



VICTORIAN SOARING ASSOCIATION
#YESGIRLSGLIDE
STRATEGY PLAN
2023 - 2027



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 or be the initial pathway to a career in aviation.

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

- Integrity
- Respect
- Teamwork
- Inclusion and diversity
- Culture of safety

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 strategy plan is aimed at increasing participation in our sport by women. Gliding currently has approximately 93% male participation in Victoria and nationally.

The VSA is working with the Gliding Federation of Australia's Women in Gliding strategy to increase participation both in Victoria and nationally.

Goal

The VSA aims to retain and increase female membership over 4 years by 4%.

Background

Females are significantly under-represented in gliding.

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.

The following barriers identify the lack of female participation in the sport:

- a real or imagined 'danger factor';
- Believing that they can't do it before even trying;
- Relatively high costs involved, and
- a perception that the sport is a "boys' club" or "Men's Shed".

VSA #YesGirlsGlide 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 sets
- Females lack confidence in their ability
- 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

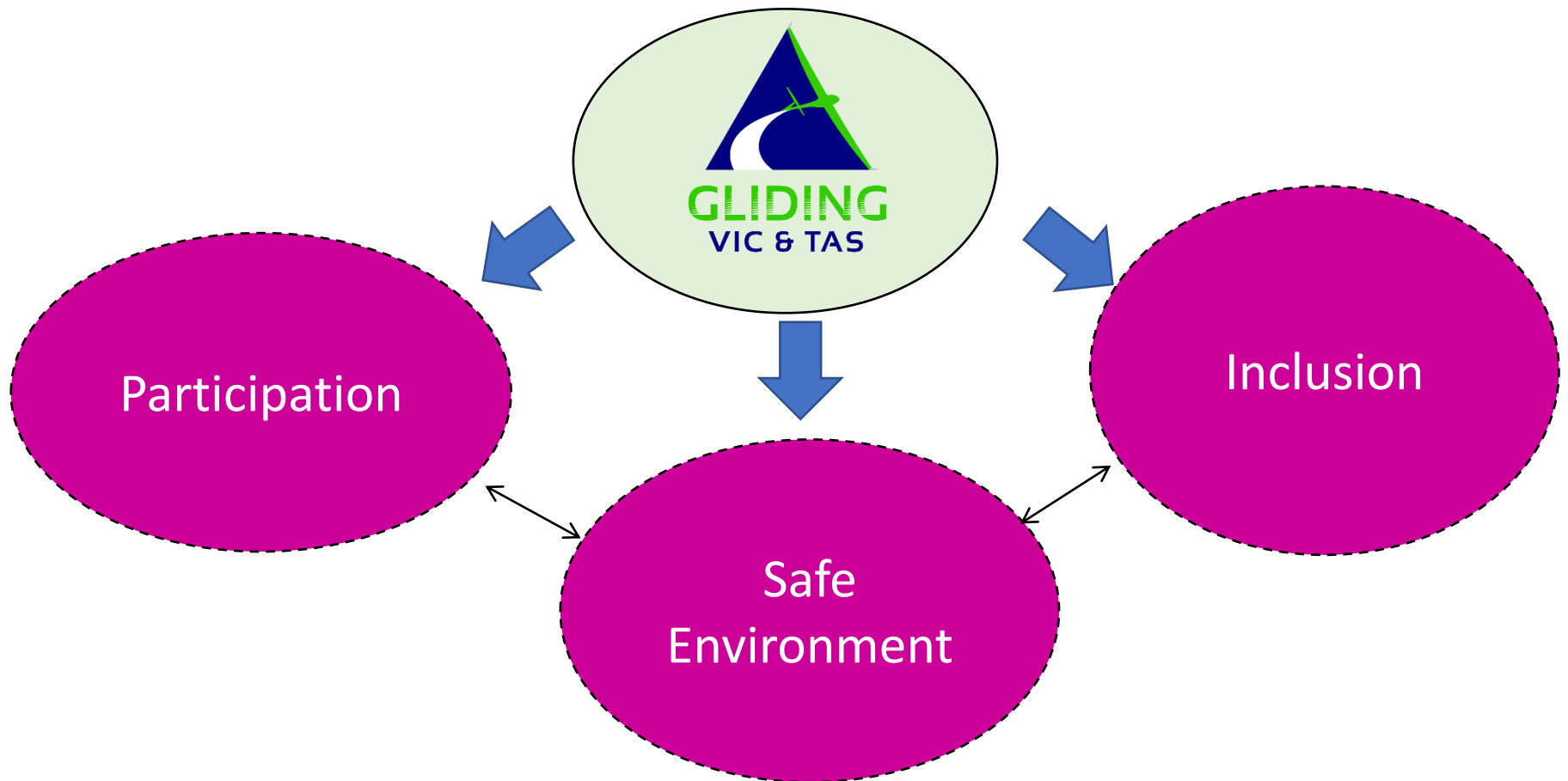
Opportunities

- 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.

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 awareness of legislation and community expectations in relation to Governance and Integrity throughout all Victorian clubs and promote the utilisation of Gliding Australia's Governance and Integrity policies.
- Pursue inclusion and involvement from diverse communities, along with development of programs related to female indigenous involvement.
- Implement frameworks to create a safe and inclusive sport.
- Improving access and removing barriers to enable more females to participate and improve visibility of women in gliding, resulting in an increased share of female participation of 4% of members by 2025 by implementing the Women & Gliding Development Plan 2023.

Safe Environment

FOCUS AREAS

- Adhere to the Gliding Federation of Australia and the Victorian Soaring Association'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.
- Provide suitable mentors for women participating in gliding.
- Collect and promote strong statistics developed by impartial and respected organizations to add credence to statements about safety in gliding.

#YesGirlsGlide

