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APPLICATIONS INVITED FOR NEW JOCKEY AMBASSADOR TRAINING PROGRAMME

A new and exciting training opportunity for jockeys has been announced today by the Jockeys Education & Training Scheme (JETS) in collaboration with the Professional Jockeys Association (PJA) and supported by Great British Racing (GBR) and the Jockey Training & Development programme.

The aim of the Jockey Ambassador training programme is to equip jockeys with a range of skills and information to enable them to enhance their profile, engage successfully with a range of media and maximise commercial opportunities. Racing will in turn benefit from confident and engaging athletes who can attract and inspire the next generation of fans and participants into the sport.

There are ten places available on the two day programme which has been introduced by JETS and the PJA as part of their wider activities to help racing engage new audiences as per their action plans which form part of the Industry Commitment to Diversity & Inclusion.

Applications are encouraged from a diverse range of jockeys. Initially, due to the time of year, the programme will be aimed at Jump jockeys although Flat jockeys who are not riding due to injury can apply too. In the winter a similar programme will be offered to Flat jockeys.

The two day programme will take place on Thursday 13th & Friday 14th July 2023 at Sandown Park Racecourse. Delegates will hear from expert contributors both from within racing and the wider sporting landscape including Personal Branding & Empowered Speaking expert Lisa Akesson, media representatives Rishi Persad and Eleanor Kelly, former jockey Tom Scudamore, social media expert Cathy Wood, Deji Akande Founder of sports and entertainment agency Gateway Sports and Olympic medallist Asha Philip. Each session will combine presentations, Q&A and discussion panels as well as interactive workshops and practical skills sessions.

JETS Manager, Lisa Delany said:

“We’re keen to help jockeys maximise their careers both in and out of the saddle. The modern sportsperson has to manage so many different aspects of life to be successful and we believe this focussed training with a select group of individuals will be extremely beneficial not only during their riding career but in setting them up for second careers too.

“We are encouraging a broad range of applications and will be looking out for jockeys who are motivated and ambitious, with a clear talent for riding but who also have a strong personality and positive attitude towards learning new skills, promoting themselves as an athlete and engaging with wider audiences.”

Further details on the programme and how to apply are included on the application form which can be downloaded [here](#). Applications close on Friday 2nd June.

ENDS

NOTES TO EDITORS

1. The new Jockey Ambassador training & development programme forms part of a number of key priorities laid out for 2023 – 2025 in the recently published Jockey Training & Development Strategy Report. [View here](#)
2. Further details on JETS and the PJA and their actions relating to the Diversity & Inclusion Industry Commitment can be viewed here: <http://www.jets-uk.org/about/equality-diversity-and-inclusion/> and here: <https://www.thepja.co.uk/diversity-and-inclusion/>