

RECOMMENDATION REPORT

October 2018

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Dr. Bruce Kidd on behalf of the FPTSC
Work Group on Women and Girls in Sport

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RECOMMENDATION REPORT

Federal-Provincial/Territorial Sport Committee
Work Group on Women and Girls in Sport
October, 2018

1.0 INTRODUCTION

This recommendation report is the result of a two-year review undertaken by the FPTSC Work Group on Women and Girls in Sport, aimed at increasing the participation of women and girls in all aspects of sport.

Increasing the participation of women and girls in sport is an urgent and complex issue that permeates the sport system at all levels. While there are many examples of remarkable initiatives enabling women's participation in sport, particularly in the area of high performance sport, there remains many areas where progress has not been made, and where a coordinated and collaborative approach could lead to significant improvements. Canadians who identify as women and girls continue to face barriers to full participation and representation in the Canadian sport system, at all levels and in all capacities. This report does not discount the steps accomplished over the last 40 years; it builds upon those beneficial changes and focuses upon the areas where the system has been resistant to change.

The Work Group recognizes that women and girls do not represent a homogeneous group and has taken into consideration socio economic status, ethnocultural background, physical/mental ability and other intersecting identify factors as part of the review process and the development of the recommendations. Marginalized populations such as Indigenous Peoples, members of minority ethno-cultural groups, asylum seekers and refugees, homeless people, and those living in poverty need to be appropriately considered as it has long been recognized that physical activity and sport can be used as a vehicle to promote the social inclusion of marginalized populations, and to contribute toward better understanding among communities.¹ In particular, we are focused on insuring recommendations are relevant for Indigenous women and girls.² We draw significantly upon the Calls to Action of the Truth and Reconciliation Commission of Canada with respect to sport, and urge that they be implemented with a gendered lens. Policy, program, evaluation and monitoring solutions for sport require both an understanding of intersectional factors and collaboration with other policy sectors in order to achieve sport outcomes and advance larger social capital and sustainable development goals.

Further, the Work Group recognizes that a sustainable and equitable sport system requires contributions of all stakeholders, partners and participants. Leadership and action by men and boys are vital, as this is not just a 'women's issue,' it's a human rights issue. All are encouraged to take an active role in improving gender equity in sport and to participate in making the proposed recommendations a reality.

1.1 FPTSC RATIONALE FOR CREATING THE WORK GROUP

This work group was created as a result of Ministers' direction to increase the participation of

¹ Dean Dudley, John Cairney, Nalda Wainwright, Dean Kriellaars & Drew Mitchell (2017) Critical Considerations for Physical Literacy Policy in Public Health, Recreation, Sport, and Education Agencies, *Quest*, 69:4, 436-452, DOI: [10.1080/00336297.2016.1268967](https://doi.org/10.1080/00336297.2016.1268967)

² Where Indigenous Peoples includes First Nations, Inuit and Métis.

women and girls in all facets of sport.

There is a commitment from F-P/T governments, as expressed in the Canadian Sport Policy (CSP), to increase the number and diversity of Canadians participating in sport. More specifically, one of the CSP objectives is that opportunities are provided for persons from traditionally underrepresented and/or marginalized populations to actively engage in all aspects of sport participation, including leadership roles. Implicitly, that commitment extends to women and girls.

At their June 2016 meeting, Federal-Provincial/Territorial Ministers responsible for Sport, Physical Activity and Recreation (SPAR) identified “Increased participation of women and girls (reducing the gender gap) in sport” as one of the priorities for the SPAR table. A FPTSC Women and Girls in Sport Work Group was established in fall of 2016 with the mandate to provide recommendations to the FPTSC on initiatives aimed at increasing participation of women and girls in all aspects of sport.

At their meeting in July 2017, SPAR Ministers approved an initial set of recommendations:

1. Re-commit to the principle of gender equity in sport and acknowledge that F-P/T governments have a critical role to play.
2. Reinforce the need to strive for common goals and objectives.
3. Endorse the overall direction and the four thematic priorities identified to date: Participation, Leadership, Gender-based violence and Media.
4. Direct officials to:
 - Prepare a summary of the significant efforts already underway in many jurisdictions aimed at addressing the issue of participation of women and girls in sport, including as leaders and coaches;
 - Assess data gaps and identify key research questions to guide governments' investment in research and data collection related to women and girls in sport; and
 - Report back to the 2019 F-P/T Ministers Conference to seek endorsement of specific recommendations to increase the participation of women and girls in sport in each of the four priority areas.

