



AUSTRALIA'S ULTIMATE DESERT RACE

Want to become a *Finke Ambassador* for the 2020 Tatts Finke Desert Race?

If so, and you're female, at least 18 as of June 1, 2020, you are eligible to apply.

The Tatts Finke Desert Race will run from Friday 5 June to Monday 8 June 2020 in Alice Springs, Northern Territory. The event will see close to 900 riders and drivers compete in an off road race on motorcycles, quad bikes, buggy's, trophy trucks and cars from Alice Springs to the Aboriginal community of Aputula (Finke) and return.

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. Intending applicants should be ready to fully immerse themselves in this event and be prepared to learn a lot about Australia's ULTIMATE Desert Race.

Application Process

Applications to become a Finke Ambassador will **open at 9.00am** (CST) on Friday 1st November 2019 and will close at 4.00pm Sunday 17th November 2019.

To apply you must complete the application form on line 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 image.

The application form will ask 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 close on Sunday 17th November and will then be shortlisted. A selection of applicants will then be interviewed by the judging panel. 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 2020 Finke Desert Race Ambassadors Team will be announced via our website and social networking site.

2020 Finke Desert Race Ambassadors Applicants will be judged 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 of interstate Ambassadors in the past and they have been embraced by the other Ambassadors 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 hotel over Race weekend.

For more information

If you have read through everything in this information sheet and have any questions, please feel free to contact with the Finke office on (08) 89528886 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

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 event & duties

The following is a guide to what is expect in this role:

Race Week (Monday 1st June – Friday 5th 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 forms and become accredited for the event. Majority of competitors arrive from the Wednesday of Race Week onwards. Some come up to soak the atmosphere, whilst others come to prepare and practice before the weekend.

Duties of Ambassadors – (Monday 1st June to Friday 5th June)

- Working at ‘Competitor & Volunteer Sign On”
 - Assist Volunteers to ‘sign on’ competitors
 - Meet and Greet the 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 and Night Markets
 - Radio/Television Appearances as required
 - Filming advert for the ‘Big Screen’ for race weekend (if produced)
 - Meet and greets, sponsors and other promotional functions and other promotional appearances as required

Scrutineering night (Friday 5th 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 5th June)

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

Prologue Day - (Saturday 6th June)

Prologue is a time trial to determine the order the competitors will start on Race Day 1; the fastest competitor in prologue will start first and so on.

Duties of Ambassadors – (Saturday 6th June)

- Mingling with the crowd – assisting with queries from the general public
- 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 competitors line up to travel for camping)
- General Ambassadorial duties – photos, poster signings , waving the flag etc
- Meeting competitors on the start line, encouraging them etc

Race day 1 – (Sunday 7th June)

Day 1 of racing – Competitor’s 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 7th June)

- Assist with the official Proceedings (Present on starting grid for National Anthem etc)
- Assist with the starting procedures for both car and bike events (count down flags on the grid)
- Walk along the 850+ 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 8th 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 8th June)

- Assist with Podium Presentation of 1st, 2nd, and 3rd for Car and Bike Winners (Major media appearance)
- Assist competitors 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 8th June)

Presentation Night is held at the Alice Springs Convention Centre and is a fun night for everyone to catch up, talk about the race and meet up with friends etc. Winners will be presented with their trophies and all finishers with their railway 'survivor' spike

Duties of Ambassadors – (Monday 8th June)

- Assist with handing out 'Survivor Spikes'
- Be available for photographs with the competitors and their trophies. The receiving of these spikes is a big achievement for competitors.
- Assist with the formal presentation of Outright and Class Winners during the main proceedings of Presentation Night