

Track Coaching Proposal

Partnership/Coaching Services

April Ryan | Level 2 Road Race Coach (Motorcycling Australia)



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Why you should read this proposal

Motorsport and track riding are exhilarating and growth-oriented disciplines, but there is a significant, under-serviced gap for riders who want to enter safely and properly. Many potential riders are eager to try track days, yet are held back by:

- » Lack of access to credible coaching/support to introduce them to track riding correctly.
- » Intimidation by the environment, especially when entering a male-dominated field without clear pathways.
- » Uncertainty about progression: what skills are needed, what licensing or permits are involved, how to go from occasional track days to competitive racing.

This is where I come in. I can (and have in the past) bridge that gap by providing structured, encouraging, professional coaching that introduces track riding safely, builds skills, and helps riders see a clear pathway forward.

A quick outline of the pathways

Here's a sketch of how I see the development pathway for a rider under my guidance:

Stage	What the Rider Learns/Gains	Outcome/Next Step
① Initial Track Introduction	Basic bike control at higher speeds, line awareness, braking & cornering fundamentals, track etiquette & safety, group-riding dynamics	Confidence to complete full track days, safe riding habits
② Refinement & Skills Development	Advanced cornering, trail braking, throttle control, bike setup, consistency, lean angles, working with data/video, risk management	Better lap times, reduced incidents, more efficient riding
③ Track Day Frequentation/ Coaching Support	Regular coaching presence, adjustment of technique, mental preparation, physical preparation	Ability to ride smoothly under pressure, consistency, preparing for race licence if desired
④ Transition to Racing (optional)	Understanding competition framework, race licences and permits (Motorcycling Australia), rules & regulations, tactical riding, qualifying, bike preparation	Entry into club racing, participation in regional/national events

Why this matters and what is the untapped market?



The motorcycling & track riding community remains heavily male-dominated. Many women are interested but feel intimidated or unsure how / where to start. Hence, you're missing out on a tonne of customers who are intensely brand-loyal.



Having a female, Level-2 accredited coach present at track days provides visible representation, which helps reduce apprehension, make the environment more welcoming, and encourage participation.



Greater female participation not only diversifies the sport, but also increases attendance for track days, broadens the customer base, and improves the overall health of the motorsport community.



I have observed that with proper support, women who try track riding often remain engaged, improve rapidly, and become advocates to help grow the track day business organically.

So, what are my credentials?

- » I am a **Motorcycling Australia (MA) Level 2 Coach, Road Race discipline**, fully accredited.
- » I hold all required permits and insurance to coach in track-riding/road-race environments in Queensland.
- » There are currently **NO Level 2 road-race female coaches in Queensland**. There are only **two Level 2 female coaches in all of Queensland**, but **both are dirt track coaches**. This means offering my services gives you a unique competitive / brand advantage.
- » I am self-sufficient: I bring my own coaching materials, training gear, track-day experience, and require minimal overhead for you to integrate me into your event.



How does this work for both of us?

What I can offer your track days:

- » Pre-event workshops or familiarisation sessions (e.g. for new riders or women wanting to try track days).
- » On-track coaching support during the day: leading warm-ups, feedback sessions, line and technique coaching, video or data debriefs.
- » Structured progression options for riders who want to take it further (towards racing).
- » Marketing support: promoting “coached track days”, especially to women and underrepresented riders.

What you (track day organiser/venue) will gain:

- » An opportunity to market your events as more welcoming, inclusive, safe and high-quality (via coaching).
- » Attraction of riders who otherwise would not come (novices, women, nervous riders), increasing participant numbers.
- » Distinctive branding/differentiator: “We offer an accredited Female Level 2 coach on site,” which no other providers have or can.
- » Potential for increased customer satisfaction, repeat business, and positive word-of-mouth.
- » Minimal risk/resource demand: since I’m self-sufficient and already accredited, the incremental costs are low compared to the benefits of added participation.

What am I proposing then?

Here’s how I suggest we could integrate:

OPTION A

I am listed as “coaching support” or “track introduction coach” in your advertising for certain track days. Riders can opt in for coached sessions.

OPTION B

Dedicated women-only or beginner-friendly coached track days (or a specific group within a general track day).

OPTION C

Workshops/familiarisation days prior to full track days, so participants can get confidence in a lower-pressure environment.

OPTION D

On-day coaching add-ons: I provide personal coaching for those who want more feedback, video debrief etc.

Compensation/terms can be negotiated: e.g. revenue share for coaching slots, flat fee per track day, or per rider coaching fee. I’m flexible and happy to work with you to make it mutually beneficial.

