



Australian Institute of Sport

Women in High Performance Coaching



Showcasing Progress, Elevating Visibility

Australian Institute of Sport



Attendance by Women in High Performance Coaching Initiative



1-day Workshop
• Delivered 2022
• Delivered 2024



Supported by NIN and NSOD partners who created posters to share



Organisational Leaders
Women Coaches
Educators
90-130 participants each event

Aim and Objectives

The Women's High Performance Coaching Showcase responded to the ongoing under-representation of women in high-performance coaching by sharing and amplifying successful initiatives already underway across the sporting system.

It brought coaches, sport leaders, researchers and organisations together to learn from one another, build momentum for change, and identify practical actions to improve representation and experiences for women coaches.

Description

The Women's High Performance Coaching Showcase was a one-day event that brought together coaches, sport leaders, researchers and organisations to share insights, experiences and practical approaches that support women in high-performance coaching.

Through storytelling, knowledge sharing and facilitated discussion, participants explored 'bright spots' across the system and identified opportunities for collaboration, learning and collective action.



Outcomes and Impact

- **Inspired optimism:** Built confidence that meaningful change is possible by highlighting practical examples of progress.
- **Established a collaborative network:** Connected like-minded participants committed to improving opportunities and experiences for women coaches.
- **Formed working groups:** Created four groups to explore the top themes from the showcase in greater depth.
- **Provided actionable takeaways:** Shared samples, ideas, toolkits and contacts through a Digital Showbag to support personalised action plans.
- **Identified collaboration partners:** Identified organisations to co-create, test and evaluate practical 'nudges' with the WiHPC project team.
- **Engaged researchers and advocates:** Connected with researchers and advocates to inform evaluation and strengthen proposed interventions.
- **Strengthened the women coaches' network:** Expanded a supportive community for women coaches across the high-performance system.





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Recommendations

- **Explore priority themes:** Convene focused working groups to examine the themes raised in the showcase and translate them into practical actions.
- **Build evidence around what works:** Use further research and analysis to understand which approaches are most effective and adaptable.
- **Sustain knowledge sharing:** Keep providing a platform for sports and organisations to share progress, resources and lessons learned.
- **Foster connection and support:** Maintain momentum by helping organisations and individuals connect, collaborate and learn from one another.
- **Keep showcasing positive practice:** Continue promoting successful initiatives through communications, events and media channels.

Applications for others

The AIS found that showcasing successful practice can build optimism, encourage collaboration and accelerate system-wide change.

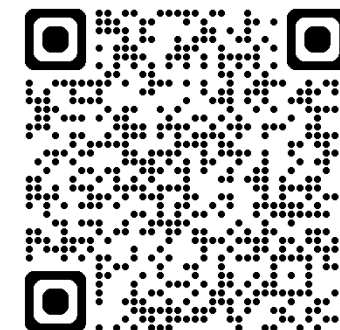
Bringing coaches, sport leaders, researchers and organisations together created new partnerships, strengthened networks and generated practical ideas. Women coaches remained at the centre of the conversations, sharing their experiences through storytelling. The showcase demonstrated that storytelling, knowledge sharing and collective action can drive improvement across the high-performance system.

The model has already been adopted at state level. After the 2022 Showcase, the Victorian Institute of Sport and Queensland Academy of Sport each delivered their own showcases for approximately 80 participants; the WiHPC team delivered a second Showcase in 2024.



2022 Showcase: “Connecting bold people and inspiring initiatives”

2024 Showcase: “Amplifying, Belonging, Performing”





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Other sports and organisations can learn that creating opportunities to share successful initiatives and connect stakeholders can be a powerful catalyst for change. Rather than focusing solely on barriers, showcasing what is working, celebrating progress, and fostering collaboration can inspire new ideas, strengthen networks, and encourage organisations to adopt and adapt successful practices within their own contexts.

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



Connecting **BOLD** people
& inspiring initiatives

WOMEN'S HP COACHING SHOWCASE
— 8 NOV 2022

ENVIRONMENT

consider
Macro & micro enviro!

ROLE OF LEADERS

Leaders need to know
what the journey for women
in HP is really like

Deep relationships
& empathy

BELONGING IS A TEAM SPORT

This is not an issue for
just women to fight for

Belle Hogg - ASC

"Making meaningful change
in the representation &
experiences of women in HP
coaching is vitally important."

IMPORTANCE

TARGET POINTS



The needs & experiences
~ not homogenous

The journey is not linear

Several entry
& exit points

TRANSFERABILITY

Challenges of belonging
are faced by many groups

sport can learn
from other industries
(& vice versa)

lessons learned
can be easily
applied as we
seek to make
meaningful progress
towards sports
being inclusive

