

Women Coaches in Norway

PROCON: Barriers women coaches face

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Profiling the Coaches of Norway

A national survey report of
sports coaches & coaching



3 in 10 coaches are women

- NOR population 2016 (n = 5.282.223)
 - 50.4% men, 49.6% women
- **NOR coaches 2017 (n = 5977)**
 - 74% men, **26% women**
- **SWE** coaches 2016 (n = 3030)
 - 68% men, **32% women**
- **UK** coaches 2015 (n = 3700)
 - 72% men, **28% women**
- **FIN** coaches 2009 (n = 2476)
 - 70% men, **30% women**

Women are moving ahead in specialized knowledge and in numbers

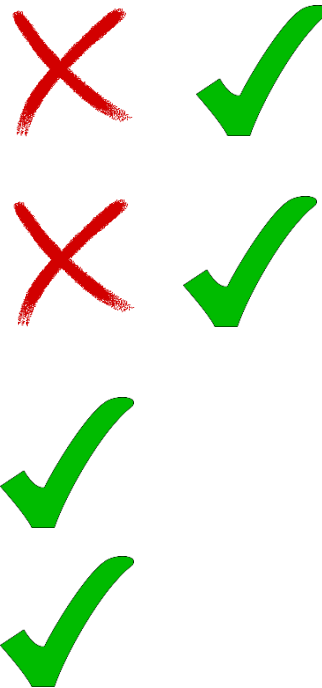
- **PROCON (2017)**
 - 1108 women certified as coaches
 - 9% before 1997
 - 23% between 1998-2010
 - 68% after 2011
- **Gender Equality Report (2016)**
 - n = 446 nat'l team coaches
 - 18% women
 - increase from 8% in 2006
 - in PROCON of 251 nat'l team coaches, 15% were women

Barriers Women Coaches Face

What we know

- Coaching education disadvantages women
- Recruitment processes disadvantage women
- Gender stereotypes disadvantage women
- Working conditions disadvantage women

