WOMEN COACHES IN AOTEAROA NEW ZEALAND

2. INSPIRATION AND CHALLENGES

For the love of the sport
The development and progress of athletes
To inspire young people

WHY WOMEN COACH

EMERGING OPPORTUNITIES FOR WOMEN COACHES

Visibility of skilled and experienced women coaches
Increased interest in women’s sport in community/media
Investment in coach development programmes targeted at women
Government focus on girls and women in sport

OBSTACLES TO COACH DEVELOPMENT

Lack of paid coaching positions
Lack of paid hands on, learning opportunities
Access to high quality coach development programmes
The need for specific coaching qualifications

PERSONAL LEVEL

Stress or burn out
Feeling of isolation
Lack of confidence in personal ability

INTERPERSONAL LEVEL

Ongoing old boys club culture
Work-life balance
Family commitments

ORGANISATION LEVEL

The biggest barrier to women is opportunity - that is, men with few or no coaching qualifications or experience and very out of date playing experience and a focus on outcomes over development are consistently preferred over female coaches.
Gender bias in selection/recruitment process
Lack of support systems for women coaches
Time demands of role
Lack of opportunity to progress to higher coaching positions

SOCIO-CULTURAL LEVEL

Lack of acceptance of women coaches
Greater scrutiny of women coaches
Negative stereotypes of female coaches

In my area the high performance jobs are given to the “boys club”. There is no recruitment process or pathway what so ever.

CHALLENGES FOR WOMEN COACHES:

AN ECOLOGICAL VIEW

There are multiple and intersecting factors that influence how female coaches’ engage with and experience their sport. These range from personal factors and beliefs through to socio-cultural norms and expectations. The survey used an ecological model to explore and understand the experience of female coaches from the perspective of four levels: personal; interpersonal; organisation; and socio-cultural.


AUTHORS

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Respondents ranked their top preferences for what they believe are the most important for each heading

Raylene Bates, Paralympic Athletics coach, with Holly Robinson (Photosport)
I love helping young females learn and develop through sport.

I love giving back to the sport that gave me so much. I find it very rewarding developing young people to be the best they can be.

Luisa Avaiki, Women’s Warriors coach (Photosport)
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