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| In Conversation – Change Our Game ChampionsPaul Jane, CEO Cycling Victoria  |
| Video transcript |

**[Change Our Game Logo]**

**[In Conversation – Change Our Game Champion. Paul Jane, CEO Cycling Victoria**

**Paul Jane:**

I’m Paul Jane, CEO of Cycling Victoria, and I’m a Change Our Game Champion.

**Interviewer:**

Paul tell us about your role as a Change Our Game Champion?

**Paul Jane:**

I see the role as an individual need to shed a focus on equity within sport and particularly for cycling around everything that we do and the Change Our Game Champions, I think is an opportunity for a group of CEOs to come together and have the conversation around what we do and how we improve ourselves and our sport to make sure that we are representative and we do encourage participation at all levels where we possibly can within the sport. I think the role for me has ensured that I focussed on that area, didn’t accept the norm, didn’t accept what had been done for the past 25, 30, 50, 100 years. It was really around, having a look at what we do in our everyday business, ensuring that we view it through a different lens and then looking at, at how we actually make that change in our sport and being bold where we possibly can to make that change.

**Interviewer:**

You’re a relatively new arrival on the state sporting organisation scene. They’re masters at saying ‘that’s the way it’s been done previously’, so when you come in with a fresh view and you’ve got another element like the Change

Our Game program, does it help? Help change those conversations with the crusty old blokes who say, ‘this is the way it’s always been done’.

**Paul Jane:**

It does, it does. And I think our board had made a lot of those changes already. So we’ve got our first female president. It’s only 30 years ago that we were the Wheelman’s Association, so those changes had been made and the board had been quite progressive but it’s taking it from the board down into club land which I think is the next step that we need to get to. And showing that this is just part of our business now, it’s not something we’re doing, it’s not a special initiative, it’s just the way we should be doing our business.

**Interviewer:**

Female president, how has that been received broadly across the community?

**Paul Jane:**

Very well yeah, very well. It’s not - She’s a president because she’s a good president not necessarily because she’s a female, she’s there because she does a great job within that role and I think that difference of opinion, sheds a new light on the way that we do our business, so it’s been refreshing.

When you sit around the table with the other Change Our Game Champions and everyone’s got a different perspective and different story – what are you taking from those conversations?

It’s great to hear the different stories around how sports have adapted and changed to become more inclusive and I reflect on my own sport and my own experience, even within cycling, and question what I’ve done in the past and what I’ve, even as a cyclist of what, how we interact within the road and it’s quite confronting that way that you think that how you’ve behaved in the past and how inclusive is that going into the future. It’s some very very minor things in the way cyclists how they behave, how they act, and what we accept as the norm really needs to change if we’re going to be more inclusive.

**Interviewer:**

Any specific examples of that?

**Paul Jane:**

It’s interesting, we talk about infrastructure and within cycling we share the road space so we have clubs and some sports are made tremendously forward around change facilities, and even down to the colour on the wall. As cyclists we have a bush on the side of the road, and that’s the way we’ve accepted that for years and that’s, and then we wonder why women don’t participate in the sport. We’ve got clubs of you know 800 members that operate out of a portaloo and a shipping container and it’s just in this day and age, it’s unacceptable and because we haven’t focussed on infrastructure because we’ve shared that opportunity with the road space effectively that we haven’t thought through what this actually means for the sport and how do we actually evolve it to meet the new needs of the community.

**Interviewer:**

One of the great things about cycling is that it’s a sport that is accessible to participants. It’s also conducted widely throughout regional areas. Has that been, do you see a difference between metropolitan and regional areas in terms of the Change Our Game program?

