

# VICTORIAN SOARING ASSOCIATION WOMEN IN GLIDING STRATEGY PLAN 2019 - 2023





# WIG STRATEGIC PLAN 2019 - 2023

# Mission

# Vision

# Values

## Our Mission

- To provide a safe and inclusive environment for all women and girls to experience the thrill of gliding and achieve lifelong enjoyment from the sport.

## Our Vision

- To foster the opportunity for female members to be able to participate safely in a exciting adventure sport and to be part of something special, worthwhile and unique whilst being able to develop and grow in an atmosphere of inclusion and respect.

## Our Values

- Listening and communicating
- Respect and Fair Play
- Acceptance, tolerance and Inclusion
- Responsibility



# Executive Summary

The Victorian Soaring Association (VSA) aims to increase the participation of Women in Gliding.

Women currently represent only a small fraction of the gliding membership and this project is aimed at increasing participation in our sport by women. Gliding currently attracts mainly males, with about 93% male participation in Victoria and nationally.

The VSA is aligned with the Gliding Federation of Australia's "Soaring to the Future" initiative and the VSA Strategy Plan and ***#YesGirlsGlide*** campaign.

## Goal

The VSA aims to increase female membership by 10 members per year over 4 years.

# Background

Females are significantly under-represented in gliding. Out of 685 member, 33 are women. This male to female ratio is consistent across the country. Interestingly, females make up a very similar ratio to that of Motorcycling Victoria's overall membership.

A significant amount of research has been undertaken to identify the real or imagined barriers that reduce the participation of females in both informal and formal sporting activities.

Peta Thomas, Manager Female Participation Program at Motorcycling Victoria, cites the following barriers as the main ones depressing female participation in the sport:

- a real or imagined 'danger factor';
- Relatively high costs involved, and
- a perception that the sport is a "boys' club" or "Men's Shed".

It is assumed that gliding suffers from similar perceived or real barriers to female participation

# VSA WIG SWOT Analysis

## Strengths

- Group of willing advocates for the sport
- Existing strong sense of gliding community
- Gliding is fun, rewarding and proven to relieve stress
- Precedents of successful female gliders

## Weaknesses

- Females lack confidence in associated skill set, such as technical and orienteering
- Fear of flying/association with high risk
- Time constraints
- Poor media coverage of female participation
- Lack of strong (female) membership development programs
- Social stereotyping - 'boys' club'
- Financial barrier to entry

