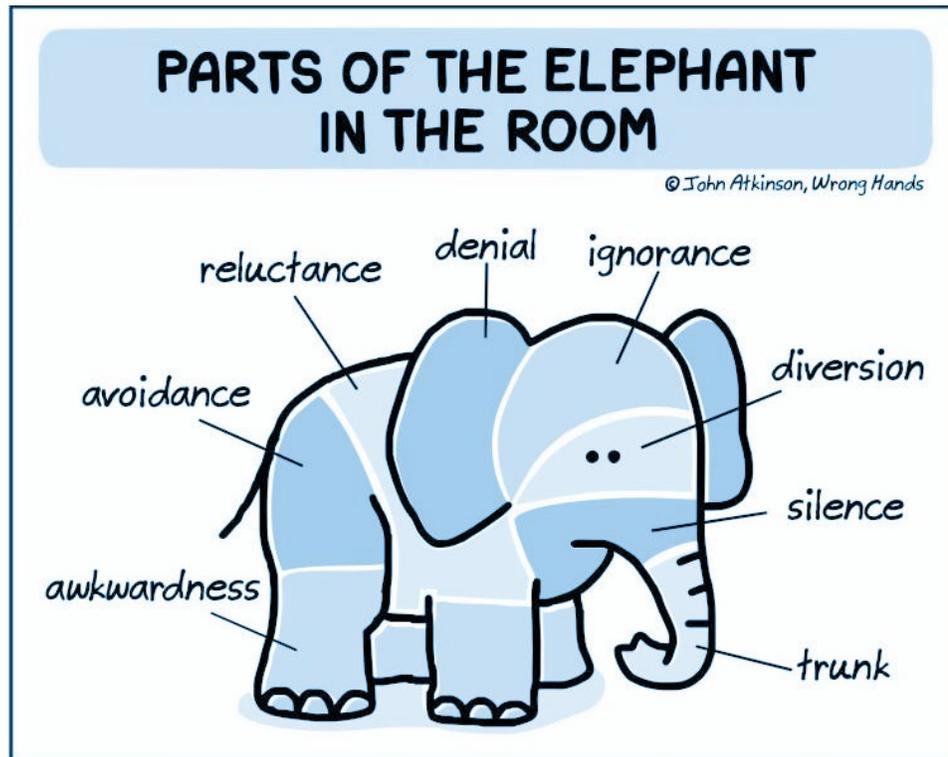


# US Sailing Women's Panel October 2020

- ▶ Review of the history of women in sailing.
- ▶ Discussion of barriers faced.
- ▶ Definitions and framework of sexism in sailing.
- ▶ Personal stories of discrimination on the water.
- ▶ The financial incentives for more women on the water.
- ▶ Solutions and suggestions to help create equity and inclusion in sailing.

