

VIS: AIMING FOR GENDER BALANCE IN S&C COACHING

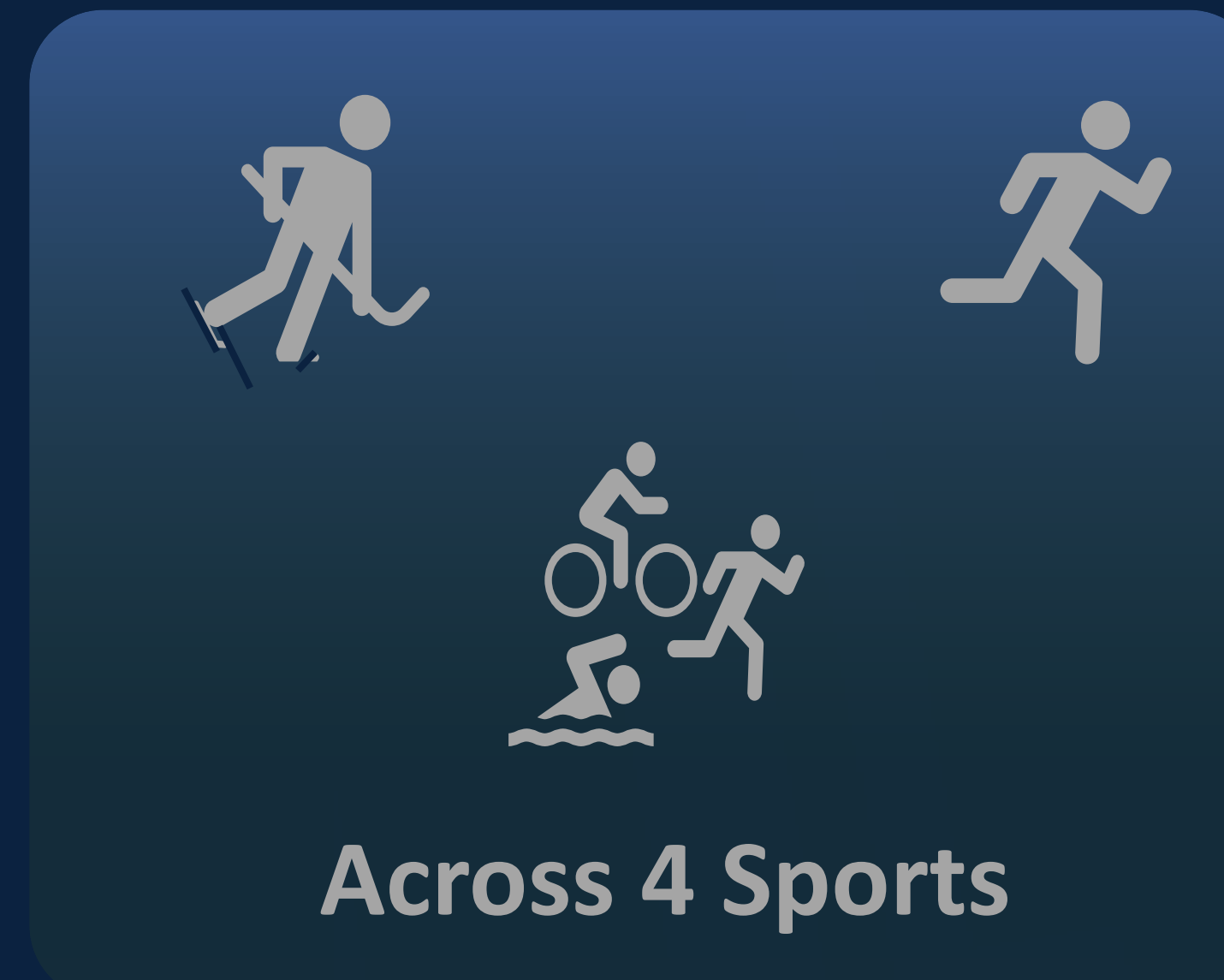
Victorian Institute of Sport | Success in Sport and Life

Context

Strength & Conditioning (S&C) is a traditionally male dominated profession. S&C is competing for top female graduates with other professions such as Exercise Physiology and Physiotherapy.

At the VIS we are aiming to create an environment that promotes and rewards talented female S&C coaches and provides opportunities for graduates.

The Numbers



Contributing Factors



Robust Recruitment Process

Targeted promotion of S&C at University level to female students.

The recruitment process places a high value on personal fit for the VIS, alongside experience, knowledge and potential.

Development Opportunities

Trainee & Internship Program: The S&C trainee program is an important pathway opportunity to promote a career in S&C to potential coaches at Universities.



External Coaching Opportunities

Paid coaching opportunities available to high performing S&C trainees



Visibility of Female S&C

Female VIS S&C Coaches attending open days/ university talks



Influencing the Broader Landscape

The VIS being an industry ally and advocate for VIS female S&C coaches



Coach Quotes

"Coming into S&C it was hard to imagine yourself playing the role of coach in a gym when you had never seen another female coaching in gym before. It was hard to think you could be something that you couldn't see."

"It is hugely comforting to work as a Female S&C at the VIS. That feeling of comfort comes hugely from the male S&C coaches that we work with. Without their level of acceptance and backing it can be hard to feel like you belong. No person here is seen differently."

Steph Mundy – VIS Physical Preparation Coach

Considerations



This process takes time and there is a risk that the momentum relies on people in roles rather than the organisation



How do we convert high female student numbers at undergraduate level to more female S&C coaches?

Broader Challenges

'The profession is not seen by students as a viable long-term career for women

S&C industry perception



The environment we create.

What does it feel like to be a coach at the VIS

Broader industry career opportunities for female coaches

Broader Industry S&C roles