1.2 WORK GROUP COMPOSITION

The Work Group was co-chaired by Dr. Guylaine Demers and Dr. Bruce Kidd, and included representation from eight jurisdictions and a variety of backgrounds, perspectives and experiences.

Guylaine Demers (Co-Chair)	Université Laval
Bruce Kidd (Co-Chair)	University of Toronto
Michelle Aucoin	Nova Scotia Department of Communities, Culture and Heritage
Michelle Bishop	Public Health Agency of Canada
Marie Cairns	F-P/T Physical Activity and Recreation Committee
Laura Dahlstrom	Saskatchewan Ministry of Parks, Culture and Sport
Kathleen Giguère	Sport Canada
Gail Hamamoto	BC Wheelchair Sports Association
Vicki Harber	University of Alberta/Sport for Life

Regan Melanson	Ontario Ministry of Tourism, Culture and Sport
Parissa Safai	York University
Allison Sandmeyer-Graves	Canadian Association for the Advancement of Women and Sport
Katherine Schlosser	Sport Canada
Lori-Ann Smith	Public Health Agency of Canada
Marcia Trudeau-Bomberry	Aboriginal Sport Circle
Amy Vermeulen	Porter Creek Secondary School, Whitehorse, Yukon
Audra Young	Saskatchewan Aboriginal Sport Leadership Council

1.3 SCOPE OF MANDATE AND ACTIVITIES

The Women and Girls in Sport Work Group was provided a two-year mandate to provide recommendations to the FPTSC on initiatives aimed at increasing participation of women and girls in all facets aspects of sport.

The WG considered all aspects of sport, including:

- the level of sport participation, from beginners' sport to high performance competition
- the context of sport, from community-based sport to national and international level sport
- its participants, coaches, officials, administrators, board members, parents and volunteers
- its relationship with and contributions to other sectors, including education, recreation, and health

Activities included:

- Reviewing existing sources of information (research documents, policies, best practices, etc.) and making an inventory of existing initiatives. Given the resources available within the scope of this Work Group, it was decided not to undertake an exhaustive inventory, but rather to highlight a few examples of successful initiatives (Appendix 2).
- Validating data gaps as identified in the Final Report of the Canadian Sport Policy Formative Evaluation. We did review the gaps, but found they were generic to under-represented groups and not specific to women and girls.
- Determining priorities within the scope of the project and proposing initiatives to address them.
- Identifying current mechanisms for implementation of activities (e.g. physical activity framework, F-P/T bilateral agreements, etc.)
- Conducting a targeted consultation to understand sport sector perspectives on gender equality priorities
- Preparing recommendations for the FPTSC.

1.4 CONSULTATION

An engagement with key sport sector stakeholders was conducted by CAAWS in the spring of 2018. The engagement served as a pan-Canadian consultation with a survey reaching 124 respondents, key informant interviews with 20 targeted organizations and two focus groups with 24 NSOs and MSOs.

The consultation results were positive, providing a validation of the recommended outcome areas put forward by the WG. A complete summary of the outcomes of the consultation is attached as Annex D.

2.0 BACKGROUND

The WG recommendations are heavily informed by both past and current international and domestic context.

2.1 DOMESTIC CONTEXT

The WG was heavily influenced by and built its work on the following significant initiatives:

- Ontario Ministry of Tourism, Culture, Sport *Advancing Opportunities for Women and Girls in Sport: Ontario's Action Plan, 2017* ;
- Conversation 2015: The National Conference on Women and Sport hosted in Quebec;
- The 2017 Canadian Heritage Standing Committee on Women and Girls in Sport Final Report; and,
- *The Final Report of the Truth and Reconciliation Commission of Canada, 2015.*

The Ontario Ministry of Tourism, Culture and Sport (MTCS) has taken a leadership role on this file. The Minister's Advisory Panel, a group of experts appointed to guide implementation of the Ontario Government's Sport Plan, has been tasked with examining the issue of gender gap in sport participation rates and identifying ways to close that gap. The MTCS has commissioned a study on the barriers facing women and girls. On March 8, 2017, the Ontario government announced several new initiatives that provide equal access to programs, training and coaching in four spheres: the volunteer sports system, schools, colleges and universities and municipal recreation. The MTCS will develop a provincial Action Plan for Equal Opportunity in Sport, with advice from the Minister's Advisory Panel on Sport, which will be presented as a model for other jurisdictions.

