



AWS INAUGURAL REPORT

For the 2020 and 2021 winter season

In 2020, the AWS (Advancing Women in Snowsports) Committee was established to empower female members and strive for gender equity within the APSI.

It has been over 12 months since the 'Advancing Women in Snowsports' (AWS) committee idea began at the 2020 Trainers Coordination.

The inspiration for the AWS committee came after professional discussion at the 2020 Trainer's Coordination raised the issue of gender bias and disparity within the APSI.

Female trainers present at this Trainer's Coordination came together, and soon after proposed the idea of a dedicated women's network to the APSI Board of Management.

The ski industry is male dominated and throughout Australian ski resorts there is a considerable lack of female presence and representation across all snow sport disciplines for up-and-coming instructors. When establishing the AWS, members of the inaugural committee reviewed the following APSI membership and staff statistics.

Figures 1-4 illustrate the gender disparity in participation that supported the formation of the AWS. This data was taken from 2019 examination participation, which was able to inform discussions held at the 2020 Trainer's Coordination.

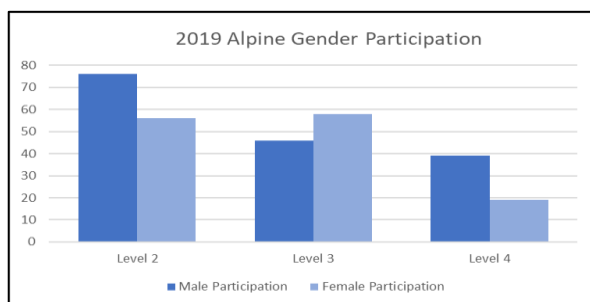


Figure 1 Alpine gender participation in exams

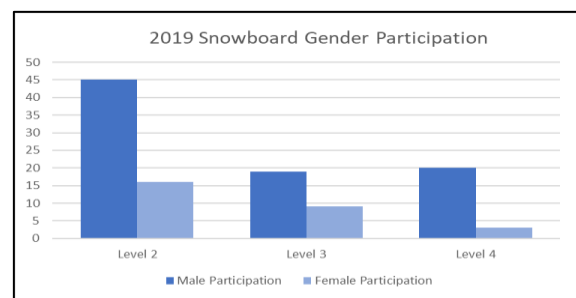


Figure 3 Snowboard gender participation in exams

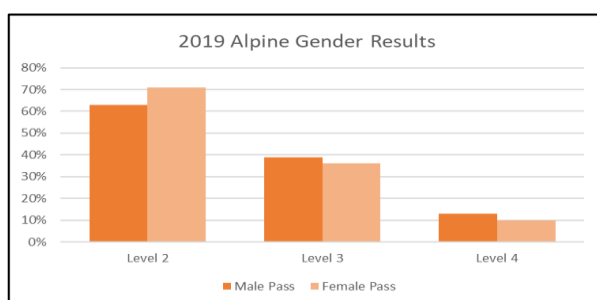


Figure 2 Alpine exam results by gender

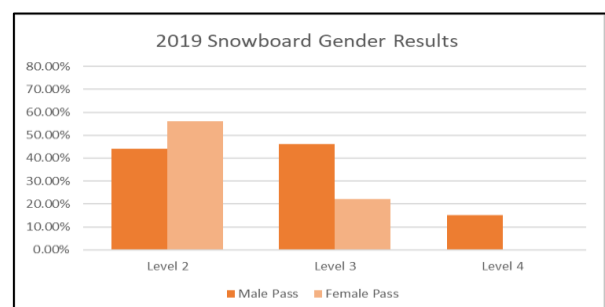
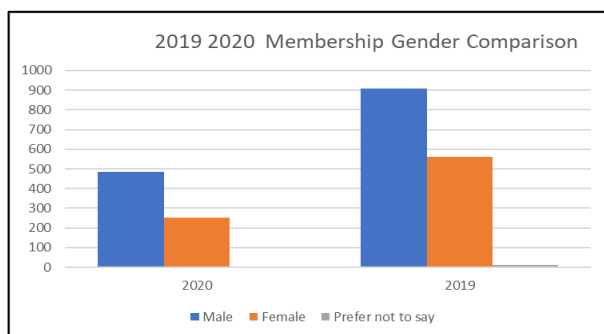


Figure 4 Snowboard exam results by gender



In addition, the overall membership data in Figure 5 also shows that there is disparity between male and female membership, with 66% of members in 2020 being male.

Figure 5 Male and female APSI members in 2019 and 2020

This difference in male and female membership can also be seen in the 2020 certifications. Table 1 shows the gender disparity was more pronounced at higher level certifications (Level 3 and 4). Table 2 shows the gender disparity in the current APSI trainers, with the majority of trainers being male.

