

CYCLING VICTORIA

GENDER EQUITY ACTION PLAN

2020 - 2023



EXECUTIVE SUMMARY

Cycling in Victoria has a long history of women participating in the sport, from Lady Brassey making cycling popular for females in the late 1800's to the rise of Victorian professional cyclists and the growing number of women and girls participating on the local scene.

Cycling is not just a sport, it is active transport, it is recreation, it is a social hub; a lifestyle. Every person in Victoria, young or old, male or female has the right to feel safe, included and welcomed within the Victorian cycling community.

Since 2014, Cycling Victoria has come a long way in the gender equity space. We jumped on board the Victoria Governments Board of Directors Mandate of 40% female representation before it became mandatory. We elected our first female President in Lisa Bryne, created a Gender Equity Officer role and made a commitment to be leaders in this space.

However, Cycling Victoria is still on a journey. It is imperative more than ever that we continue on the path we started a few years back and we implore you to come on that journey with us.

Despite seeing growing numbers in participation and great efforts by our member clubs to increase their engagement with female cyclists, we are still seeing a disparity between the male and female cyclists, coaches, officials and those in leadership roles.

This Gender Equity Action Plan for 2020-2023 will see Cycling Victoria go beyond the Victorian State Government Mandate by aiming for a 50/50 gender split on the Board, and taking that one step further by

mandating our sub-committees. While the majority of our sub-committees are breaking the glass ceiling when it comes to gender representation, we will continue to push the ceiling from our leaders down. .

We aim to continue to encourage the growth of female coaches and commissaires in Victoria through our Wayfinder initiative supported by the Victoria Sport and Recreation Together More Active funding grants. Currently our female representation with coaches is at 35% and with commissaire is 17%. While we are tracking strongly in comparison to the other strong cycling states and territories around Australia there is still a lot of work to be done.

Cycling Victoria will continue to demonstrate its leadership in this space by adopting a Gender Equity Policy and a Gender Equity Commitment document that must be signed by all employees. All staff and board members will be taken through gender equity training and this will become a permanent feature of the Cycling Victoria new employee induction process.

By becoming leaders in the gender equity space, Cycling Victoria can be role models for our member clubs and demonstrate the need of an equal representation across the board in sport and recreation.



WHY IS GENDER EQUITY IN CYCLING IMPORTANT?

Sport is not an equal playing field, around the world and here in Australia it is still considered a male-dominated industry.

While sport in Victoria has made real change in the past ten years with the introduction of the Office for Women in Sport and mandatory sporting organisation gender balanced boards, there is still a lot that can be done. The 2015 Inquiry into Women and Girls in Sport and Active Recreation (of which the Office for Women in Sport was founded) found there was a substantial gender gap in leadership roles across sports in Victoria.

Women and girls make up just over half the Victorian population. We know through academic graduation rates and other measures that women have skills, knowledge and experience that are equal to men. Not tapping into that talent pool for the benefit of the sector seems inequitable and wasteful. -
Inquiry into Women and Girls in Sport

Sport has a real chance to create change with its structures to breakdown socio-economic differences and provide support to women in the workplace where it is still skewed towards men. Because female voices are not herald in the board rooms, on club committees, or other leadership positions, they are less likely to participate in organised sport and drop off at much higher rates than boys, particularly in their mid to late teenage years.

VicHealth reports that females of all ages generally have lower levels of physical activity participation rates than males at a rate of one in twenty-five. Research shows a lack of female representation means one in three women aged 25 and over believe sporting clubs are not welcoming to them and participation rates in Victoria decline as women get older. VicHealth states “flexible opportunities and supportive environments are key to increasing participation”

While we strive for gender equity amongst our sport to support our growth, member clubs and participation rates, there are also underlying benefits from a more healthy lifestyle including social, physical and psychological benefits that result in decreased economic burden on the health system. Gender equality is not just important for the sport of cycling but humanity as a whole.

As we have seen over the years, sport can be a powerful vehicle for change. Sport can help change the way women and girls see themselves and the way communities perceive them. Sport is critical to female empowerment.

Cycling requires a cultural change from the top down and Cycling Victoria must be a leading organisation in that change. We are facing a reluctance of senior members to engage in meaningful change and Cycling Victoria needs to lead by example and work with the community to not isolate those in their quest for gender equality.

