



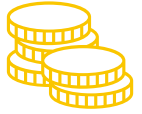
Women in High Performance Rowing

Rowing Australia

Women in High Performance Coaching

Women in High Performance Rowing

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External funding (WLIS)
Internal leadership



2021 initial grant
Ongoing leadership support



Women Leaders in Sport (WLIS) grant



Women in HP Coaching and Pathways

Aim and Objectives

The Women in Rowing in Australia Impact Plan aims to:

- Promote leadership opportunities for women into Head Coach roles
- Develop and promote female coach development networks
- Remove barriers and make coaching environments supportive.
- Set gender equality targets across the high-performance pathway.
- Create conditions where all coaches can succeed and women feel connected.
- Promote flexible coaching arrangements
- Give clubs, schools and NIN partners clear actions to improve access for women coaches.

Description

The Women in High Performance Rowing Program is a multi-phase organisational change initiative supported by three Australian Sports Commission Women Leaders in Sport (WLIS) grants.

Since 2021, the program has used women coaches lived experiences to identify barriers, co-design solutions and deliver equity audits.

These insights informed inclusive workforce practices and the Women in Rowing in Australia Impact Plan, embedding gender equity across the high-performance coaching pathway and broader rowing system.



Challenges and Opportunities

Women remain significantly under-represented in high-performance rowing coaching, with systemic barriers limiting progression through the coaching pathway.

Rowing Australia identified an opportunity to drive long-term culture change by improving policies, planning, systems and pathways so coaching is more accessible, equitable and sustainable for women.

Outcomes

The program established a Women in High Performance Coaching Advisory Group and embedded gender equity actions in Rowing Australia's 2032 High Performance Coach Development Strategy.

It set an aspirational target of 50:50 representation in the high-performance coaching team by 2032 and created a monthly Women in Rowing Network led by three National Senior Team coaches.

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Recommendations

- Understand the coaching workforce's experiences and needs before designing interventions.
- Build organisational change through a staged, long-term program, not one-off initiatives.
- Secure leadership commitment and stakeholder buy-in so gender equity is embedded across the organisation.
- Use evidence and lived experience to shape policy, workforce planning and coach development.
- Provide practical tools and resources that help clubs and local environments implement change.
- Sustain funding and partnerships to maintain momentum and achieve lasting system change.

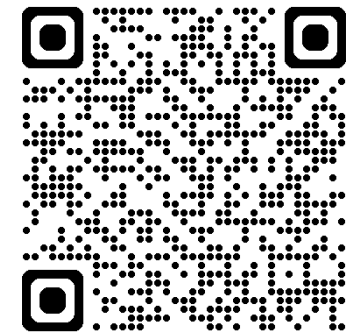
Application for others

Gender equity requires a coordinated, long-term strategy — not standalone initiatives. Effective change combines organisational culture, workforce practices, leadership commitment and local implementation.

Rowing Australia's program shows that listening to women coaches, engaging stakeholders at every level and building change through connected projects can improve coach recruitment, retention and progression. The strongest outcomes come when change is strategic, collaborative and sustained.



[Ellen Randell – Video](#)
[World Rowing Toolkit](#)





‘We are very grateful for the support of the ASC, WLIS and the AIS for their support of this initiative. It has been extremely encouraging to have the elite female coaches in our sport come together to tell their stories and experiences that are now helping create change at a structural level. We value diversity in our organisation and continue to push towards equality in the representation of females at all levels in our sport.’

Ellen Randell, Senior Coach, National Women’s Training Centre, Rowing Australia 4