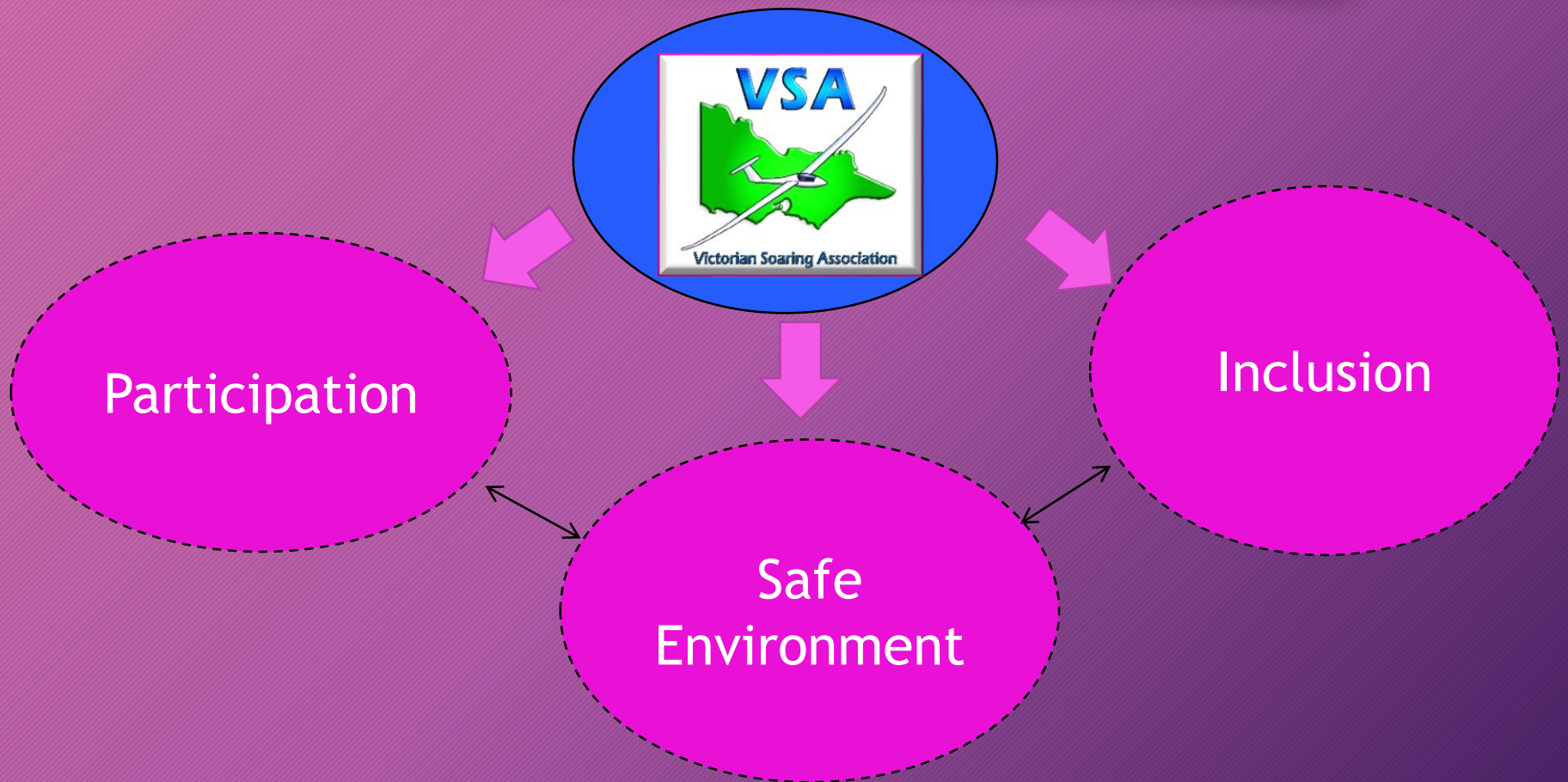
## Opportunities

- Females with direct or indirect link to gliding
- Leverage existing female glider pilots (stories, PR and mentoring)
- Relatively cheap and proven online technology - online forums, direct email, new website
- Enhance the Victorian Soaring Association *#YesGirlsGlide* program
- Study (online) opportunities for required skills
- Suitable venues that can be used for social activities
- AEFs provide realistic “try before you buy” opportunities

## Threats

- Increasing family commitments
- Economic downturn, people becoming increasingly conservative with discretionary spend
- General decrease in VSA membership - acquisition and retention
- Other state sporting associations, including alternative aviation options, competing for female participation
- Trying to do too much too soon with limited resources

# The Three Strategic Drivers



# Participation

## FOCUS AREAS

- Align with the national strategies of the Gliding Federation of Australia, and Victorian Government sporting initiatives
- Training and development to promote Inclusion and Diversity and to encourage female board members and to seek female committee nominations
- Support from gliding clubs to engage with inclusion and gender diversity programs, both government and commercial, such as Change the Game and Access for all Abilities.



# Participation

## FOCUS AREAS

- Provide affordable and flexible opportunities for women and girls to participate.
- Provide educational and “Try It” sessions for local schools and women’s groups.
- Expand opportunities for young women utilizing the VSA YouthGlide program.
- Align programs with the Victorian Soaring Association ***#YesGirlsGlide*** campaign

# Inclusion

## FOCUS AREAS

- Promote Female Glider Mentoring Program
- Promote Existing Calendar of Female Gliding Events and Activities
- Promote Gliding Tips from Females for Females
- Conduct Focus Groups to gauge knowledge and interest of females without gliding experience
- Identify community events and investigate promotional opportunities
- Provide “come and try” opportunities in a female environment
- Develop social media channels and engage with *#YesGirlsGlide* social media marketing as promotional channel

# Safe Environment

## FOCUS AREAS

- Adhere to the club's **Member Protection Policy, Fair Play Code** and **Play by the Rules** initiatives.
- Ensure all instructors have a **Working with Children** certification when dealing with junior females.
- Collect and promote strong statistics developed by impartial and respected organizations to add credence to statements about safety in gliding.

# “Change our Game”





# Culture Change

“Changing an organization’s culture is one of the most difficult leadership challenges. That’s because an organization’s culture comprises an interlocking set of goals, roles, processes, values, communications practices, attitudes and assumptions.”



Forbes Magazine

# *#YesGirlsGlide*