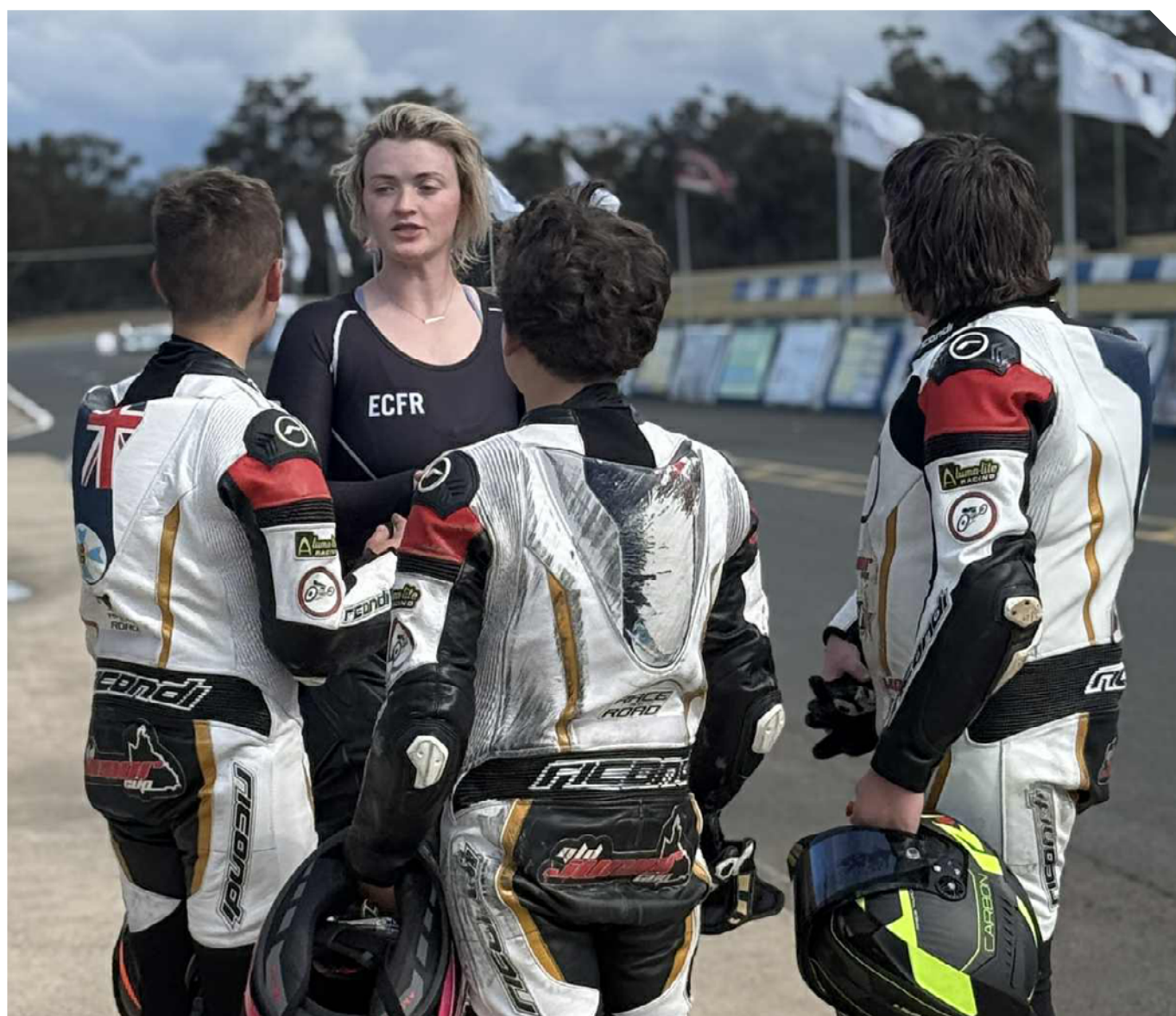
So, how do we set this up?

I'd love to meet or chat about how this could work for your track days. Perhaps we could:

- » Set up a trial at your next event to pilot adding coached sessions / women-friendly "intros" and measure uptake.
- » Collaborate on marketing to women riders specifically (social media, clubs, promotions).
- » Discuss what logistics you need: coaching space, timing slots, rider numbers, your expectations & pricing.

Ultimately: I became a coach and put an immeasurable amount of time and money into this for one reason: I want to see more people get into motorcycling, and I want to see a lot of those people be women. I invest this time, money, energy and more into motorcycling because it is a passion of mine that I hope to only grow for others. I genuinely believe there is a strong opportunity here not only to grow participation but to elevate the quality and inclusivity of track days in Queensland.

With my unique credential set, passion, and proven capability, this could genuinely be a win-win for both you, myself and ultimately, the riders.



My goal is simple: make the track accessible, safe, and empowering - especially for riders who never thought they'd belong there.



April Ryan » Level 2 Road Race Coach (Motorcycling Australia)



0478 048 446



coach@trackstart.com.au



trackstart.com.au