



**AUSTRALIA'S GREATEST DESERT RACE
QUEENS BIRTHDAY WEEKEND 7 – 10 JUNE 2019**

INFORMATION FOR INTERESTED APPLICANTS

This information is for anyone who is interested in applying to join the team of Finke Ambassadors for the 2019 Tatts Finke Desert Race. If you are a female who is 18 years or over as of 1 June 2019, you are eligible to apply.

The 2019 Tatts Finke Desert Race will run from Friday 7 June to Monday 10 June 2019 in Alice Springs, Northern Territory. The event sees over 750 riders and drivers compete in an off road race on a motorcycle, quad bike, buggy, trophy truck or car from Alice Springs to the Aboriginal Community of Apatula (Finke) and back again.

Each year the committee selects girls from across the country to represent the event by being the Official Event Ambassadors. This role is unlike many other 'Grid Girl' Positions – seeing those selected play a pivotal and important role behind the scenes. Successful Applicants should be ready to fully immerse themselves in this event and be prepared to learn a lot about Australia's ULTIMATE Desert Race.

The 2019 Team will be headed up by previous Grid Ambassador, Jordyn Lucas, who will manage the team. Jordyn is excited to work with Finke Desert Race Event Organisers to find 5 x outgoing, passionate & motorsport enthusiast women from around the country to help represent this event.

Application Process

Applications to become a Finke Ambassador will **open at 9:00am (CST) on Thursday 2 August 2018** and will **close at 4.00pm Wednesday 5 September 2018**.

To apply you must complete the application form online via our website (www.finkedesertrace.com.au) where you will need to upload 3-5 photos that best show organisers your personality and/or previous experience (if applicable). Please try to include at least one headshot and one full body length image.

The application form will ask you questions about you so organisers can get to know you better. There will also be questions about what you can bring to the table, should you be successful in the process.

Applications will close on Thursday 2 August 2018. Once applications close, a selection of applicants will then be interviewed by the Judging Panel. Should you be successful to this stage, this is the opportunity to show organisers your outgoing personality and how you handle yourself when speaking to others (interstate applicants will be over the phone or preferably via Skype).

At the conclusion of the Interview Process, the Final 2019 Finke Desert Race Ambassadors Team will be announced via our website and social networking site.

2019 Finke Desert Race Ambassadors Applicants will be judge on the following criteria:

- 25% Personality
- 25% Appearance
- 25% Commitment to the Role & Understanding/Skills able to bring to the role
- 25% Interview with the Judging Panel / Written Application

Interstate Applicants

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

Finke Desert Race Inc will pay (reasonable) travel costs (flights/fuel) for successful interstate applicants to attend the event. Organisers will provide all Ambassadors – local to Alice Springs or interstate ambassadors – accommodation with the events Accommodation Partner. All Ambassadors (including local ambassadors) must stay together at the nominated and provided hotel over Race Week.



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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.

You can also stay up-to-date with all things Finke by heading to any of our dedicated sites below:-

Official Tatts Finke Desert Race Website: www.finkedesertrace.com.au

Official Finke Desert Race Facebook: www.facebook.com.au/finkedesertrace

Official YouTube Channel: www.youtube.com/finkedesertrace

Instagram: [@tattsfinkedesertrace](https://www.instagram.com/tattsfinkedesertrace)

Finke Ambassador Responsibilities

If you are chosen to be a Finke Ambassador, you will be required to attend all compulsory events & duties. The following is a guide to what is expected in this role

Race Week (Monday 3 June to Friday 7 June)

Race Week in Alice Springs truly brings Central Australia to life! The energy and hype of the event spreads through the entire community and is really one of the best times of the year to visit Alice Springs. All competitors must 'sign on' with the event, complete a number of forms and become accredited for the event. Majority of competitors arrive from the Wednesday of Race Week onwards. Some come to soak up the atmosphere, whilst others come to prepare and practice before the weekend.

Duties of Ambassadors - (Monday 3 June to Friday 7 June)

- Working at 'Competitor & Volunteer Sign On'
 - Assist Volunteers to 'sign on' competitors
 - Meet and Greet with competitors as they come out to the Start Finish Line in preparation for the weekend
- Ambassadors will also be required to appear at various events and functions throughout Race Week including:
 - Official Event Media Launch
 - Community/Safety Appearances (*as scheduled*)
 - Finke Street Party & Night Markets
 - Radio/Television Appearances as required
 - Filming advert for the 'Big Screen' for Race Weekend (*if produced*)
 - Meet and greets, sponsors functions and other promotional appearances as required

Scrutineering (Friday 7 June)

This is the first day of the event. On Friday evening, all competitors have their competition vehicles/bikes checked over and passed ready to race.

Duties of Ambassadors – (Friday 7 June)

- Assist with mingling with competitors, their pit crew and spectators.
- Assist Organisers with Gate Entryways / Meet and Greet / Instruct, advise & assist with queries from the public
- Working together as a team with the various photo opportunities and interviews etc.



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Prologue Day (Saturday 8 June)

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.

Duties of Ambassadors - (Saturday 8 June)

- Mingling with the crowd – assisting with queries from the public general assistance with
- Providing assistance to the 'Competitor Relations Office' as required
- Assisting with Manual Scoring Duties and other event related jobs as required
- Providing assistance with Program Sales (at the Old South Road turnoff – where campers line up to travel camping)
- General Ambassadorial duties – photos, poster signings, waving the flag etc
- Meeting competitors on the starting line, encouraging them etc

Race Day 1 (Sunday 10 June)

Day 1 of Racing - competitors race from Alice Springs to Finke. Competitors then camp overnight in Finke and wait to race back to Alice Springs the next day.

Duties of Ambassadors - (Sunday 10 June)

- Assist with the Official Proceedings (Present on starting grid for National Anthem etc)
- Assist with the Starting Procedures for both the Bike and Car Events (countdown flags on the grid)
- Walk along the 750+ competitors on the starting grid to meet and wish competitors the best of luck
- Assist the 'Manual Scoring Volunteer Team' marking off competitors leaving the start line
- General Duties with the 'Competitor Relations Office' as required

Race Day 2 (Monday 11 June)

Competitors race back from Finke to see who will take home the crown as 'King of the Desert'. The cars race home first and usually arrive back by 9am with the bikes heading home in the afternoon, around 1:30pm.

Duties of Ambassadors - (Monday 11 June)

- Assist with Podium Presentation of 1st, 2nd and 3rd for Bike and Car Winners (Major Media Appearance)
- Assist in providing competitors water as they return over the starting line
- Mingling with competitors (congratulating them on their return) and spectators
- General Duties with the 'Competitor Relations Office' as required

Presentation Night (Monday 11 June)

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.

Duties of Ambassadors - (Monday 11 June)

- Assist with handing out 'Dog Spikes' (small trophies given to any competitor who makes it 'There & Back') / Photographs with competitors & their trophies. There is be a strong and important emphasis on making this photo and hand over of 'Dog Spike' *important* as these competitors have raced a long weekend!
- Assist with the formal presentation of Outright and Class Winners during the main proceedings of Presentation Night.