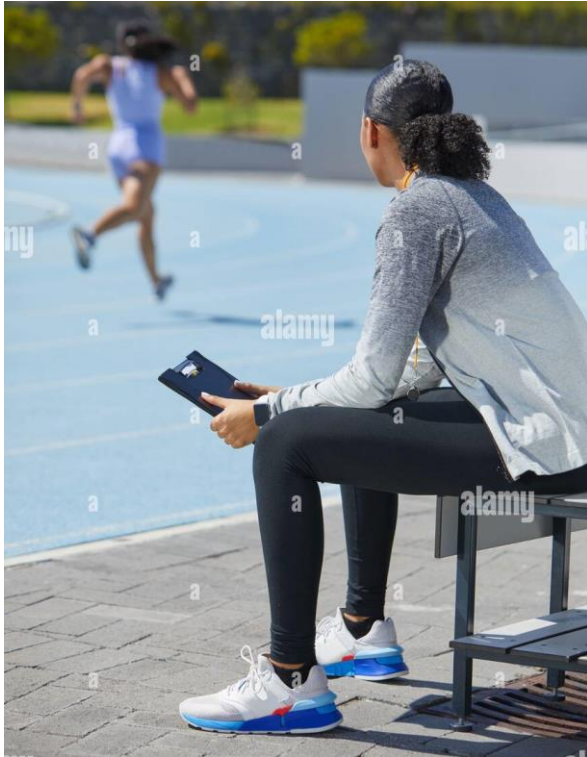


# Women in sport “High Performance Pathway”



*“Over the last few weeks, I have highlighted **the need to further engage in a few challenging conversations** – specifically in areas around women in coaching and potentially dysfunctional power dynamics that may exist in coach-athlete relationships, **especially between male coaches and women athletes.**”*

*We recognize that we are not the experts in these areas, and whenever this is the case – We do our best to reach out to more expert people (female or male) than we are to help define our steps.”*

*My mission is to Empower and transform athletes/coaches  
(give someone power and confidence to do something)*

Fernando Oliva

# ASICS Research (There is a gap in participation)

1) Top reason to engage in sport:

(-Mental wellbeing benefit /-physical benefit “health”)

2) Motivation factor to engage women in sport:

(-people goals/-use technologies/-access to facility)

3) In the previous point (2), the difference with athletes (the big motivation is “Competitions”)

4) During puberty, the most “Drop out” happens. What can we do?

(Increase engagement through campaigns / Promote more **female coaches** !!!!)

5) Reasons why females find difficulties in engagement:

- Lack of time
- Work commitment
- Mother's obligation responsibilities

Goal= Reduce the gap !