



WOMEN
IN MOTORCYCLING

2013 ADVANCING WOMEN IN MOTORCYCLING

Vision Programme

Table of Contents

- I. The Vision 3
 - 1. Improved diversity in the organisation and increased resources available 3
 - 2. Greater participation and larger audiences 3
- II. Background 4
- III. Belief 4
- IV. Does this apply to me? 4
- V. In practice 5
 - 1. Communication 5
 - 2. Education for and about women in the FIM family 6
 - 3. Involving women in the FIM’s sporting and non-sporting activities..... 6
 - 4. Recognition 7
 - 5. Tracking our progress 7
- VI. Conclusion 8



I. The Vision

One of the ways in which the FIM is trying to increase global participation in and awareness of motorcycling activities¹ is to develop an effective inclusion programme for women.

The Advancing Women in the FIM Programme has been developed by the Commission for Women in Motorcycling (CFM) of the Fédération Internationale de Motocyclisme (FIM) to move forward with its commitment to improving diversity at the FIM.

The FIM strives to ensure that the sport of motorcycling is practised, managed and led by a diverse group of people. By creating and promoting opportunities for women to be included and involved in all areas of the organisation, the FIM will benefit in two concrete ways:

1. Improved diversity in the organisation and increased resources available

Feedback from surveys of the FIM membership has shown that members are concerned that the sport does not offer women a full range of opportunities. The majority of participants noted that they would like to see that perception changed. Women can make valuable contributions as both volunteers and participants with different ideas, talents and opinions. Opening up more opportunities to women would improve diversity in decision making which could enhance the overall decision making and governance of the organisation. Recent studies have found a strong correlation between corporations that have women on their Boards of Directors and better organisational performance.²

It is important to share resources, power and responsibility with women in all areas of the organisation. Change is a constant in any organisation today. One change affecting all sporting organisations is the declining participation of volunteers. By specifically encouraging greater participation by women, the FIM can access new participants and volunteers who have not traditionally been involved in the sport.

2. Greater participation and larger audiences

Female athletes, coaches and administrators provide important role models for other women. All sports are aware of the current need to continue to increase the number of participants in their sport to ensure their sustainability and long-term survival.

Increasing the number of female riders covered by traditional and new media will surely entice new audiences to watch and follow motorcycling competitions.

¹ FIM Strategic Plan, key objectives No 2

² Catalyst, *The Bottom Line: Connecting Corporate, Performance and Gender Diversity* (Catalyst, 2004)

II. Background

Numerous studies have been completed in preparation for this programme including AISTS and MEMOS research papers. The findings from those papers are gratefully acknowledged. You will find references on the CFM section of the FIM website

III. Belief

The FIM recognises that creating more opportunities for women will not only improve the lives of women who participate in the sport of motorcycling but will improve the sport for all participants by promoting greater equality and diversity throughout the organisation. The FIM will encourage the Continental Union's, National Federations and Associated Members and partners to adopt a similar approach.

The FIM recognises that a specific programme is required to help to broaden the culture of the organisation and specifically to counterbalance the traditionally predominately male culture of motorcycling. The aim of this programme is to raise awareness of women's perspective and suggest simple and effective ideas for improving women's participation within the FIM. The long-term vision is that this programme will become redundant over time as the changes become embedded into the organisational culture.

IV. Does this apply to me?

This programme is relevant for all FIM members and stakeholders, including the FIM Board and Commissions, the Continental Union's, National Federations, Associated Members and event organisers.

All individuals working for the FIM and its members, including coaches, trainers and event organisers, whether volunteers, part time or full time staff, should be aware of the needs of women, including the specific needs of female athletes, and work to ensure that, within the framework of the existing rules, both men and women receive fair treatment.

At the same time, the FIM will continue to work with its members and partners towards improvements in the regulatory framework with a view to opening up more opportunities for women.

Directly or indirectly, gender issues arise in all areas of what we do. To ensure that women's perspective is considered and opportunities for women are created, it is important to raise awareness of these issues and to bear them in mind when making decisions.

Whatever your role within the FIM family (FIM, CONU, FMN, sporting or non-sporting), you are asked to look for opportunities to include women or to encourage them to take an interest in the activities that concern you.

V. In practice

Five key areas targeted by the FIM in this programme are:

1. Communication
2. Education for and about women within the FIM family
3. Involving women in the FIM's sporting and non-sporting activities
4. Recognition
5. Tracking progress

1. Communication

How we communicate and present ourselves reflects what we think of ourselves as an organisation. A balanced organisation presents balanced images, uses balanced, equitable and appropriate language and presents articles and publications that consider all aspects of the sport, promoting both genders.

Specific areas to consider:

1.1 Covering women's activities

The amount of space given to various aspects of the sport of motorcycling should be balanced and in the case of women, higher than is the case today. Particular efforts should be made to cover events including women to specifically promote their participation.

Images of women should be respectful and positive to encourage participation in the event by women. For example, a poster promoting an event for both men and women should contain images of both men and women. Actual participants should be used wherever possible and depicted in the sporting context.