**Paul Jane:**

Yes. Cycling’s an interesting sport, so what we’ve – what’s happened in recent years because it’s boomed as a sport but it hasn’t boomed as an organisation, that it’s really peaked and people are choosing to consume the sport in different ways. You can go online and race internationally you can go out and race with your mates any day of the week and so our offering as a sport has been somewhat traditional and conservative, and we need to change that. In metro Melbourne particularly difficult because the opportunity to consume at home isn’t there or close by, where we have clubs that have to travel two hours to get out of town to actually consume the sport and that doesn’t fit into family it doesn’t fit into a whole range of things and it might have been how it was done in the past when it was a male-dominated sport but we need to change that so we’re providing opportunities to participate in local areas, so there’s some significant change ahead for the sport.

**Interviewer:**

Talked about having a female president at the state association level, at Cycling Victoria. Are you seeing changes in the female participation at committee level in clubs?

**Paul Jane:**

We are to a degree. We just finished a study into barriers in women’s participation. And some of the information that came back from a lot of our members was quite damning of the way the sport’s operated and what we do as a sport, we peak at around 45 age bracket so a lot of other sports are starting to slip after 12 year olds. We haven’t nearly commenced in terms of our participation or our base by then and as a consequence of that we get a lot of people who have a passion for competition but slip into, you know, slip out of other sports and slip into cycling when they can no longer compete in others. And, as a consequence of that we get a very competitive cohort that are not necessarily there to make friends, to do a whole range of things, so that social aspects that you take for granted in other sports are not there. And some of the way that women engage, we’ve found that men will just jump onto a bike and go and race and feel that’s okay, not knowing anything but just fly by the seat of their pants whereas women want to know how to race, want to know tactics, want to know, want to be stepped through, want to be coached through those first engagement and what we’ve done previously is thrown them in the mix with everybody else and it hasn’t supported, other than that single interaction they haven’t stayed with us.

**Interviewer:**

That knowledge whilst a bit confronting that you’re not doing the right thing, so that’s the step forward.

**Paul Jane:**

Absolutely and the report was - and I should say out that the Cycling Victoria board had made a lot of steps towards gender equity in terms of making sure we had, the pay was equal so prize money was equal, that we removed podium girls from what was traditionally always done within cycling. A whole range of things and it was confronting for the board to hear still how chauvinistic and the sport was. But importantly the board put that information out there and reconsulted with their members to confirm, and it certainly came back we had a lot of engagement around that conversation and I think the next steps are as well what do we do with that now and how do we actually drive the sport forward.

**Interviewer:**

When we come and talk to you later, what improvements will have been made, how will you have gone from ‘A’ to ‘B’.

**Paul Jane:**

Well our intent is to renew our entire way that we operate so the culture of our clubs starting off at clubs to have a look at that culture’s ingrained in the organisation. The way that people consume the sport, how do they participate, where they participate, even down to our media and our promotion of what we actually push out, what are the messages? It’s going to persuasive, I mean pervasive at every level I think.

**Interviewer:**

Could be both. There’s some big goals.

**Paul Jane:**

They are. Yeah. So, but I think that the harsh reality of where we’ve been and the feedback that we’ve got only leads one way forward for us.

**Interviewer:**

The government funding. A lot of it’s around facilities which are crucially important, particularly for football and netball clubs. But how is that facilities funding assisting Cycling Victoria change the game?

**Paul Jane:**

So we haven’t necessarily always been in that space because we’ve shared a road space, but the sport is changing and whilst you think that new subdivisions as they‘ve grown out of Melbourne, there’s always a cricket, there’s always a football ground, there’s always netball courts, tennis courts. There’s nowhere to cycle, or there’s, or to actually participate in the sport and we need to change that. And that’s a response to the sport being constantly pushed out but it’s equally a response to making sure that people can consume the sport where they live and that we’ve got facilities like change facilities like places for people to connect and be social, that really drive a different agenda in our sporting clubs rather than the pure racing we’ve had in the past operating out of the boot of a car on the side of the road.

Now is a perfect time to Change Our Game.

**[Change our Game logo]**

**[State Government of Victoria logo]**

[Authorised by the Department of Health and Human Services, 50 Lonsdale St Melbourne. Spoken by D. Culbert and P. Jane]

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