

Appendix 16

Motorsport Ireland Billy Coleman Award 2012

1. Introduction:

The award was created in 2000 to help young Irish Rally Drivers take the next step into international rallying and emulate the achievements of Billy Coleman.

The first recipient Rory Galligan certainly fulfilled that ambition and competed as a “works” driver for Peugeot and Mitsubishi. Subsequent winners have continued that success including winning at Junior World Rally Championship level and winning two British Championships, with the most recent success being Craig Breen the 2009 winner who is now a highly regarded talent at international level.

The Irish Sports Council recognised motorsport and became a partner in the award scheme ensuring a much-improved package and giving the award higher status. The clubs running rallies under a national permit also contribute to this initiative.

2. Objectives:

- To identify young Irish drivers who demonstrate driving ability, ambition and capability to compete at international level.
- To provide assistance and guidance to enable them to develop their ambitions through competing at home and abroad.
- To create ambassadors for Irish motorsport.

3. Eligibility:

A driver wishing to qualify for the selection process must meet, in the first instance, the following criteria:

- Be under 26 years of age on 1st January in the year of the award.
- Hold a valid current competition licence issued by Motorsport Ireland
- Competing at home or abroad in any type of car eligible for Motorsport Ireland rallies **except** WRC cars.

4. Qualification Process:

A shortlist of eight will be established using the following method:

- Five qualifiers will be selected on a by-monthly basis (Jan/Feb, Mar/April, May/June, July/Aug, Sept/Oct) by a panel appointed by Motorsport Ireland.
- The winner of the Junior Championship category in the Dunlop National Championship.
- The highest finisher overall in the National Forest Championship who meets the criteria set out in Section 3 above.
- One wildcard may be chosen by a panel appointed by Motorsport Ireland.

- The same panel may also choose a competitor to fill a position if the same driver qualifies twice under the options set out above.

5. Selection Process:

The shortlisted qualifiers will be interviewed by a judging panel consisting of:

- A convenor (non-voting) appointed by President of Motorsport Ireland.
- A current Rally driver or Co-driver appointed by President of Motorsport Ireland.
- A representative of the clubs contributing to the award (to be decided by public draw).
- A representative of the Irish Sports Council.
- A member of the Motorsport Press
- An expert in Public Relations.

Each qualifier will be required to provide the following to the Judging Panel 7 days in advance of the interview date:

- A written submission outlining their plans for use of the award and incorporating a costing for their chosen programme. It should also include plans for their own PR and promotion of the Billy Coleman Award.
- A copy of an in-car DVD of the driver competing on one special stage of a rally in the year being assessed. The DVD should be forward facing and have clear audio of co-driver reading pace notes.

The judging panel will take into account not only the driver's competition results and ability, but also the interpersonal skills, commerciality and commitment to the sport of each candidate when making their final selection.

The decision of the judging panel will be final.

6. The Award:

The winner will receive:

- Support to compete in stage rallies at home and abroad in the amount of €50,000 to be paid in staged payments.
- Assistance of the Billy Coleman Award Co-coordinator in achieving maximum benefit from the award.

The runners up (2) will share in a prize consisting of a number of free entries in Motorsport Ireland permitted events in the year immediately following the award. The runners up will receive mentoring from the Billy Coleman Award Co-coordinator.

7. Funding:

Each club presently organising a Stage Rally under National permit will contribute a minimum of €500 each, plus free entries as appropriate.

Motorsport Ireland and the Irish Sports Council will provide the remaining funding necessary to bring the value of the award to the minimum set out in section 6.

8. Coordinator:

Motorsport Ireland has appointed a Coordinator to monitor and promote the Billy Coleman Award throughout the year to ensure Motorsport Ireland and the Irish Sports Council derive a suitable return on their investment in the award. The Coordinator will assist the winner throughout the year and help them to gain maximum benefit from the award.

The Coordinator will be present at the final interview process to act as liaison for the finalists and provide information to the finalists regarding the process on the day of the interview. He/she will provide results and any information to the judging panel. The Coordinator will report directly to Motorsport Ireland and to the Billy Coleman Award Selection Panel.

The Coordinator for 2012 is Tom Walsh Mobile 087 754 5214 / email: walsht@iol.ie

9. Billy Coleman:

Billy Coleman, from Cork, is a fine example of the type of competitor we are looking for. When it was almost unimaginable that an Irish person could win outside their own "patch" Billy Coleman went out and won the British Rally Championship outright and finished third in the European Rally Championship. He has remained a well known figure in Irish sport at home and abroad. What better example could there be for any young driver.