The National Conference on Women and Sport, held in Quebec City in June 2015, gathered 212 women from 8 Canadian provinces and 4 different countries to address the different issues facing girls and women in the Canadian sport system. They have identified 130 solutions and good practices. An outcome of the conference is a website showcasing all the solutions that were generated during the 2015 Conversation, and inviting people to propose new solutions.

From October 4, 2016 until February 2, 2017, the Standing Committee on Canadian Heritage conducted a study on the subject of Canadian Women and Girls in Sport. Through a series of 5 meetings, the committee heard from 26 witnesses from the sport community, including the Minister of Sport and Persons with Disabilities, on how the Department of Canadian Heritage could help to increase female participation and leadership in Canadian sport. The report was released in September 2017 and has informed the Work Group's recommendations.

In the 2018 Federal Budget, the Government of Canada announced a target to achieve gender equality in sport at every level by 2035. This included an initial three year commitment of

\$30 million to support data and research and innovative practices to promote women and girls' participation in sport, and provide support to national sports organizations to promote the greater inclusion of women and girls in all facets of sport.

2.2 INTERNATIONAL CONTEXT

The Work Group also took into consideration policy and program initiatives at the international level. These include, but are not limited to:

- The 2017 Revised UNESCO Charter on Physical Education;
- The 2018 International Olympic Committee Gender Equality Work Group Recommendations; and,
- The Commonwealth Games Federation policies and commitments on gender equality.

International policy and program work aimed at encouraging the growth of sport participation among and leadership by girls and women is becoming more adaptive, flexible and consumer-driven. Increasing the number and the diversity of women and girls participating in sport is a priority across international jurisdictions, many of which provide examples of inspirational and successful campaigns and initiatives. Leaders, such as the United Kingdom and Australia, are applying a psychosocial lens and are working to influence the choices of potential sport participants in order to shape individual behaviors towards participating in sport.

The United Nation's 2030 Agenda for Social Development highlights gender equity as one of 17 goals, thereby growing the conversation on the contribution that sport can make as 'an important enabler of sustainable development.' In 2015, the UNESCO Charter of Physical Education, Physical Activity and Sport was significantly revised, in large part to set out much more equitable goals for girls and women. A range of international groups and organizations are exploring and building on this principle, including the International Working Group for Women in Sport (IWG), the International Olympic Committee, and Commonwealth Sport Ministers, among others. Canada has historically been among the international leaders, most notably as past co-chair of the International Working Group for Women in Sport; one of the first countries to sign on to the Brighton Declaration committing to develop a sporting culture that enables and values the full involvement of women in every aspect of sport; and host of the 2002 World Conference for Women in Sport. In the context of the international initiatives currently in play, there presents an opportunity for Canada to re-engage in international fora in pursuit of the common goal to see more women and girls participating in sport.

2.3 KEY THEMES

Four key themes arose from the 2015 National Conference on Women and Sport: Participation, Leadership, Gender-Based Violence and Media. These themes are supported in recent studies, such as the 2016 report on the Status of Female Sport Participation in Canada, commissioned by CAAWS and Canada's Dairy Farmers, and align well with the Calls to Action of the Truth and Reconciliation Commission with respect to sport. The four themes served as a starting point for analysis and established context for the development of critical outcomes.

2.3.1 Participation

The number and experience of women and girls participating in sport, as athletes/participants, across the lifespan and by key dimensions of identity (socio-economic, ethno-cultural, ability, Indigenous).

2.3.2 Leadership

The number and experience of women in decision-making roles in sport, as coaches, board members, Canadian representatives on international organizations/committees, officials, and administrators.

2.3.3 Gender-Based Violence

Incidents of discrimination, harassment, sexual assault, LGBTQ+ phobia, among others, facing women and girls in sport.

2.3.4 Media

The quantity and quality of portrayals of women and girls, in sport media.

2.4 IMPORTANT FACTS AND STATS

Women's perspectives and voices are underrepresented in sport.

Women are woefully under-represented in decision-making roles in sport in Canada. Only 24% of all Athletic Director positions and 17% of all head coaching spots in the Canadian Interuniversity Sport (CIS) are female³ and, among national and multi-sport organizations, only 39% of organizational leaders and 34% of board members are female.⁴ The participation of women in sport leadership positions is about one-third the rate of men, and significantly less in coaching. Over the past four Olympic Games, men held the overwhelming majority of coaching positions.^{5 6 7 8} Of the coaches that received NCCP training between 2008 and 2017, the majority are male.⁹ We know that sex and/or gender is rarely factored into succession planning and that support for women moving into leadership positions in sport is lacking.