In the PROCON data



Barrier 1 EDUCATION

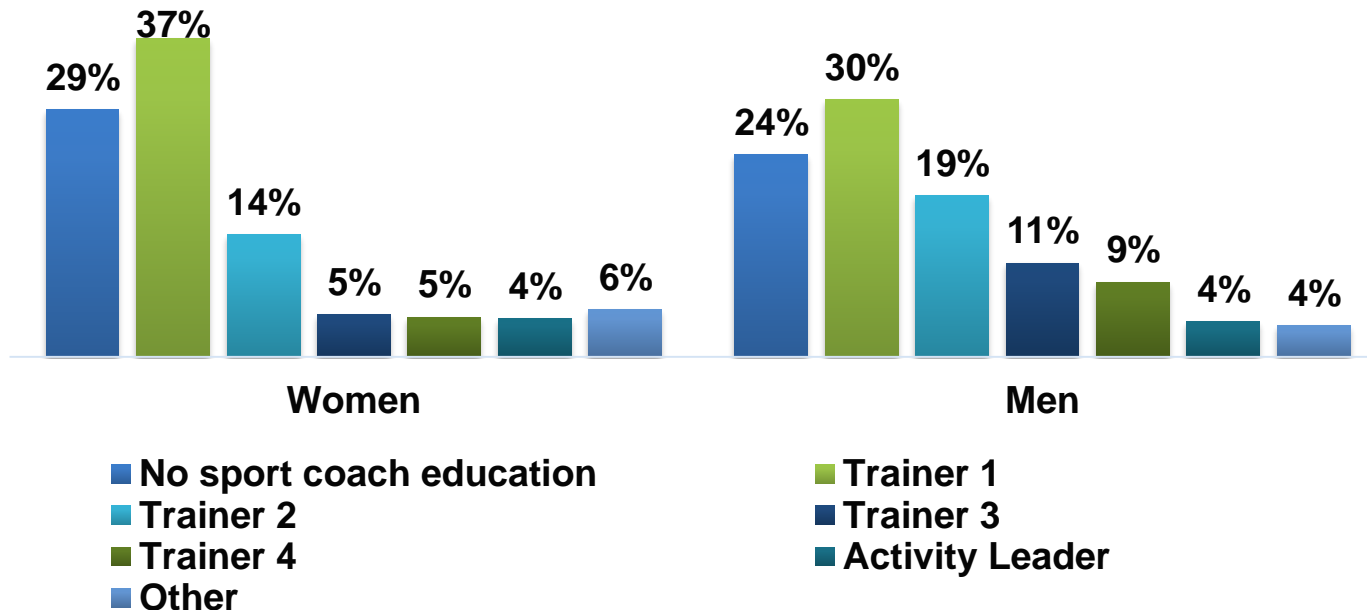
Need to get past
the Trainer 1 level

❖ **67% have completed higher education**

- 67% of men
- 67% of women

❖ **76% have sports coaching education**

- 77% of men
- 72% of women



What Are the Consequences if the Education Barrier Stays?

In PROCON data

- Coaching lower levels
- Coaching younger athletes
- Not getting a chance to advance
- Not getting a chance for further education
- Not getting job offers
- Not building further confidence



Barrier 2 RECRUITMENT

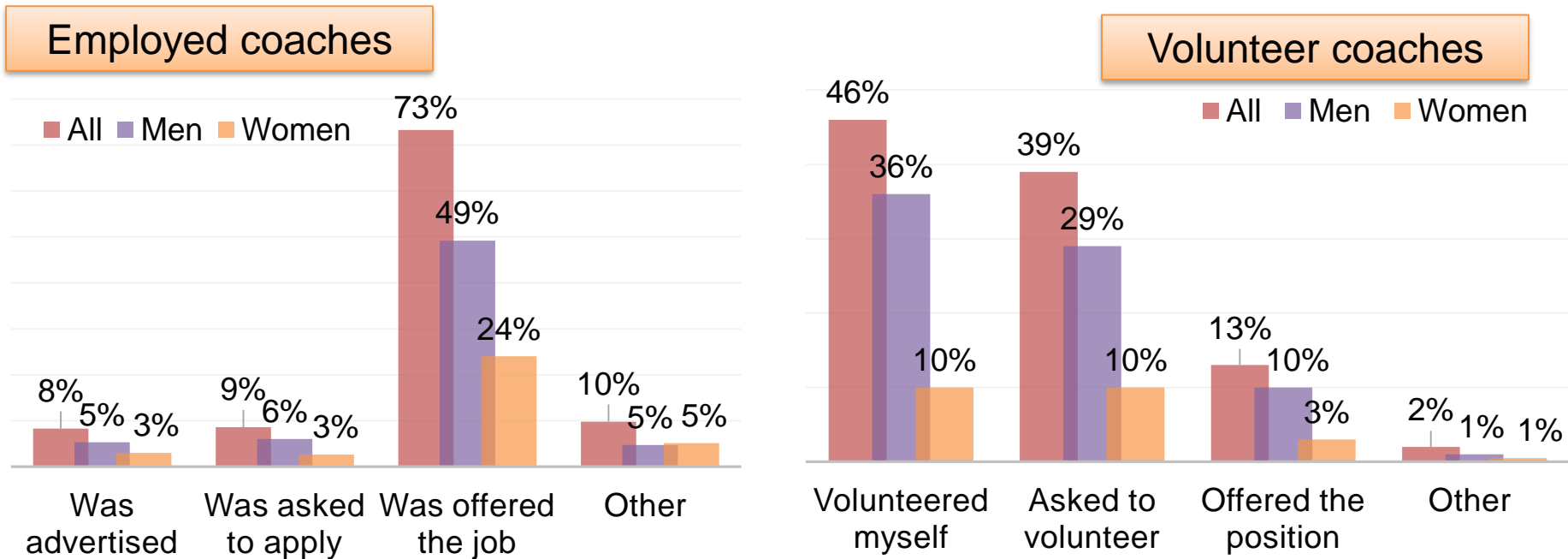
Need to open up
the processes

❖ Fewer women








- are offered a job
- volunteer themselves
- asked to volunteer

❖ more women have contracts

❖ more women early career coaches (0-5 yrs) (54% V, 52% E)



What Are the Consequences if the Recruitment Barrier Stays?

