

# Ladies Coaching Weekend Increases Female Participation in Croquet Competitions

Croquetwest



## Case Study Snapshot

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| <p><b>1 Gender Diversity Challenge:</b><br/>Low female participation in croquet at a competition level</p> | <p><b>2 The Response:</b><br/>Croquetwest introduced a Ladies Coaching Weekend to encourage female players to consider playing competitively</p> | <p><b>3 Key Outcomes:</b><br/>Female competition participation increase of 37%</p> |
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## Gender Diversity Challenge

- Croquet enjoys a **high rate of female participation in the sport** – approximately 63% of croquet players in WA are female.
- Croquetwest is run by a dedicated group of volunteers, with a gender balance reflective of croquet’s participants.
- While female participation in croquet at a recreational level is high, **female participation at a competitive level is substantially lower.**
- Croquetwest was keen to explore ways to translate the high levels of female participation in recreational croquet into increased female participation in competitive croquet by **reducing any barriers** to females playing in competitions.
- Croquetwest identified that females playing recreationally needed **active encouragement** to consider playing competitively, as well as **increased confidence in their skills and capability.**



## Croquetwest’s Response

- Croquetwest introduced a “Ladies Coaching Weekend”, a two day event focusing on **upskilling female players** supporting them to participate in croquet at a **competitive level.**
- The event included guest speakers, skills instruction, training drills and practice matches for participants to **put their learnings to practice.**
- 60 people attended the Ladies Coaching Weekend – approximately 15% of the **female** playing population.
- Croquetwest received **highly positive feedback** on the Ladies Coaching Weekend. Participants said the event **helped them improve their technique** and **provided them with the support** they needed to **pursue croquet at a competitive level.**

## Outcomes, Benefits and Next Steps



Following the Ladies Coaching Weekend, Croquetwest experienced the **highest rate of female participation in an open singles tournament**, with an increase of **37%** in female participation in competitive croquet.



In light of this success, Croquetwest is planning to hold the Ladies Coaching Weekend annually.



Attract and retain  
*top talent*



Enhance  
organisational  
*Performance*



Platform  
*for Growth*



Meet community  
*expectations*