# DISCRIMINATION IN SAILING

By Jenn Harkness

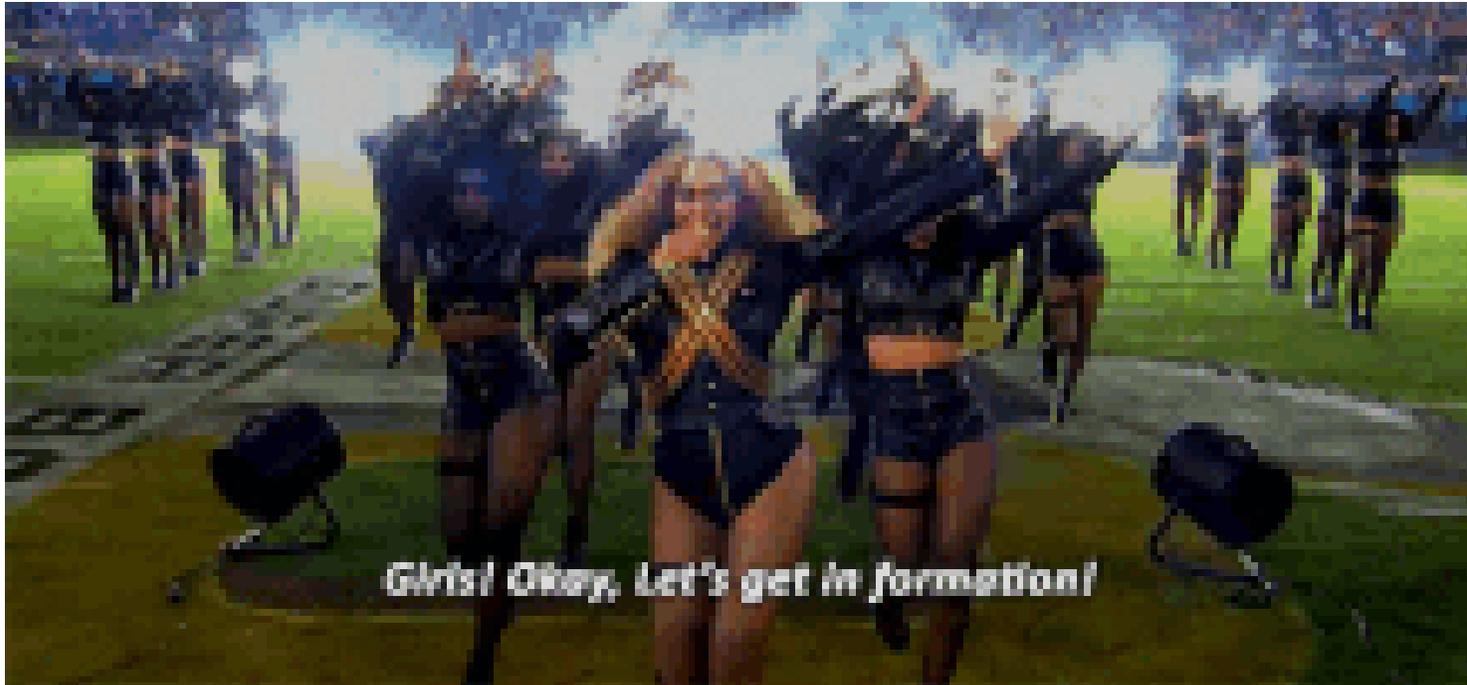




# DIVERSITY IS FUN

- ▶ **DIVERSITY** is making sure everyone gets an invitation to the dance
- ▶ **EQUITY** is making sure everyone gets to the dance
- ▶ **INCLUSION** is making sure everyone can dance
- ▶ We need different DJ's to innovate
- ▶ Learning new dance steps is awkward and you step on toes
- ▶ Intention is for everyone to become a better dancer

# SAILING NEEDS BEYONCE



# PSYCHOLOGICAL SAFETY

▶ **DEFINITION:**

The ability to question, share ideas, make mistakes, and challenge one another without any negative repercussions to your character, career, role or social standing.

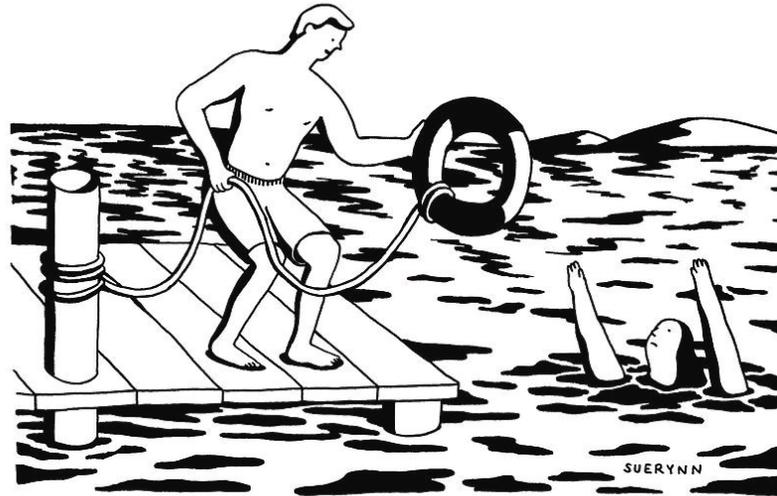
- Amy Edmondson, Harvard Business School

