

# Advancement of Women as Trainers and Coaches

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# **Women Coaches**

## **The Next Generation**

- **Current situation for women as coaches**
- **Issues faced by women in coaching**
- **Strategies to bring about change**



# Current Position

## Great Britain and Northern Ireland

- 11% British Olympic team Atlanta 1996
- 8% Sydney Olympic Games 2000

## United States

- 90% collegiate women's teams 1972
- 45.6% 2001

## Finland

- 13% coaches
- 26% clubs and associations

## Canada

- 17% national coaches 1997
- 11% 2000
- 20% 2004



# Identification of Issues

- **Lack of financial incentive**
- **Family conflict**
- **'Men make better coaches'**
- **Lack of support**
- **Lack of role models**
- **Professionalisation and perceived value**
- **Burnout**



# Context for Change

- **Coaching Task Force - £27 million GBP (41 million Euros)**
- **UK Strategy Framework For Women and Sport**
- **Develop World Class Coaching Programme**
  - **Scholarships for female coaches**
- **Coaching in Australian strategy**
- **Smith College Masters degree**



# Women into High Performance Coaching

- **Partnership between strategic sports bodies**
- **Objectives:**
  - Identify women with potential
  - Provide education and training opportunities
  - Provide a network of support and advice
  - Identify coaching opportunities to practice
  - Actively challenge the recognised under-representation of women coaches, particularly at the performance and excellence levels
  - To work in partnership to successfully manage and deliver a programme to support more women into elite coaching



# Programme Structure

- **Identify individual needs**
- **Funding for sport specific and generic education and training**
- **Group training events**
- **Mentoring**
- **Deployment**
- **Programme extending to 4 new sports**



# Coach Responses

## The Programme

‘All of the workshops have backed up my previous knowledge – giving confidence on being on the right track’

‘Provided valuable insight into coaching and preparation at the very highest level’

‘The knowledge available from other coaches, not just my own sport, has been invaluable’

## The Future

‘To become England Head Coach’

‘To be a specialist coach at national level’

‘Become national coach’

‘To coach at England level when I have finished playing’

**26 women started in 2000 – 11**  
**currently working with**  
**national squads**



# Strategies for the Next Generation

## Coaching

- Identify the issue – gather data
- Identify existing coaches and high performance athletes
- Establish networks
- Women's coaching programmes
- Revise recruitment strategies

## Sport

- Develop a rationale for female representation
- Political advocacy
- No progress without positive action



# Is the Next Generation Ready?

‘More confidence, more knowledge,  
more skills –  
more motivated’



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