Table 1 Gender disparity at each level of certification (from 2019)

Level	Male	Female
1	243 (71%)	163 (40%)
2	185 (61%)	118 (39%)
3	118 (65%)	64 (35%)
4	106 (82%)	24 (18%)

Table 2 Trainers within the APSI at the start of the 2020 season

Level	Male	Female
Rookie	5 (71%)	2 (29%)
1	2 (40%)	3 (60%)
2	17 (81%)	4 (19%)
3	17 (85%)	3 (15%)
4	20 (87%)	3 (13%)
Technical Director (TD)	4 (80%)	1 (20%)

From these statistics the AWS recognised that **only 18% of Level 4 certified instructors** at the start of the 2020 winter, across all snowsports disciplines are female. Further, in **2020 only 34%** of the APSI membership was female, and the gender balance in **APSI staff trainers is 80% male, with 20% female**. The AWS also noted that in alpine and snowboard participation rates, Level 3 Alpine is the only level with a higher female rate.

Whilst reviewing this data provided evidence of the gender disparity within the APSI, it didn't explain why this disparity exists.

Forming the AWS Committee

During the Winter of 2020 the inaugural committee members worked, in collaboration with the APSI Board, towards an endorsed committee who would serve

the members of the APSI in achieving equity for women within the Snowsports Industry. The AWS was officially endorsed by the APSI Board of Management at the 2020 September Board Meeting.

Our Vision is an APSI which actively promotes the role of women and creates opportunities to empower females to participate and pursue a career in Snowsports instruction.

Our Mission is to implement and sustain long-standing initiatives within the APSI that promote equitable opportunity for women across all areas.

2020 Work Plan

Our 2020 Work Plan was formulated to address each of our key areas:

- **Education:** The data that the Gender & Diversity survey produced provided the AWS a better understanding of some of the key member thoughts and perceptions regarding gender parity within the APSI.
- **Interaction:** At the end of 2020, revision of the Work Plan was conducted using the information gathered from the survey. The AWS then proposed new initiatives for implementation during the 2021 season.
- **Inspiration:** Our objective was to pique member interest and provide information on the development of women within the APSI.

Table 3 AWS 2020 Work Plan

	Action	Timeline	Key Indicator
Education	Create a questionnaire for all members to anonymously participate in, to investigate the association's opinions on gender topics to understand the statistics behind the APSI's gender gap.	In conjunction with the APSI Board: support, design and distribution of the APSI Inclusivity/Diversity survey by the end of September 2020.	Have the Survey be released and the collection of data to be analysed to establish a baseline of the APSI.
Interaction	Revise Action Plan and Work Plan for 2021 based on survey findings.	Based on analysis of survey findings; design and present recommendations for systemic change and proposed AWS actions to Board for approval by June AGM 2021.	Revise 2020 Action Plan. Establish a 2021 Work Plan consistent with findings.
Inspiration	Write an article for the SnowPro providing a detailed report to the membership of the AWS.	October 2020.	Successful submitted Article by deadline.

The AWS committee successfully met each of the three actions set out in our work plan and is in a positive position to continue its' initiatives into the 2021 winter season.



49% of respondents to the survey have experienced or witnessed bias or discrimination within the APSI.

48% of respondents believe that the snowsports instructor industry has a gender bias, with 39% of respondents believing the APSI has a gender bias.

Informing the AWS 2021 and beyond Work Plan

During September 2020 the AWS alongside the Board released a survey on Gender, Diversity and Inclusivity. Whilst the survey was a collaboration between the Board and the AWS, the AWS can only report on the findings related to gender as defined by their scope in their Terms of Reference.

The below critical findings from the survey data have underpinned the AWS's 2021 Work Plan.

Perhaps most importantly the survey found that **49% of respondents to the survey have experienced or witnessed bias or discrimination within the APSI.** Additionally, **48% of respondents believe that the snowsports instructor industry has a gender bias,** with **39% of respondents believing the APSI has a gender bias.**

To address this, the AWS have chosen to action this gender bias through education and training. During the 2021 season, the AWS in conjunction with the Alpine Technical Committee hosted an 'unconscious gender bias' presentation at the 2021 Trainer's Co-ordination. The AWS is also aiming to deliver unconscious gender bias training to the wider membership in 2022.

Interestingly, the survey revealed that the AWS can do more to educate the APSI membership about potential reasons for female participation. Encouragingly, the survey found that **only 13% of respondents think that women lack confidence to progress.** This is fantastic, however, **25% of respondents would like to see women's clinics,** women's specific training and women's training days.