³ Canadian Association for the Advancement of Women and Sport and Physical Activity. "Women in Sport: Fuelling a Lifetime of Participation." (2016)

⁴ Canadian Association for the Advancement of Women and Sport and Physical Activity. Women in Sport Leadership: Board Snapshot 2017-2018. (2018)

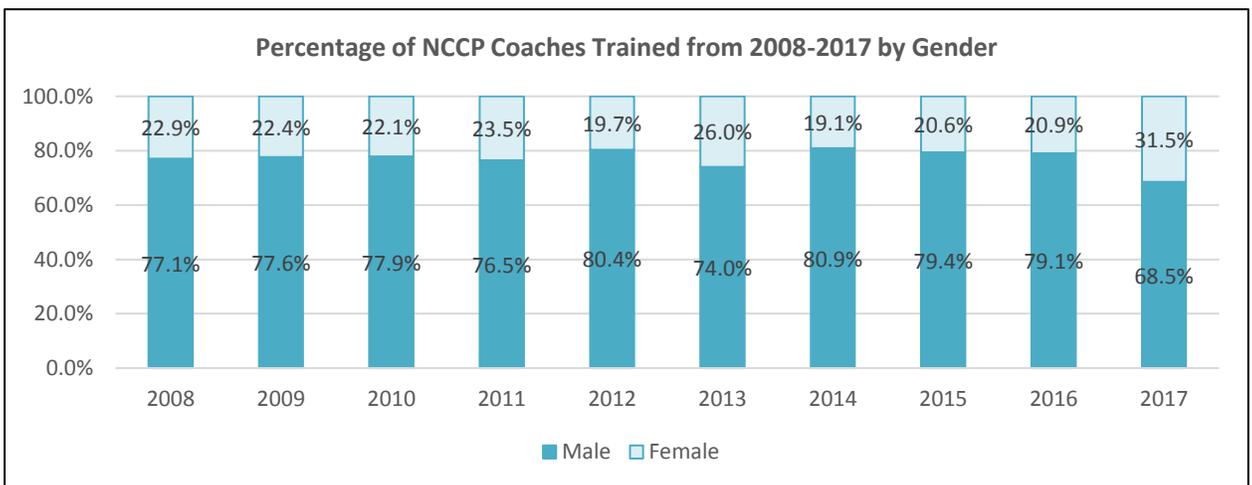
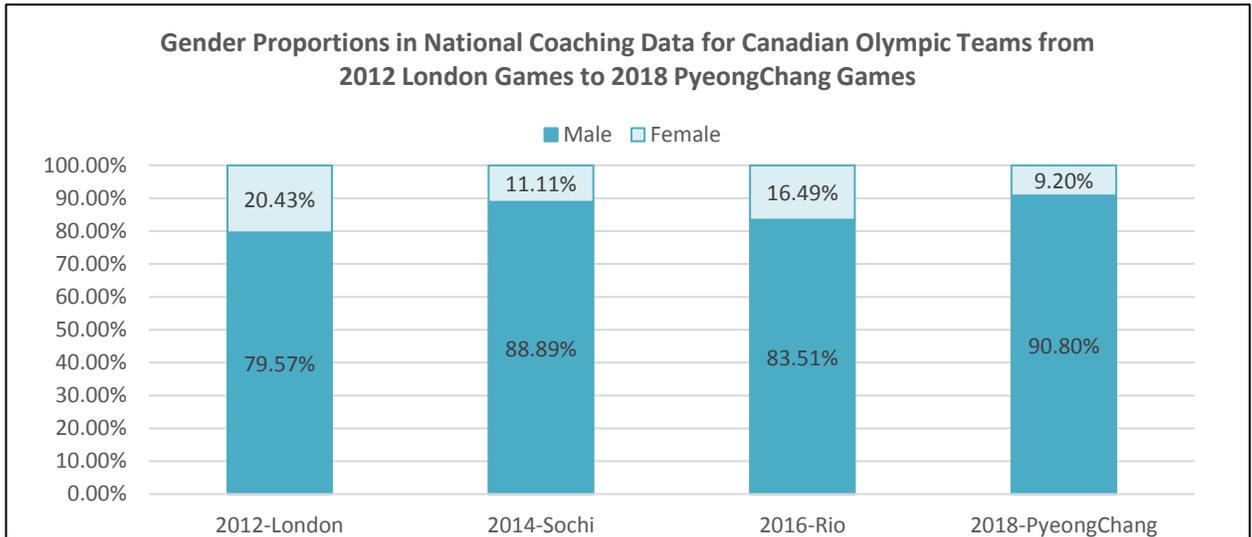
⁵ Coaching Association of Canada, <https://www.coach.ca/london-2012-s14925>

