

# CASE STUDY: EQUAL PATHWAYS

All Things Equal at the **FORMULA 1 QATAR AIRWAYS AUSTRALIAN GRAND PRIX 2026**. Demonstrating how inclusive employment and impact partnerships can be embedded into the delivery of a world-class sporting event.

## OBJECTIVE

To create new paid employment opportunities for people with disability within the complex event environment of the Formula 1® Australian Grand Prix™, by engaging a certified social enterprise as part of event delivery.

All Things Equal (ATE), a certified social enterprise operating a local café just moments from Albert Park, was engaged by the Australian Grand Prix Corporation (AGPC) to further integrate inclusive employment into the events core operations.

The initiative was intentionally designed as a pilot, generating insights into how this local impact approach could be strengthened and scaled across future events.



## DESCRIPTION

All Things Equal (ATE) was engaged by AGPC to operate a public food and beverage outlet at the FORMULA 1 QATAR AIRWAYS AUSTRALIAN GRAND PRIX 2026.

With financial and operational support from AGPC, the ATE outlet formed part of the Motorsport Straight catering offer. Trainees, supported by experienced hospitality trainers, delivered high-volume catering under the same operational conditions and service expectations as other vendors at the Grand Prix™.

The initiative embedded inclusive employment into existing event operations, while providing ATE with the opportunity to test and expand its employment model beyond its own venues in a complex live event environment.

## AT A GLANCE

- 12 trainees and graduates engaged in paid roles for the Grand Prix.
- 106 hours of paid employment delivered in a live event environment.
- Approx 3,000 customers served across race week.



Scan to hear from All Things Equal trainees and team members on-site at the Grand Prix™.

## KEY OUTCOMES

### 1. Inclusive Employment

All Things Equal, a Social Traders-certified social enterprise, delivered additional paid employment opportunities for people with disability within the Grand Prix™ workforce.

### 2. Real Impact For People And Fans

Attendees supported inclusive employment and social impact by choosing a social enterprise outlet as part of their Grand Prix™ experience.

### 3. Pilot For Future Growth

The initiative operated as a pilot, generating insights into how this locally grounded approach to inclusive employment and community impact could be strengthened and scaled across future large-scale events.

## THE IMPACT

The initiative delivered both immediate employment outcomes and longer term impact.

For trainees, working within the Grand Prix™ environment provided exposure to the pace, pressure and scale of a major live event, expanding confidence and challenging assumptions about where people with disability can work and contribute.

For AGPC, the initiative reinforced that social procurement, impact partnerships and inclusive employment can be integrated into core operations while maintaining expected performance. For All Things Equal, the experience validated the adaptability of its employment model and strengthened its ability to pursue future large scale collaborations.



## TESTIMONIALS

*"Our daughter really enjoyed the opportunity. I was amazed that she coped with the noise. She feels very proud to be working at All Things Equal. I can't tell you how much, not just this opportunity but all the opportunities, is life changing for her"*

*- Trainee Parent*

*"Seeing our trainees operate at the scale and intensity of the Grand Prix™ was powerful. They served thousands of customers and shifted perceptions in real time. It reinforced that with the right support, people with disability belong in every part of the workforce, including large scale events like the Grand Prix™. We are incredibly grateful to FORMULA 1 QATAR AIRWAYS AUSTRALIAN GRAND PRIX 2026 for the opportunity and look forward to further collaboration into the future!"*

*- Bianca Stern, Head of Impact at All Things Equal*