▶ **COMMUNICATION:**

The number one factor for safety on the water

▶ **DOUBLE STANDARD:**

Women have a damned if you do, damned if you don't double standard



*“O.K., but first tell me what a great ally I am.”*



# MY FAVORITE F WORD

## NO, THE OTHER F WORD

▶ **FEMINISM:**

Has gone through several waves,  
it is NOT about man hating or man bashing

▶ **INTERSECTIONAL FEMINISM:**

INCLUDES MEN and NEEDS MEN

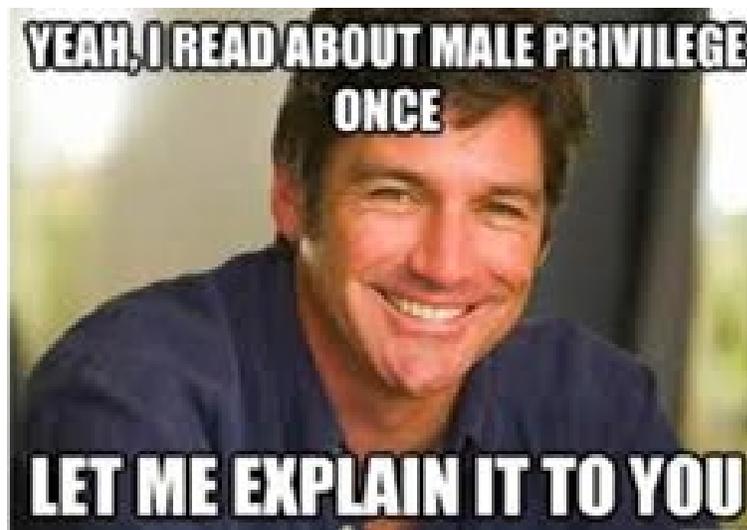
▶ **DEFINITION:**

Intersectional feminism is about how different social ideas or experiences, like gender, race, class, religion, sexual orientation, and abilities can impact the way people see themselves and how the world perceives and interacts with them.



# SEXISM IN SAILING

- ▶ **BIAS:**  
prejudice in favor of or against one thing, person, or group compared with another. (*Opportunity to notice your bias right now.*)
- ▶ **IMPLICIT/EXPLICIT:**  
unaware/unintentional vs.  
aware/intentional





