



British Canoeing Stronger Clubs Conference



#ShePaddles - Redressing the balance



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Conference

#ShePaddles - Redressing the balance

- Why we have a #ShePaddles campaign
- Reframing Sport for Teenage Girls
- The new #ShePaddles Club Champion project
- Discussions: looking at your club through fresh eyes



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- What are you hoping to get out of today?
- Why are you the representative from your club in this session? Really think about this one.

#SHE
PADDLES



Why #ShePaddles?

Equality = Sameness
GIVING EVERYONE
THE SAME THING
It only works if
everyone starts from
the same place



Equality

Equity

Equity = Fairness
ACCESS TO THE
SAME
OPPORTUNITIES
We must first ensure
equity before we can
enjoy equality

Equality = giving everyone the same kayak to paddle
Equity = giving everyone a kayak which is the right fit for them



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TEENAGE GIRLS' LIVES – WHAT REALLY MATTERS?

**EACH ANCHOR IN THEIR LIVES BUILDS THE FOUNDATION OF
WHO THEY WILL BECOME**



1. Support
network

A sense of place
in the world



2. Socially
connected

Validation



3. Independence
and new
experiences

Making formative
memories



4. Moments of
pride

Fuelling self-
worth



5. Keeping on
top of it all

Time well spent
(Re-prioritisation)

8 PRINCIPLES FOR SUCCESS

1



NO JUDGEMENT

Take pressure off performance and give freedom simply to play.

5



BUILD INTO EXISTING HABITS

Tap into existing behaviours in other spheres.

2



INVOKE EXCITEMENT

Bring a sense of adventure and discovery.

6



GIVE GIRLS A VOICE & CHOICE

Allow girls choice and control to feel empowered.

3



CLEAR EMOTIONAL REWARD

Reframe achievement as 'moments of pride', not winning.

7



CHAMPION WHAT'S IN IT FOR THEM

Make it much more than just about health.

4



OPEN EYES TO WHAT'S THERE

Redefine sport as more than school sport.

8



EXPAND IMAGE OF WHAT 'SPORTY' LOOKS LIKE

Create truly relatable role models which inspire.

#ShePaddles Club Champions

Sport England funded project allowing us to develop 100 women and girls as Paddlesport Instructors

★ **The project has three main aims:**

- Developing more female instructors, coaches and leaders
- Improving the provision and pathways for existing female paddlers
- Opening new pathways into paddlesport for women and girls who do not traditionally take part

★ **Why?**

- Creating role models for other women and girls
- Removing the barrier that some women and girls don't feel confident to present for assessment for awards
- Reaching schools and community groups we do not currently speak to
- Creating a culture of welcoming positivity in clubs and organisations



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Taster exercise

Here are three of the questions within the self-diagnostic tool our Club Champions will use to review their club or organisation:

In groups could you discuss three things about each one:

1. Why are we asking the Club Champions to look at this?
2. What would the answer be for your clubs/organisations?
3. What would you put in a plan to improve this?



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- Let's discuss
- Any questions?
- If you were here next year, what would you tell me your club is doing differently?
- Don't write this one down - think of one person from your club who you would suggest comes to this next year. Consider why and how you can get them to attend.