THE CASE FOR GENDER EQUALITY

Why does cycling need to strive for gender equity?

- Gender equality prevents violence against women and girls.
Did you know that safety for women and girls goes beyond helmets and bicycle lanes?
- Gender equality provides economic benefit.
- Gender equality is a human right.
- Gender equality delivers social benefits.
Increased social cohesion, connectivity and greater health benefits.

THE CYCLING VICTORIA STRATEGIC PLAN

VISION

- › Connect people that love cycling into a community

VALUES

- › We love cycling
- › We proudly lead the cycling community
- › We help people feel they belong
- › Safety is our non-negotiable
- › We thrive on participation and competition

STRATEGIC PILLARS

- › **Clarity and Communications** – It All Starts Here
- › **Club Connect** – Empower our clubs to build the riding and racing community, together
- › **Commercialisation** – Build a sustainable future for riding and racing in Victoria



Looking to 2022 our vision is to create:

- An environment where all Victorians can participate in cycling in a safe and equal community, have equal access to facilities, racing, participation and leadership opportunities
- All Victorian Clubs recognise that gender equality is essential to club prosperity and the positive impact gender equality will bring to community
- An environment where Cycling Victoria leads the way in gender equality with sustained and measured action

Cycling Victoria aims to become an Australian Government Workplace Gender Equality Agency Employer of Choice in 2021.

THE CYCLING VICTORIA JOURNEY TO DATE

What we have achieved so far..

➤ **Victorian State Government Board Quota**

We have reached and maintained the Victorian State Government Board Quota of 40% females since 2018. However, we want to take this one step further in 2021 by reaching a 50/50 gender split on the Cycling Victoria Board.

➤ **Female Leaders**

Our office staff has increased in female representation over the past three years. We employed a Gender Equity Officer in 2018 and the role has since developed into an inclusion role working with both the participation and racing teams.

➤ **Documentation Development**

Development of the “Toolkit for Attracting and Retaining Women and Girls”

➤ **Engaging with our Community**

Cycling Victoria’s Media and Marketing team have reviewed the content produced
Increased social media coverage of females in the cycling community.



THE STATE OF PLAY IN VICTORIA

Cycling Victoria Members

Age	Total	Male	Female	Male %	Female %
0-9	115	81	34	70%	30%
10-19	947	742	205	78%	22%
20-29	541	432	110	80%	20%
30-39	901	729	172	81%	19%
40-49	1357	1105	252	81%	19%
50-59	1118	909	209	81%	19%
60-69	546	455	91	83%	17%
70+	272	212	15	93%	7%
Total	5752	4664	1088	81%	19%

Commissaires in Australia (as of March 2020)

State	Total	Male	Female	Male %	Female %
VIC	175	145	30	83%	17%
NSW	345	301	44	87%	13%
QLD	136	116	20	85%	15%
TAS	50	44	6	88%	12%
NT	15	9	6	60%	40%
SA	45	33	12	73%	27%
WA	25	18	7	72%	28%
ACT	9	8	1	89%	11%
National	800	674	126	84%	16%

Coaches in Australia (as of March 2020)

State	Total	Male	Female	Male %	Female %
VIC	248	161	87	65%	35%
NSW	298	218	80	73%	27%
QLD	240	169	71	70%	30%
TAS	49	39	10	80%	20%
NT	13	9	4	69%	31%
SA	106	77	29	73%	27%
WA	85	53	32	62%	38%
ACT	45	29	16	64%	36%
National	1084	755	329	70%	30%

Of the major states and territories in Australia – New South Wales, Victoria, Queensland – Victoria is tracking higher than both with the proportion of males and females who have active* coaching and commissaire accreditations.

The percentage breakdown is stronger than the membership breakdown for Cycling Victoria.

**The definition of active is that they have an active Cycling Victoria membership. This does not mean that they are active as a commissaire or coach.*

CYCLING VICTORIA CLUB COMMITTEES

Cycling Victoria currently has 71 Member Clubs affiliated with the organisation. Of those 71 clubs, 41 responded to Club Review Questionnaire, some clubs required a follow-up call to gather the information.