*believe that gender balance  
is an issue in the sport*



*have experienced gender-based discrimination*

*Discrimination worsens with age*



*In countries with over*



**100**  
**RESPONDENTS**



*at least*  
**85%**

*have experienced gender-based discrimination*

## THE WORLD SAILING TRUST WOMEN IN SAILING STRATEGIC REVIEW DECEMBER 2019

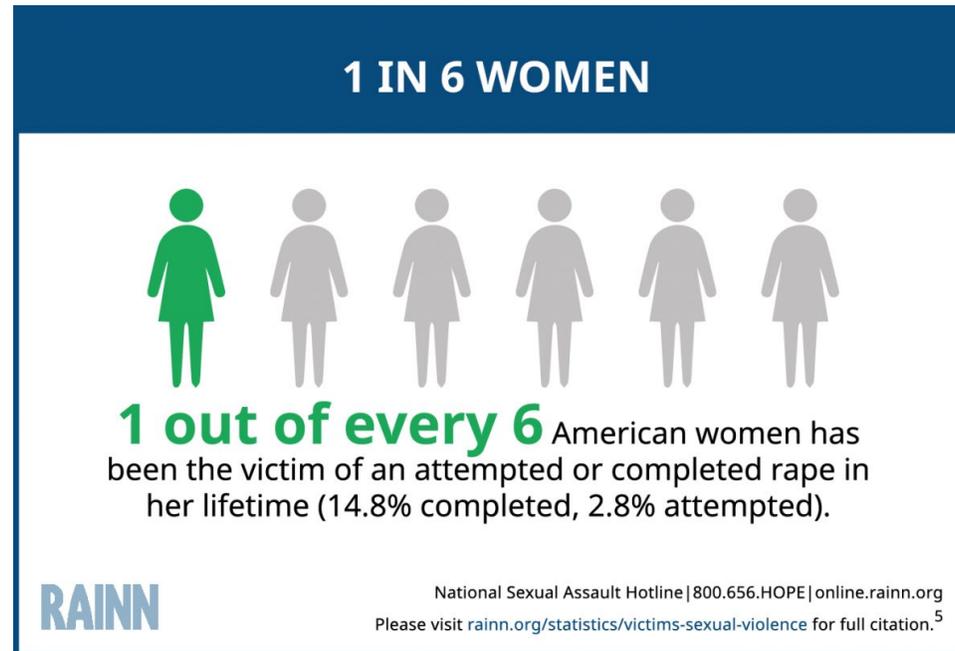
### Enjoyment Had Barriers Based On 4 Areas:

- ▶ Many women felt **ISOLATED** as the only or one of a few women participating
- ▶ **27%** experienced **SLIGHTS** based on gender
- ▶ **23%** felt they were treated as **INCOMPETENT**
- ▶ Incidences of **HARASSMENT** increased the older the respondent, to **15%** in the 25-30 age group and plateauing at **20%** beyond that

# ASSAULT

- ▶ Number one question that gets asked:  
How to get on a safe boat?
- ▶ 70% of women globally have experienced assault of some kind.
- ▶ 35% of women globally have experienced physical and/or sexual violence.

<https://www.unwomen.org>



# Personal Stories

- ▶ Debbie Huntsman, Sally Barkow, Marie Rogers, Charlotte Kaufman, and Jeanne Goussev share frustrating and heartbreaking experiences of discrimination and sexism on the water.



HUNTSMAN  
U.S. COAST GUARD AUXILIARY



# WOMEN IN SAILING - THE ECONOMIC CASE

The Economics and Incentives for *More Women in Sailing*  
By Jeanne Goussev



# WOMEN IN THE WORKFORCE

- ▶ Women make up **51%** of the US population
- ▶ Women now comprise **50.2%** of the college-educated labor force
- ▶ They remain less than half (**46.7%**) of the overall workforce ages 25 and older.

PEW Research Center



# INCOME EQUALITY

In 2018 there was still a 15-cent gender pay gap among all workers Why?

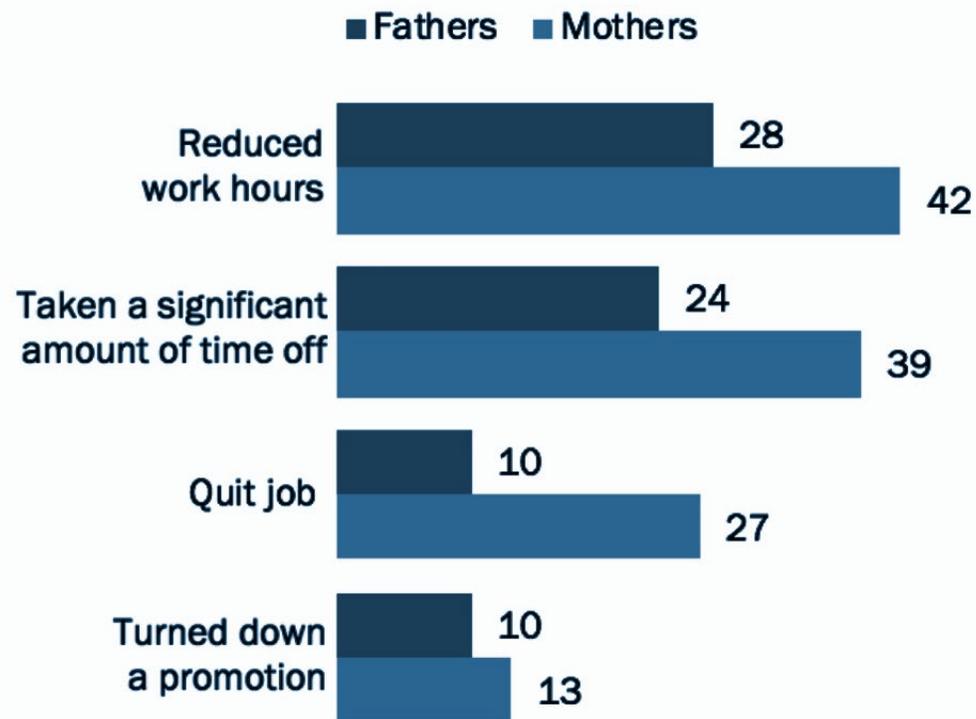
- ▶ EDUCATIONAL ATTAINMENT
- ▶ OCCUPATIONAL SEGREGATION
- ▶ WORK EXPERIENCE
- ▶ CAREGIVING RESPONSIBILITIES
- ▶ DISCRIMINATION