- In PROCON data
- Low number of women coaches will not change 
 - No role models for girls  
 - No chance to advance 
 - Not chance to further education 
 - No confidence boosting  

Barrier 3 STEREOTYPES

Need to find the right perspective on the value women coaches bring into sport

Common stereotypes

- doubting their competence
- tend to focus more on coaching process, development vs. results, quality of relations, athlete well-being, are less direct

❖ **Regardless of the context, gender, educational level there is some gender stereotyping**

- women in Norway have to work harder than men to succeed
 - sports educated coaches scored higher
 - Why are they more sensitive to these matters? Did we teach stereotypical views through what our courses? Did life teach them these?

❖ **Key objective in daily coaching**

	Men	Women
Develop athlete skills and mastery	18%	22%
Produce results	15%	9%

What Are the Consequences if the Stereotyping Barrier Stays?

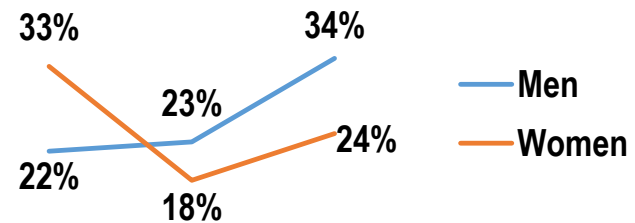
- In PROCON data
- Not getting a chance to advance ✓
 - Not getting job offers ✓
 - Not building more confident ✗ ✓
 - Discrimination against women ✗ ✓
 - Women are disempowered ✗

Barrier 4 WORKING CONDITIONS

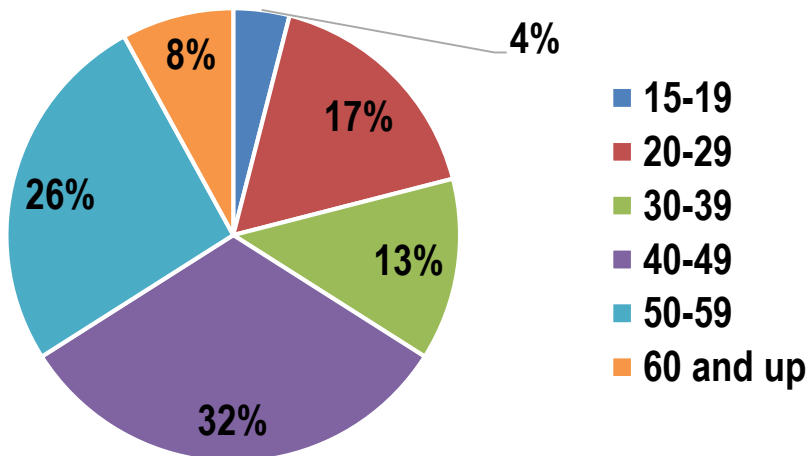
Implement measures
that will keep women
in coaching

❖ Top reason to stop coaching is work-life situations

- 45% of inactive women
- 26% of inactive men



15 - 19 20 - 29 30 - 39



4 times more women
3 times more women
2 times more women
1.5 times more women

What are the Consequences if the Working Conditions Barrier Stays?

In PROCON data

- Coach at lower levels 
- Coach younger athletes 
- Not applying for job openings 
- Not building confidence  
- Not becoming role models  
- Feeding the stereotyping 
- Women get out of coaching 

Gender Equality Report 2017

Measures taken

- ✓ Recruitment campaigns aimed at women's participation in Trainer 1
- ✓ Free or reduced course fee for female participants in training courses
- ✓ Recruitment campaigns aimed at women's participation in Trainer 2-4
- ✓ Own measures aimed at former female elite practitioners
- ✓ Organization of own mentor courses for female trainers
- ✓ Establishing networks for female trainers
- ✓ Own Trainer 1 course for women
- ✓ Own Trainer 2-4 courses for women
- ✓ Quotes for Women on Trainer 1
- ✓ Quotas for women on Trainer 2-4
- ✓ Other measures aimed at getting more female coaches

To consider further

Get women coaches past the Trainer 1 level

Open up the recruitment processes to all

Find the right perspective about what women bring in

Implement practices that will keep women coaching

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Treneren i norsk idrett

En nasjonal kartlegging
av trenere og trenerrollen

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<https://spinn-inn.no/>

Thank you!

Note

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PROCON data is co-owned by NIF and HiNN.
Access to and use of the data is managed by HiNN.