⁶ Coaching Association of Canada, <https://www.coach.ca/sochi-2014-s16799>

⁷ Coaching Association of Canada, <https://www.coach.ca/rio-2016-s17218>

⁸ Coaching Association of Canada, <https://www.coach.ca/pyeongchang-2018-s17361#>

⁹ Coaching Association of Canada, Certification Summary



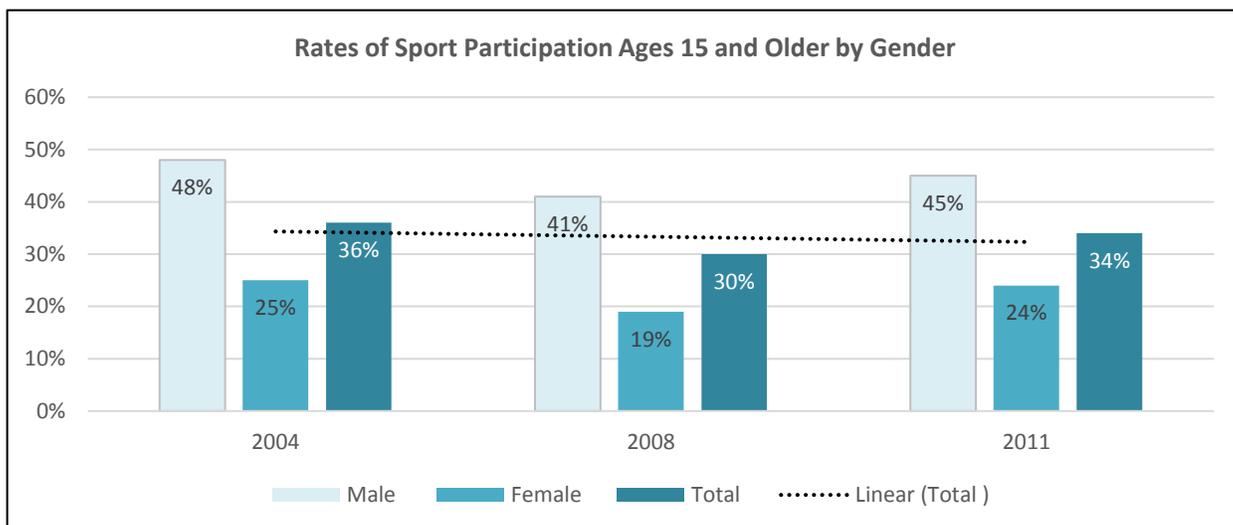
Girls are underserved by sport.

According to the most recent data available through the Canadian Fitness and Lifestyle Research Institute (CFLRI) 2015 CANPLAY Study “The rate of participation in organized physical activity and sport in 2014-2015 has remained relatively stable in the past eight years (2007-2015), with no significant gender differences in overall participation rates for children.^{10 11 12} However this changes considerably as they age. According to the CFLRI 2011-2012 Sport Monitor it is clear that substantially more men than women participate in sport and that, over time, gender and age disparities generally persist through the years.

¹⁰ 2015 Kids CANPLAY – Bulletin 2: Participation in Organized Physical Activity and Sport
http://www.cflri.ca/sites/default/files/node/1426/files/CANPLAY_2015_Bulletin%202_Participation%20in%20organized%20PA-sport.pdf

¹¹ 2014 Kids CANPLAY – Bulletin 3: Participation in Organized Physical Activity and Sport
http://www.cflri.ca/sites/default/files/node/1382/files/CFLRI_CANPLAY_Bulletin%203_2014-2015.pdf

¹² 2005 Physical Activity Monitor, Tables CFLRI
<http://www.cflri.ca/sites/default/files/node/351/tables/Sport%20participation%20children%20for%20web.pdf>



According to the CFLRI 2011-2012 Sport Monitor, It is clear that substantially more men than women participate in sport and that, over time, gender and age disparities generally persist through the years. The 2014-2015 Physical Activity Monitor found that considerably more men (46%) than women (22%) participate in sport.¹³ Similarly, research shows that that 79% of boys and only 70% of girls participate in sport.¹⁴ Additionally, we know that by 10 years of age, if a girl has yet to participate in sports, there is only a 10% chance that she will be physically active as an adult.¹⁵ We know that women and girls often lack the necessary social support, encouragement, role models, self-confidence and money to fully participate. Girls from impoverished backgrounds are significantly less likely to participate in sports than their counterparts from higher income backgrounds. Outside of school, the barrier for participation becomes significant, particularly for those with intersecting identity factors.¹⁶ While Indigenous children and youth participate in sports in the same proportion as non-Indigenous children and youth, Indigenous females are less likely to participate than males.¹⁷

