



Young racing driver Renee Gracie has life and career on the right track
Media release: For immediate release

Upcoming superstar Renee Gracie—the first ever female driver to race in the Porsche Carrera Cup Australia (PCCA)—has taken the next step in her professional development by establishing a mentoring opportunity with well-respected business woman Gillian Franklin, Founder and Managing Director of The Heat Group. Franklin will help Gracie “drive” her professional development, alongside her sporting achievements, and will work towards raising Gracie’s profile on and off the circuit. The decision to find a high-profile, knowledgeable and well-connected mentor is in recognition of Gracie’s understanding that achieving the ‘pole position’ in her career path as an elite athlete is just as important as it is on the track.

Gracie, the youngest competitor in the PCCA by almost five years at only 18 years old, is getting accustomed to the spotlight. Gracie is “absolutely thrilled” to be working with Franklin who is a trailblazer for female businesswomen like few others. Franklin’s business is the largest Australian-owned cosmetics company, employing around 150 people, and despite being an industry associated with females is actually dominated by male CEOs. Franklin understands “all too well” what it is like to be outnumbered from a gender perspective and has lots of experience to share on the topic. Franklin is also the longest-serving current board member of the Australian Grand Prix Corporation, a role she has held since 2000, and this affiliation has already produced fruitful introductions for Gracie and an appearance at the recent 2014 Formula 1 Australian Grand Prix Corporate Launch.

Franklin comments, “I have no doubt that in time, Renee will come to be the “Black Caviar” of racecar driving in Australia... even people not associated with the racing industry will know her name. I am incredibly excited about playing a role in such a talented young woman’s career, particularly from so early on. Renee is definitely one to watch.” Franklin will coach Gracie on her career, public speaking, and creating networking and profile-building opportunities, amongst other things.

More on Renee Gracie:

Ranked as a top-five karter in 2010 and 2011 and the highest ranked female karter in 2009, 2010 and 2011, Gracie is also one of only two teenagers in Australia who are currently competing in high profile, mainstream circuit racing on the V8 Supercars event schedule. Gracie speaks regularly at community events, has appeared on major television networks in programs such as Channel Ten’s The Project, and is an active ambassador for Keep Australia Beautiful. Gracie is also studying Certificate III and IV in Nutrition and enjoys looking after her two dogs, a Weimaraner and a German Shepherd.

More on Gillian Franklin and The Heat Group:

Since its inception in 2000, The Heat Group has grown rapidly to become one of the most successful cosmetic companies in Australia, selling a product every 2.6 seconds on average. The Heat Group’s 8-brand portfolio includes the Australian distribution rights of iconic brands Max Factor, CoverGirl and Bourjois, as well as The Heat Group’s own brands ulta3 and Billie Goat amongst others. Franklin is personally committed to improving the lives of Australian females and devotes significant time to mentoring both inside and outside of work hours. Heat also conducts regular Heat Polls which survey and advocate on behalf of Australian women on issues such as childcare costs, maternity leave and gender inequality in the workplace. To find out more about Heat visit www.heatgroup.com.au.

- Ends -

For more information regarding Renee Gracie contact Nestora Strintzos at Velocity Management Group on 03 9590 9775.
To arrange interviews with Gillian Franklin please contact Ashleigh Franklin on 03 8545 7100.

Renee
GRACIE
RACE DRIVER



Renee
GRACIE
RACE DRIVER



Renee
GRACIE
RACE DRIVER



Renee
GRACIE
RACE DRIVER

