a Grid Girl in 2012, you must be able to travel to Alice Springs for the official photo shoot (to be held on Sunday 15 April 2012) and for the event (event is Friday 8 to Monday 11 June 2012).

If an interstate applicant is chosen to be a Grid Girl the organisers will make sure they are notified early so the applicant can arrange flights and accommodation.

**All costs to get here for the photo shoot and the event itself will be paid for by the applicant.**

You can also choose to stay in hotel accommodation (cost to be covered by the applicant) or you can nominate to stay with a host which the organisers can arrange for you. This option will be on the application form.

### **Grid Girl Responsibilities**

If you are chosen to be a Grid Girl, you will be required to attend all compulsory events which are:

- **Official Photo Shoot (Sunday 15 April 2012)** – This is for all the promotional images of the Grid Girls for the year. The images will be used for the official poster, in the program, on the website, Facebook and any media request. This is why all chosen applicants, must be present.
- **Official Video Shoot (Thursday 7 June 2012)** – This is for the promotional video of the Grid Girls for the year. This video will be shown on the big screen at the Start/Finish Line for the duration of the event. This is why all chosen applicants, must be present.
- **Scrutineering Night (Friday 8 June 2012)** – This is the first day of the event. On Friday evening all competitors have their competition vehicles checked over and passed ready to race. The Grid Girls must be present from 6.30pm to 9.00pm to mingle with competitors, their pit crew and spectators. There will be lots of photos taken and posters to hand out and sign.
- **Prologue Day (Saturday 9 June 2012)** – Prologue is to determine the order the competitors will start on Race Day 1 – so the fastest competitor in prologue will start first and so on. The Grid Girls will again be mingling with the crowd, giving out posters, waving the flag, watching the action etc. The Grid Girls will start at about 10am and finish around 2pm.
- **Race Day 1 (Sunday 10 June 2012)** – Race Day 1 is a big day, competitors start the race from Alice Springs to Finke. The Grid Girls have an early start this morning, having their hair and make up done and being at the race track by 7.00am. The girls will be on the start line when the national anthem is sung and to watch the car and buggy competitors take off! They will then mingle with the crowd, visit the VIP tent, hand out posters etc. Then they'll be back on the start line just before 11.30am to do it all again for the bikes. The day will finish for the Grid Girls at around 1.00pm.
- **Race Day 2 (Monday 11 June 2012)** – Race Day 2 is a later start with the Grid Girls to be all ready and at the Race Track by 8.45am. They will watch the car and buggy competitors cross the finish line at around 9.00am and then it's onto the podium to help with presentations to the winners. The girls will then mingle with the crowd, visit the VIP tent and hand out posters until it's time to cheer the bike competitors across the line just after 1.00pm. They will then be on the podium again to help with presentations to the bike winners. The day at the track will finish around 2.30pm.
- **Presentation Night (Monday 11 June 2012)** – Presentation Night is held at the Alice Springs Convention Centre and is a fun night for everyone to catch up about the race and present the winners with their trophies and finishers with their dog spikes. The night starts at 8.00pm with the Grid Girls needing to be there at 7.15pm to greet people as they arrive. The girls will then alternate between themselves with some being on stage to present trophies and some mingling in the crowd, then swapping. The night goes until around 11.30pm and then it's onto the after party where the girls will be in their Grid Girl outfits for an hour, then they are free to head to bed or change into their party clothes and dance the night away!

### For More Information

If you have read through everything in this information sheet and have any questions, please feel free to get in contact with the Finke Desert Race office on (08) 8952 8886 or by emailing [admin@finkedesertrace.com.au](mailto:admin@finkedesertrace.com.au).

You can also stay up-to-date with all things Grid Girl by heading to the website at [www.finkedesertrace.com.au](http://www.finkedesertrace.com.au) and clicking on the Grid Girls page. There is also a dedicated Facebook page <http://www.facebook.com/pages/Finke-Desert-Race-Grid-Girls/180880201980537> and You Tube channel <http://www.youtube.com/user/finkegridgirls>.