Note: Caution is expressed regarding the accuracy and meaningfulness of the data on sport participation rates among children and youth. Surveys typically rely on parent-reported retrospective which can be influenced by poor recall or the desire to provide socially desirable responses and tend to focus on quantity rather than quality. Additionally, surveys tend to support the assumption that participation in sport and physical activity is always healthy for all children and youth at all times, and yet there is robust research on the negative emotional, social, and physical consequences borne by some children and youth as a result of negative sport and

¹³ Canadian Fitness and Lifestyle Research Institute. "Let's Get Active! Planning Effective Communication Strategies" Sport Participation in Canada, 8 (2016). Retrieved from: <http://www.cflri.ca/sites/default/files/node/1438/files/PAM%202014-2015%20Bulletin%208%20-%20Sport%20Participation%20EN.pdf>

¹⁴ Canadian Fitness and Lifestyle Research Institute. "Getting Kids Active! 2010-2011 Physical Activity Monitor: Facts and Figures." Participation in sport among children and youth, 1 (2013). Retrieved from: http://www.cflri.ca/sites/default/files/node/1147/files/CFLRI%20PAM%202010-2011_Bulletin%201%20EN.pdf

¹⁵ Colley, R., Garriguet, D., Janssen, I., Craig, C., Clarke, J., & Tremblay, M. (2011). Physical activity of Canadian children and youth: Accelerometer results from the 2007 to 2009 Canadian Health Measures Survey. Statistics Canada.

¹⁶ Toronto Community Foundation, *Vital Signs*.

¹⁷ Healthy Weights Connection, Sports Participation Among Indigenous Children and Youth, Fact Sheet No. 10, January 2017, <http://www.healthyweightsconnection.ca/ModuleFile/resource?id=3516>.

physical activity experiences.^{18 19}

Sport can be a venue for abuse and women and girls are disproportionately affected.

Gender-based violence (discrimination, harassment, sexual assault, transphobia, homophobia) facing women and girls is no less in sport than it is in other spheres, but are under-examined. There remains a lack a knowledge on the prevalence of GBV for women and girls but also vulnerable populations such as children, LGBTQ2, as well for men and boys who are also victims of violence. While violence affects people of all genders, ages, cultures, ethnicities, geographic locations, and socio-economic backgrounds, some populations are more at risk of experiencing violence, which could include women and girls, Indigenous Peoples, LGBTQ2 and gender non-conforming people, those living in northern, rural, and remote communities, people with disabilities, newcomers, children and youth, and seniors.

Within the sport sector, there is a lack of awareness in and/or resistance to recognizing the extent to which GBV exists at all levels of Canadian sport. In terms of prevention, the attitudes of leaders, coaches and teachers can make a big difference in addressing GBV. Accountability measures, governance practices and program design can all be enhanced to promote inclusive environments for all participants. We know that attitudes of leaders, coaches and teachers can make a big difference in preventing gender-based violence. We also know that governance practices and program design can be enhanced to promote safe and inclusive environments for all participants.

Sport serves those most at risk:

- Young women, aged 15-34 years, are at the highest risk of experiencing violence
- Indigenous women were more than three times as likely to report being a victim of spousal violence as non-Indigenous women
- Women living with physical and cognitive impairments experience violence two to three times more often than women living without impairments
- People self-identifying as homosexual or bisexual are three times more likely than heterosexuals to be victims of violence

[Status of Women Canada](#)

Women and girls are inadequately portrayed in the media landscape.

The landscape of Canadian sport presented by the mass media does not recognize the aspiration and participation of girls and women in sport, and even when the media do cover female sport, they tend to belittle and sexualize girls' and women's achievements. All great sport achievements should be celebrated, but the current system cheats girls and women out of sport role models. We know that media coverage differs significantly by gender and the current quantity and quality of available female sport stories is unacceptable. A review of programming data from Canada's primary national sports networks, concluded that of approximately 35,000 hours in programming in 2014, only 4% went towards the coverage of women's sports, with over half of that percentage due to women's professional tennis coverage and the Sochi Olympics. Only 5% of the total area of top national print media sports coverage researched was dedicated to women.²⁰

¹⁸ Peter Donnelly, Gretchen Kerr, Amanda Heron & Danielle DiCarlo (2016) Protecting youth in sport: an examination of harassment policies, *International Journal of Sport Policy and Politics*, 8:1, 33-50, DOI: 10.1080/19406940.2014.958180

¹⁹ Ashley E. Stirling & Gretchen A. Kerr (2008) Defining and categorizing emotional abuse in sport, *European Journal of Sport Science*, 8:4, 173-181, DOI: 10.1080/17461390802086281

²⁰ RDS. SportsNet. TSN. TVA Sports. (2014). Full Programming Schedule.