Further, the survey results also show that **23% of respondents think there should be more female representation in management, the Board, trainers and the APSI National Team**. This highlights some of the perception within the APSI, as at the time of the survey, **43% of the voting Board were female**. However, as shown in Table 2 earlier in the report there is a gender difference in trainers. We, the AWS, hope that by implementing our three pillars of interaction, education and inspiration, the number of female trainers and members will grow and remain in the industry in the future.

The survey also provided feedback about respondents experiencing or witnessing sexist comments and behaviour throughout their membership, as well as 17% of respondents referring to the APSI as a 'boys club'. Respondents also noted that there was a lack of female representation in APSI teaching manuals, as well as training materials and documents and marketing materials.

Overall, the data from both the survey and the membership statistics suggests there is a need for the APSI to encourage, support and facilitate the active participation and progress of female members.

As shown above, the survey indicates that the APSI membership would benefit from the AWS implementing the following initiatives:

- Women's professional development offerings
- Greater female representation in APSI manuals and marketing collateral
- Education about unconscious gender bias
- Further discussion and communication about gender equity

The Board has been supportive of all the AWS's endeavors and has worked collaboratively towards creating opportunities to empower females to participate and pursue a career in Snowsports.



The following AWS Work Plan was approved by the Board for implementation for the 2021 winter season.

Table 4 2021 Work Plan

Key Area	Action	Timeline	Key Indicator(s)	Measurable Outcome
Education	In conjunction with the Technical Committee allow for Manual overhaul with regards to gender and inclusion.	September 2021	Articles/Recommendations for Manual update submitted to TD's and General Manager by End of June 2021	Why: Females need to have equal representation Measurement: More females in the manual across tech and pedagogy visuals
Education	Unconscious bias presentation presented at Trainers Co-ordination (In collaboration with Technical Committees)	Feb-May 2021	Completed June 2021- Trainers Coordination	Why: Unconscious Bias is prevalent through industry as per survey Measurement: Survey from trainers after TC on effectiveness
Interaction	TC Female Trainer Meeting	June 2021 Trainers Co-ordination	Meet & Network with female colleagues to discuss AWS initiatives and our interaction with members during 2021 season.	Why: To establish a positive networking and safe environment for female staff & Trainers Measurement: Attendance
Interaction	Build the AWS page on the APSI site.	Summer20/21	Up and running page by Winter 2021	Why: Membership exposure and interaction Measurement: Interaction with AWS & page
Interaction	Women's Clinic- in the Format of the Freeski Camp run in 2019- A Clinic run by and for women to enable a positive and safe learning environment	Winter 2021	Approval by Board/TD's by June 2021 Advertising from the Start of July to generate interest.	Why: Survey results showed interest in women's Professional Development (PD) Measurement: Attendance on Professional Development
Inspiration	Après session/s	June-September Plan for 2/3 sessions.	2 sessions planned for Winter 2021	Why: Exposure to gender issues Measurement: Survey on successful topic focus
Inspiration	Social Media Marketing Plan for Winter 2021/22	May 2021	Calendar submitted to General Manager by May 1st	Why: APSI's social media has minimal content. Measurement: Membership engagement

2021 Summary

The 2021 Season was another difficult year for everyone. We had high hopes for this season and although we were impacted greatly with Covid-19 lockdowns and restrictions the AWS was able to meet the following actions set out in the 2021 work plan:

- We successfully established the Advancing Women in Snowsports page on the Website for members and future members to connect with the APSI.
- Hosted a female Trainer and Inhouse Trainer meeting at Trainers Co-ordination to connect and network with trainers across the resorts to provide a space for feedback and ideas for the APSI.
- The Unconscious Gender Bias presentation was hosted at Trainers Co-ordination successfully and the aim is to share this with the wider APSI membership in 2022.
- Women's Clinics were established and garnered interest in both NSW and Victoria resorts; unfortunately, they both were unable to run due to Covid-19 lockdowns.
- The AWS set up a Marketing plan; this is yet to be implemented however, the framework for future seasons has been established.

Looking forward

The AWS committee is up for nomination in 2022. Four positions will be available for nomination to two female staff trainers and two non-staff/non-trainer members. The APSI's online voting platform will be used every second year after the initial formation period (2020) to elect new members. This will be scheduled to occur in line with the APSI AGM, or Trainer's Coordination.

If you would like to be involved as a committee member, we are excited to have you onboard and if you have any questions, please feel free to get in touch with one of us!

The AWS will be revising our 2022 Action Plan over the summer. If you have any ideas, feedback or would like to get in touch please email aws@apsi.et.au.

We look forward to continue interacting, educating and inspiring all members of the APSI membership.