15 of the Cycling Victoria Member Clubs have a male-only club committee. One club has a female-only committee (women's only club), two clubs have more than 50% female on their committee and two clubs have a 50/50 gender balance. The remaining clubs are skewed towards a male-dominant club committee

Of those clubs who have women on their committees, the majority of them are in the role of Treasurer, Secretary or Women and Girls. Of the 41 clubs who responded, only 3 clubs have a female President and two a female Vice-President.

CYCLING VICTORIA SUB-COMMITTEES

Sub-Committee	Male	Female	Male %	Female %
Audit & Risk	3	2	60%	40%
Nominations	1	1	50%	50%
Racing	6	4	60%	40%
Technical	3	3	50%	50%
History & Heritage	7	1	87%	13%
Infrastructure & Facilities	5	1	83%	17%

The Cycling Victoria By-Laws currently state the Cycling Victoria Sub-Committees must achieve at least 33% of each gender. This has not been achieved by two Sub-Committees and the by-laws will be updated.



GENDER ACTION PLAN



CHANGE THE CULTURE

Leadership and Governance

Changing the culture of cycling by increasing the number of females at all levels and areas of the sport.

As it currently stands, females are underrepresented in all areas of cycling from grassroots participation to club committees. Cycling has traditionally been recognised as a male dominated sport internationally. Cycling Victoria is going to challenge that mindset, beginning with our state.

HOW WILL WE ACHIEVE THIS?

- › Inclusive leadership and culture within Cycling Victoria, Males and Females involved in driving change
- › Gender Equity training for all Cycling Victoria Board, Sub-Commissions and Staff
- › Leadership training for Cycling Victoria employees
- › Promote Male Champions of Change
- › Become an Australian Government Workplace Gender Equality Agency Employer of Choice by 2021

BUILDING A STRUCTURED PLATFORM FOR TALENT

Talent Pathways and Progression

Why are women and girls in cycling not taking on leadership roles, or progressing down the cycling pathway at the same rate as their male counterparts?

Cycling Victoria is committed to creating more clear and achievable pathways in cycling for females to participate in.

HOW WILL WE ACHIEVE THIS?

- More women in official, coaching and club committee roles
- Established Victoria wide talent pipeline to help promote more women and girls in to 'traditional male' roles
- Develop and implement a female Coach, Commissaire and Officials Mentorship program
- Clear racing and participation pathway development from Juniors to Masters



EQUAL OPPORTUNITIES FOR ALL

Racing & Participation

Cycling Victoria must recognise the current environment does not serve well for females to thrive in cycling. We need to provide safe, supportive and fun environments that are equitable.

HOW WILL WE ACHIEVE THIS?

- › Gain an understanding of the barriers to diversity and inclusion and implement strategies to minimise the identified barriers
- › Review and adapt the racing structure to become more diverse and inclusive
- › Develop and support participation opportunities that are diverse and inclusive



SAFETY FOR ALL

Female Friendly Facilities

All Cycling Victoria members have the right to feel safe in their cycling environment.

HOW WILL WE ACHIEVE THIS?

- › Work with the Infrastructure and Facilities Sub-Committee on grant applications and implementation of Female Friendly Facilities
- › Develop and support the implementation of club guidelines for Female Friendly Facilities
- › Review racing and participation products and make recommendations for Female Friendly race/program/event infrastructure




CLUB CULTURE Governance & Empowerment

Cycling Victoria is committed to ensuring the Governance of our member clubs is aligned with our Constitution, By-Laws, and Policies and Procedures.

HOW WILL WE ACHIEVE THIS?

- › Ensure our Constitution, By-Laws, and Policies and Procedures align to support gender equity, diversity and inclusion
- › Employ a Club Manager to develop and oversee the implementation good governance of policies and procedures
- › Engage with clubs to become Gender Equitable Organisations aligned with the Cycling Victoria Gender Equity Action Plan
- › Develop and support the implementation of a tool kit for a Gender Equitable Club Committee

A person is seen from behind, wearing a dark-colored cycling jersey. The jersey has 'BEASTWEAR' printed in a smaller, stylized font at the top of the back, and 'TEAM VICTORIA' printed in a larger, bold, sans-serif font below it. The background is a blurred outdoor scene, possibly a cycling track or road, with other people visible in the distance. The entire image has a blue color overlay.

BEASTWEAR

TEAM VICTORIA

JO

www.cycling.org.au/vic