3.0 A VISION FOR WOMEN AND GIRLS IN SPORT (20+ YEARS)

The Work Group proposes that the ultimate desired outcome is equality and equity in sport and a sport system that represents our Canadian population. This vision sees a system where women and girls have meaningful opportunities to become involved in and develop through quality sport according to their interests, abilities, talents and choices, across their lifespan. Where equitable sport experiences include, but are not limited to, equitable consideration, participation, representation, respect, compensation, support, and treatment.

All women and girls are equally and equitably represented, recognized, and served across all facets of Canadian sport.

Given the historical imbalance for women and girls in sport, an intentional additional investment of resources and support is required to close the gap.

The Work Group recognizes the United Nations Declaration on the Rights of Indigenous Peoples as the framework for reconciliation at all levels and across all sectors of Canadian society. It is our intention for this vision and related outcomes to support the Truth and Reconciliation Commission Calls to Action to ensure that 'all policies ... are inclusive of Aboriginal Peoples' [#89].

4.0 LONG-TERM OUTCOMES (10+ YEARS)

To achieve the vision, the following long-term outcomes are required:

Trend Transformation	<ul style="list-style-type: none">• There is no longer a gender gap in sport participation• The participation of women and girls trends upwards in absolute terms.• Women are represented in sport leadership positions at a rate at least equal to that of men.
Experience Transformation	<ul style="list-style-type: none">• Women and girls have access to a broad range of options, choices and support when participating in sport.• Women and girls experience all forms of participation (participant, athlete, coach, administrator, parents, volunteers, educators, others) as welcoming, inclusive and safe.• Women and girls receive clear messaging that they belong in sport and sport is a natural component of womens' and girls' lives.• Women and girls feel they have the right to shape their sport experiences and see themselves having a say in what their experience looks like.
System Transformation	<ul style="list-style-type: none">• Governments and delivery agents make committed efforts to understand the diverse needs of women and girls and intentionally design sport programming to meet the range of needs.• Women and girls are engaged in the design, delivery and evaluation of sport programming.

5.0 MEDIUM-TERM OUTCOMES (5-10 YEARS)

The Medium-Term Outcomes define the characteristics of a sport system where women and girls are equally and equitably represented, recognized, and served across all areas of Canadian sport. They articulate what the sport system is trying to achieve, collectively, in support of women and girls. These are not to be confused with recommended actions, which will follow and may differ for each organization and jurisdiction.

5.1 Outcome: INCLUSION IN STRATEGIC PLANS

Desired State: Strategic plans include gender equity measures, accompanied by action plans that are implemented and monitored.

Rationale: While the sport community has undertaken significant policy work on gender equity, a coordinated commitment to action is just beginning. A necessary next step is the integration of equity and equality principles in sport organization corporate planning. Additionally, it's important that all plans be developed in alignment with the Principles of Truth and Reconciliation. In each case, there warrants a tailored engagement with indigenous women and girls to ensure that sport planning is self-determined. Strategic plans, in particular, can serve as a conceptual guide to ensure mechanisms and approaches are informed by gender and intersecting identity factors. An ultimate aim should be the development of complementary, short to medium term plans, consistent with jurisdiction-specific action plans.

5.2 Outcome: ACCOUNTABILITY MEASURES

Desired State: Transparent, well-understood accountability mechanisms, incentivized and enforced by appropriate oversight by funding bodies, are beginning to transform the gender balance of Canadian sport.

Rationale: With the sport community's commitments towards results-based management and commitments to open data, combined with compliance incentives and enforcements in place through funding policies, the sport community is beginning to make opportunities for girls and women more equitable, and to learn from the experience. The FPT is monitoring pan-Canadian targets, while all jurisdictions as a matter of course embed gender-based analysis across all sport policies, programs, decision-making structures, and professional development. Sector agents such as the Canadian Association for the Advancement of Women and Sport and Physical Activity and the Canadian Fitness and Lifestyle Research Institute conduct independent analysis on the progress of women and girls in sport to evaluate the effectiveness of actions in this area. In each case, the inclusion of Indigenous Peoples is explicitly engaged and monitored.

