

CASE STUDY: DRIVING LEARNING PROGRAM



OBJECTIVE

The Driving Learning Program uses the Formula 1® Australian Grand Prix as a large-scale education platform to inspire student engagement with motorsport and STEM. Through the Innovation Hub, hands-on activations showcase future pathways and bring classroom learning to life.

DESCRIPTION

The Driving Learning Program is a dedicated education day held on Thursday of the Formula 1® Australian Grand Prix. In 2026, it welcomed 23,000 students from across Victoria, giving schools access to a world-class sporting event and transforming the precinct into a hands-on STEM learning environment.

Students explore interactive Innovation Hub exhibits, while STEM Hub Challenge finalists present solutions to real-world problems, including sustainability initiatives such as the Green Grid Challenge. By connecting classroom learning with Formula 1® technology, the program highlights diverse STEM career pathways and shows how innovation drives industries on and off the track.

AT A GLANCE

- 23,000 Students attended from 307 schools and education institutions:
 - 70% High School
 - 26% Primary School
 - 4% Tertiary School
- Institution breakdown
 - 198 Government schools
 - 89 Private schools
 - 14 Specialist schools
- 86,210 total attendees on Thursday of the event
 - **14% +** increase from 2025

Unique Highlights

- 10 female students from MacRobertson Girls High School joined the F1 Community Experience Program with Mercedes-AMG PETRONAS Formula One Team.
- Students reported increased interest in STEM and motorsport careers after participating.

KEY OUTCOMES

1. Inspire future STEM pathways:

The program exposes students to real-world STEM applications through motorsport, helping them see careers in engineering, technology and innovation.

2. Immersive learning at scale:

The Innovation Hub delivers interactive exhibits and expert-led sessions with strategic partners, bringing STEM concepts to life in a high-performance sporting environment.

3. Accessible education through a global platform:

Free school access removes barriers and extends the event's impact beyond the track to thousands of students across metropolitan and regional communities.

THE IMPACT

The Driving Learning Program delivered more than a day at the Grand Prix™; it inspired students to see themselves in STEM and motorsport pathways. Its impact is best captured through participant feedback.

TESTIMONIALS

"Being part of the Innovation Hub and Driving Learning Program was a privilege and left a lasting impact on our students. The experience gave them a platform to share their passion for STEM, engage with thousands of people and see real possibilities in engineering, technology and motorsport."

Opportunities such as presenting on the Tech Talk Stage, joining the Community Experience Program and meeting Aston Martin's [Aston Martin Aramco Formula One Team] Jess Hawkins were transformative, building confidence and inspiring future ambitions.

Your encouragement, professionalism and commitment ensured our students felt valued, prepared and empowered. The inspiration they gained will continue to shape their education, career aspirations and broader community."

- Singithi Karunaratne, Lead Mentor of Melbourne RoboCats #5648

