

# **FEMALE COACHES IN STRENGTH AND CONDITIONING – WHY SO FEW?**

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Submitted in fulfilment of the requirements for the degree of  
Master of Science (Sport and Exercise Science)

Centre for Sport Science and Human Performance

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December 2018

# **Abstract**

A substantial issue in sporting professions today, including elite strength and conditioning is gender imbalance. Attitudes towards women's roles are complex and institutionally entrenched, contributing to barriers to women's success. While real issues still exist for today's elite female strength and conditioners, murmurings of change are audible. Further research on why gender imbalance in strength and conditioning matters as well as the creation of a culture where women feel included and wanted is part of the solution. This research focuses on women leaders in strength and conditioning, their experiences, the barriers they perceive and their ways of overcoming them.

# **Keywords**

Women; strength and conditioning; coaching; gender; barriers