1.2 Promoting female role models

Role models play an important part in promoting the sport to women. The FIM will work with the media and communications to positively promote role models within the sport.

1.3 Be inclusive when you write and speak about motorcycling

Wherever practicable, gender neutral language should be used in all verbal or written communications including publications, newsletters, websites, presentations, speeches, email and other communication by the FIM. Aim to ensure that every opportunity is taken to deliver your message in a balanced way so as not to exclude women.

For more information in relation to gender neutral language refer to the UNESCO Guidelines on Gender Neutral Language. Available in French and English (www.unesdoc.unesco.org).

2. Education for and about women in the FIM family

2.1 FIM family

An education programme will be developed and made available on the website for all members of the FIM family and the general public to access. The FIM Magazine will publish details of the programme. Commission members will receive specific training on this topic at their Commission Seminars or through the FIM Academy's facilities.

2.2 Resources and training

Grants for resources and training should reflect the FIM's will to promote the greater involvement of women at all levels and in areas of motorcycling, not just competition. The Administration and the **sporting and non-sporting commissions** should consider future resources with respect to this programme and specifically the rationale of providing improved resources and training for women. Submissions for funding should refer to this programme and how the funding will assist in achieving these aims.

2.3 Participation

Women's participation in **seminars and training events** should be encouraged. This may be achieved by sponsoring women to attend and to run courses. This should be considered on a case by case basis and monitored for interest and feedback from the participants. The feedback should be used to modify upcoming courses in order to increase women's participation in the future. Where possible a women's referral or mentoring system should be used to find new candidates for training.

3. Involving women in the FIM's sporting and non-sporting activities

3.1 Sporting activities

Women's participation in all the disciplines should be encouraged. Even if all the disciplines are open for women to compete in, women's classes and the best frame and format should be considered in all main disciplines where they would contribute to an increase in the number of women riders competing at World Championship level. To the extent compatible with safety requirements for all participants, female competitors should have similar opportunities to their male counterparts in order to ensure that they benefit from media attention and as many spectators as possible, as this will directly impact the riders' sponsorship negotiations. Federations and Continental Unions should organise training camps for girls and women as well as encouraging their clubs to do the same. The FIM acknowledges that it is particularly important to make efforts to support female riders at grass roots level. Training and competition opportunities for girls should be made as easily accessible as possible. The FIM expects all the sporting commissions to cover women's classes at their meetings and to work towards improving the situation of women's motorcycle sport.

Access to competition

Providing competitive opportunities for women is very important from the grass roots level to senior competition. In order to attract female participants, the FIM family should make every effort to provide them with competitive opportunities at national, continental and international level, starting with competitions for juniors (mixed or for girls only, depending on the discipline and age category). The FIM encourages event organisers to be creative in order to include women participants wherever possible while taking all measures necessary to ensure the safety of the participants.

Female volunteers and mentoring

In order to encourage women to volunteer for commissions, committees, coaching, event management, technical positions, and judging, the FIM would like to encourage each member to canvas current participants to identify women who are interested in new positions as they become available. Consideration should be given to developing a **mentoring program** to help women to integrate into their roles.

3.2 Non-Sporting activities

Representation on committees/commissions

One important aim of this programme is to improve the balance of male/female participation on committees and commissions and boards in the entire FIM Family. In order to do this, **those addressing succession planning need to be open to the recruitment of qualified women.** Women should be encouraged to make their interest known and national federations should be encouraged to consider nominating women. In order to achieve this, all National Federations and CONUs need to canvas their membership to develop a pipeline of potential future candidates for upcoming positions on committees and commissions.

4. Recognition

To improve awareness of women's achievements in the sport of motorcycling, the relevant commissions, committees Boards and National Federations are encouraged to consider nominating female participants for awards and recognition, particularly those presented every year at the FIM Gala. A suggestion for new awards specifically to help the FIM to recognise the achievements of women in the sport is an option, but a new award could also be launched for people of both genders (and/or organisations such FMNs and FIM partners) in a field where women's contributions are or will soon become significant.

5. Tracking our progress

Without the collation of data and some reporting on our progress in implementing this programme, it will not be possible to measure our success. In particular, it will be necessary to obtain baseline data on women's participation and on the training opportunities available to them at all levels of the organisation (FIM, CONUs and FMNs) in both sporting and non-sporting activities.

VI. Conclusion

Commitment

All CONUS and FMNs are asked to commit to this programme.

In order to highlight some of the key issues that are relevant to motorcycling for women, each Continental Union, National Federation and other affiliated organisations are asked to subscribe to the terms of this programme. Furthermore, each Continental Association, National Federation and other affiliated organisation are encouraged to sign up to the **Brighton Declaration on Women in Sport** before the General Assembly of the FIM in 2014.

Contact

Any member of the FIM family who has a suggestion or a comment on this Programme, including relevant personal experience, is invited to share it with the FIM at the following email address: women@fim.ch