

Introduction of Women's Commission to Increase Female Participation in Competitive Cycling

WestCycle



Case Study Snapshot

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| 1 Gender Diversity Challenge:
<i>Underrepresentation of women in competitive cycling</i> | 2 The Response:
<i>Introduction of a Women's Commission to advise the CEO and Board on initiatives to improve women's participation</i> | 3 Key Outcomes:
<i>Women's Commission in place and solid understanding of situation</i> |
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Gender Diversity Challenge

- Cycling is **heavily skewed towards male participation**. Increasing women's participation requires a different approach to ensure women find the environment and opportunities appealing and inclusive.
- Nationally, 19.3% of Cycling Australia members are women. In Western Australia this is slightly higher at 24.5%.
- The **gender gap is further pronounced in competitive cycling** with women comprising just 19.8% of competitive racing members, compared to 28.9% of recreational riding members.
- CycleSportWA identified in its 2020 Strategic Plan the following key diversity objectives:
 - Equality between men and women
 - Appropriate gender representation in the administration of the sport.

WestCycle's Response

- The Board of CycleSportWA committed to **the introduction of a Women's Commission** to identify the barriers to increased female participation in cycling, and provide recommendations to the CEO and Board about strategies to address these barriers.
- Seven **highly skilled and passionate members were appointed to the Women's Commission** after an open call for expressions of interest.
- The Women's Commission **developed a terms of reference** articulating the following objectives:
 - Understand the barriers to increased women's participation in cycling
 - Increase women's participation in **competitive cycling**
 - Advise on **regulations** for women's events
 - Increase the **membership** of women to CycleSportWA
 - Advise on creating a **culture attractive for women**
 - Provide **guidance to Cycling Australia**, through the Cycling Australia Women's Commission.

Outcomes

- The Women's Commission first met in late 2017 with a Chair appointed, with initial scoping and definition work completed in early 2018.
- Bi-monthly meetings are held with a **reporting process to CEO and Board in place** to ensure that recommendations are captured and delivered upon.
- A member survey** was released to understand the real reasons why women aren't participating in competitive cycling with results available in December 2018.
- A support program** to encourage women to race in the summer Criterium season is currently under development, to be launched in early 2019.



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community
expectations

Example Survey Questions:

- What type of bikes do you own?
- How often do you ride, what type of riding do you do?
- Do you have a partner or children involved in cycling?
- Would you be interested in racing at some point in the future?