

CASE STUDY: ALBERT PARK UNLOCKED

Albert Park Unlocked demonstrates how inclusive design, thoughtful collaboration and operational excellence can deliver a deeply human experiences at a world-class sporting event.



OBJECTIVE

To unlock inclusive access at the Formula 1 Australian Grand Prix® that builds confidence, sparks joy and creating lasting connection. Delivered in collaboration with the What Ability Foundation, Albert Park Unlocked reflects the Australian Grand Prix Corporation's (AGPC) commitment to people first, inclusive event design.

DESCRIPTION

Albert Park Unlocked is a free, inclusive program designed for people with disability and their loved ones, delivering 36 curated Grand Prix™ experiences for 471 participants across Friday and Saturday. Led by AGPC in collaboration with the What Ability Foundation and key event partners, the program was intentionally designed to remove barriers, build confidence, foster connection and community, and spark joy, embedding inclusive access within the spectacle of the Formula 1 Australian Grand Prix.

AT A GLANCE

- 247 participants on Friday.
- 224 participants on Saturday.
- 541 individual moments unlocked.
- 36 unique, accessible experiences.

Trackside Magic

- 247 participants enjoyed the Inclusive Pit Lane Experience.
- 110 participants experienced a Formula 1® Paddock Tour.
- 20 participants toured an F2™/F3™ garage and met a driver.
- 2 participants waved a flag for a national support category.
- 60 participants joined a Supercars paddock & garage tour.
- 2 participants presented trophies for the Supercars Championship races.

KEY OUTCOMES

1. Breaking Barriers Through Inclusive Design

Albert Park Unlocked embedded inclusive design and tailored support into the Grand Prix experience, expanding access and enabling confident participation aligned with AGPC's Disability Inclusion Action Plan.

2. Unforgettable Experiences

The program unlocked behind-the-scenes experiences that fostered joy, connection and a strong sense of shared community, creating memories that will be remembered well beyond race week.

3. Collective Delivery

Albert Park Unlocked was delivered through strong collaboration across AGPC, the What Ability Foundation, F1®, and key stakeholders, united by a commitment to delivering inclusive, people-first experiences.

THE IMPACT

Albert Park Unlocked offered more than access to an event, it creates moments of connection, community and joy for participants. The true impact of the program is best reflected through the voices of those who experienced it.



TESTIMONIALS

"It was the experience of a lifetime and means more than anyone would know, every single day Arlo still talks about it, the kindness shown to him is so, etching we as a family have never experienced"

- Matilda, Mum of Arlo

"Every single one of the staff on the day were doing everything within their abilities to ensure every single person had the very best experience and a day to remember."

- Brett, Dad of Mirabelle

"I think it was absolutely wonderful, I felt very privileged to have been part of it, I am extremely grateful for it... there was no other way I could have possibly been there or ever go to F1 in the future. Now I can say I saw a real F1 car for real - driving on a track and parked in a garage!"

- Sonja, Albert Park Unlocked Participant

"The facilities were great; the chance to find a viewing spot that allowed us to see the action on track was mind-blowing. Can't really ever thank the program or the Formula 1 Australian Grand Prix enough for providing for people like me who would otherwise never have the chance to attend."

- Mark, Albert Park Unlocked Participant

"Thank you so much for such an amazing day out for my family and my very excited little man. He hasn't stopped talking about all the fun he had. His highlights were hearing the loud race cars and getting to feel the big F1 race car tyres in the pit. With Eddy having no vision, there's not many chances we can get hands on with special events, so this opportunity really made some core memories."

- Lauren, Mum of Eddy