

## Case Study 10

# The Women's High Performance Coaching Showcase

“Connecting bold people and inspiring initiatives”

### What was the Showcase?

The one-day showcase was an opportunity for the Women in High Performance Coaching (WiHPC) project team to engage with a broad group of stakeholders, share insights from the WiHPC project and showcase the bright spots and pockets of 'good work' within the system.

The showcase forms part of a much bigger project the AIS has been working on behind the scenes aimed at addressing the underrepresentation of women HP coaches and ultimately improve their experiences.

It is different to other Women's Coaching Workshops and Conferences!

### The Purpose?

It was an opportunity for NSOs and coach educators to grow their personal toolkit for driving change by learning from the experience of others. The WiHPC project team also outlined current insights so far, with proposed 'nudges to test within the system' that have the potential to shift the dial for women's experiences and representation in high performance coaching.

What was the purpose?

- The WiHPC team shared the results of progress so far and outlined future steps.
- An opportunity to share the 'bright spots and pockets of good work' that are happening in sports and the wider industry with a broader audience so that more sports and coaches can benefit from these insights.
- An opportunity to continue to engage people from outside the sporting community in the work to progress representation and experiences of women in HP coaching.
- Maintain momentum for the WiHPC Project by establishing small working groups to engage in experiments to develop nudges to drive small improvements (NSOs and NIN).
- Provide an opportunity for researchers and advocates to become involved in this project.
- Strengthen and extend the network of women coaches.











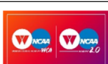





## The Showcase

Various organisations and stakeholders were invited to participate in knowledge sharing sessions. The session commenced with the presentation of our Archetype Gallery, which featured real-life stories and archetypal characters from the HP system, illustrating the experiences of women in HP coaching. Participants engaged in small group discussions, sharing personal experiences and reflecting on the stories presented.

Subsequently, 14 organisations were given the platform to showcase their initiatives and outcomes. During these presentations, participants (totalling 90) had opportunities to ask questions and engage with the presenters, fostering interactive dialogue and knowledge exchange.



Organisation	Initiative	Organisation	Initiative
AFL 	AFL Women's Coach Acceleration Program	Football Australia 	Leadership & Development - Legacy '23
Rowing Australia 	Women in HP Rowing Coaching Project	Athletics Australia 	Women in High Performance Coaching Program 2022-2024
AIS Women's Talent Programs 	AIS Women's Talent Coach Program	Australian Sports Commission 	Women Leaders in Sport Program (WLIS)
Golf Australia 	Parental Support Program	Victorian Institute of Sport 	Gender Balance in Coaching
Tennis Australia 	Women in Performance Coaching	Gymnastics Australia 	2020-2022 NextGEN Accelerated Coach Program
WeCOACH 	NCAA Women Coaches Academy - USA	South Australian Institute of Sport 	SASI Women's Coach Network
Swimming Australia 	Women in Performance Coaching – Leadership Initiative	Water Polo Australia 	Women in Water Polo

The conclusion of our session involved participants collaborating in group discussions focused on key themes that had emerged earlier in the day. These discussions aimed to identify priority areas for in-depth exploration.

The themes under consideration were:

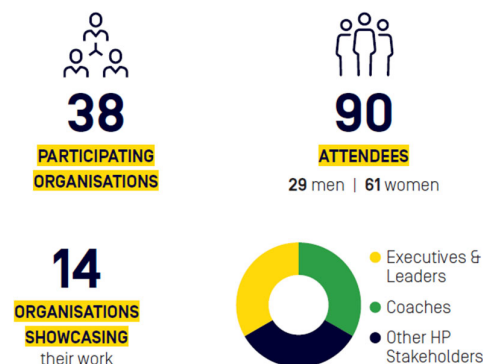
- 1 Recruitment
- 2 Parental support
- 3 Proactively managing parental leave
- 4 Building the part time talent pool
- 5 Igniting local networks
- 6 Sharing the good news across the system
- 7 How can the AIS support this work?
- 8 Supporting generational change
- 9 The power of language
- 10 Working with the 'Boys Club'



## What were the outcomes?

- **Inspired optimism:** Instilled a sense of optimism among participants, creating a conducive environment for progress and meaningful change moving forward.
- **Established a collaborative network:** Successfully formed a network of like-minded individuals dedicated to driving change in the targeted area.
- **Formation of working groups:** Developed four focused working groups to delve deeply into the top four identified themes, encouraging in-depth exploration and analysis.
- **Provided actionable takeaways:** Enabled participants to leave with tangible resources such as samples, ideas, toolkits, and valuable connections, packaged as a 'Digital Showbag,' facilitating the creation of personalised action plans.
- **Identified Collaborative Partners:** Identified specific organisations capable of collaborating with the WiHPC project team to co-create 'nudges', facilitating testing and reporting on their effectiveness.
- **Engagement with researchers and advocates:** Initiated engagement with researchers and advocates, sharing insights and leveraging their expertise to support the evaluation of proposed interventions.
- **Network strengthening:** Strengthened and expanded the growing network of Women Coaches, fostering a more robust and supportive community within the field.

### SHOWCASE ENGAGEMENT



Following the showcase, numerous organisations initiated their own programs, demonstrating the power of communities and networks and how the transformative power of sharing ideas can amplify change and build momentum.

## Media Story: 8 November 2022

The AIS continues to address the under-representation of women in high performance coaching roles, bringing together representatives from across the sport sector for a forum in Melbourne this week. The Women in High Performance Coach Showcase brought together 90 coaches, sport executives, performance directors and researchers to share learnings and collaborate.

“We know that less than 10% of our national high performance coaches across our 36 funded sports are women. Our vision is that people leave here today with a real sense of optimism that we can actually shift the dial.”

**Michelle De Highden** *High Performance Coach Development Senior Lead, AIS*

## Recommendations and next steps to emerge from the showcase

1. **Conduct in-depth explorations:** Undertake focused investigations by organising four working group sessions that delve deeply into the prominent themes identified during the showcase.
2. **Further exploration of themes:** Build upon the themes highlighted during the showcase with additional research and analysis to enhance understanding and applicability.
3. **Sustain knowledge sharing:** Encourage the AIS to persist in providing a platform for sports and organisations to share their work, facilitating ongoing knowledge exchange within the community.
4. **Foster networking and support:** Maintain the momentum generated during the showcase by actively supporting and encouraging organisations and individuals to connect, and share learnings.
5. **Continuous publicising of positive initiatives:** Continue to highlight successful initiatives and positive practices through various media and communication channels.

'...it's moving from looking at barriers regarding women as coaches and moving to looking at okay what is working, and what are the good practices, let's showcase and celebrate the good practices that are happening and hopefully that will enable change. We're seeing lots of new initiatives being embedded in organisations that are actually retaining women.....'

Professor Clare Hanlon, *Institute of Health and Sport*, Victoria University



Belle Hogg - ASC

**Links**

**VIDEO FROM SHOWCASE:** [https://youtu.be/AhhjTpV\\_csc](https://youtu.be/AhhjTpV_csc)

Major milestone for women high performance coaches | Australian Institute of Sport ([ais.gov.au](http://ais.gov.au))