# CAREER INTERRUPTIONS

Mothers experience this more than fathers

*% of fathers/mothers saying they have done each of the following in order to care for a child or family member*



# POTENTIAL BUYING POWER

## The Economics and Incentives for More Women in Sailing

- ▶ Women make **85% of the purchasing decisions** for families
- ▶ **60%** of all wealth in the United States is **controlled by women**
- ▶ **25%** of households, **women are the larger wage earner**
- ▶ Women salaries are expected to **surpass men's salaries** by 2028.
- ▶ Boat Trader said that in 2020 75% more women are shopping for boats.



# COST OF BOAT OWNERSHIP

Vessel	New	Pre-Owned
<b>Average Price of 26' Sailboat</b>	\$95,000	*Varies by Age of Vessel
<b>Average Price of a 36' Cruising Sailboat</b>	\$185,000	*Varies by Age of Vessel

Operating Cost ¥¥	
<b>Maintenance</b>	\$2500-\$3500
<b>Insurance</b>	\$500-\$1000
<b>In-Season Storage (Slip/Mooring)</b>	\$1500- \$7000
<b>Off-Season Storage</b>	\$2500- \$5500+

Ownership Alternatives (Costs are Use Dependent)	
<b>Fractional Use Programs</b>	\$5000-10,000/year
<b>Boat Clubs</b>	\$4500-6500/year

# FEMALE SAILORS IN PRESTIGIOUS EVENTS

2016/2017	2017/2018	2019	2021
Louis Vuitton Cup and America's Cup <b>0%</b>	The Ocean Race <b>24%</b>	RORC Caribbean 600 <b>12%</b>	Vendee Globe* <b>21%</b>
		52 Super Series <b>1.4%</b>	
		Rolex Fastnet <b>10%</b>	
		Transat Jacques Vabre <b>7%</b>	
		Route du Rhum <b>4%</b>	

\* Registered entries in the 2021 Vendee Globe in October 2019.

# WOMEN IN LEADERSHIP

- ▶ **35%** of the US Sailing Board of Directors are Women (5 of 14)
- ▶ World Sailing Leadership, **less than 20%** on the council, **less than 30%** are on the board
- ▶ **15-23%** are umpires, judges and race officers
- ▶ **Less than 30%** are college coaches
- ▶ Aggregate of all US Sailing Championships went to 50% of coaches in 2019/2020

US Sailing: Sailing Leadership Forum 2020



# Solutions

- ▶ Mentorship
- ▶ Funding
- ▶ Guidelines, policies and procedures for DEI
- ▶ Education for men on allyship
- ▶ Women's events
- ▶ Women in leadership
- ▶ Representation
- ▶ Opportunity
- ▶ Communication training