5.3 Outcome: EFFECTIVE PROGRAMMING

Desired State: Sport program design and delivery meets the needs of diverse* women and girls

Rationale: The vast majority of sport programs have been developed without attention to sex and gender. We know that no two girls experience sport in the same way. Gendered sport experiences are complex and diverse and are intertwined with other dimensions of identity (socio-economic, ethno-cultural, ability, Indigenous, and others). In order to develop effective programming solutions that meet the needs of diverse women and girls, the voices and perspectives of all women and girls, particularly those that do not participate in sport, need to be considered.

Women and girls need to be part of the design, delivery and evaluation of sport programming, signifying a marked shift towards consultative, needs-based program design. Indigenous women and girls need to be explicitly engaged in the programming directed to them.

5.4 Outcome: PORTRAYAL AND PROMOTION

Desired State: Sport organizations take proactive measures in all communications and media relations to promote equitable coverage for participating women and girls and equitable promotion of sport events.

Rationale: Media messages about women, femininity and sport present a major challenge to attracting and retaining women and girls in sport. Overall, women and girls receive less media attention. Low levels of media exposure can result in the lack of awareness of women's athletic triumphs, missed opportunities for female role models, lower perceived competence of women, reduced opportunities for female athletes to secure corporate sponsorship, and more females withdrawing from participating in sport. Of concern, leading up to the 2016 Olympic Games in Rio de Janeiro, researchers from Cambridge University Press reported that "Language around women in sport focuses disproportionately on the appearance, clothes, and personal lives of women, highlighting a greater emphasis on aesthetics over athletics."²¹ This suggests that even when media attention is present, it may do as much harm as good. When asked, 96% of female sport leaders reported that an increase in quality media exposure, which does not trivialize athletic achievement of women, could contribute to an increase in participation levels among females in sport.²²

The portrayal and promotion of women and girls with intersecting identity factors is understudied. As is the portrayal and promotion of Indigenous women and girls. A strategic approach will need to explore and identify successful policies, including how best to tell the national story of Aboriginal athletes, in accordance with the TRC Calls to Action [#87] and, with the agreement of and participation of Indigenous Peoples, determine how best to respect, celebrate and build an understanding of the important contribution of Aboriginal sport.

For transformative change a unified, strategic approach to improve both the quantity and quality of sport media is needed for women and girls, with particular focus on women and girls with intersectional factors. Such an approach should include a commitment to gathering evidence to better understand the relationship between sport media (including social media), athlete sponsorship, and sport participation.

5.5 Outcome: REPRESENTATION IN LEADERSHIP

Desired State: Representation of women and girls in sport leadership positions achieves parity accompanied by equitable treatment.**

Rationale: An inclusive sport community is one where women have equitable representation across leadership roles as coaches, referees, officials, volunteers, administrators, and board members. While this has improved in recent years, women remain

²¹ <http://www.cam.ac.uk/research/news/aesthetics-over-athletics-when-it-comes-to-women-in-sport>

²² O'Reilly, N., Micay, R. (2015). Fuelling Women Champions Primary Survey of Leaders in Women's Sport.

underrepresented in decision-making roles in sport in Canada. Women's participation in sport leadership positions is about one-third the rate of men, and significantly lower in coaching.

To transform sport, all aspects of leadership must ensure that diverse strategies address the requirement of inclusion. Additionally, stakeholders and partners must consider the differing priorities for women along the life course and their needs for progression-oriented support. Like other sectors, consideration must be given to women's needs around training, education, recruitment, early career, working conditions, career choices, and career progression. Mentorship, education, gender-based analysis in decision-making, and flexible working conditions and trajectories offer promising solutions towards equitable representation in sport leadership. Such broadened representation in leadership must include representatives of the Indigenous Peoples.

5.6 Outcome: VIOLENCE AND HARASSMENT

Desired State: The sport sector enforces zero tolerance for Gender-based violence and harassment in sport, in all its forms, with particular care and attention to women and girls with intersecting identity factors who are most at risk.

Rationale: All Canadians deserve to participate and compete in a sport environment free from Gender-based violence. Gender-based violence (including discrimination, harassment, sexual assault, LGBTQI2S phobia) in sport persists, as it does in all areas of Canadian society. Despite long standing requirements for national sports organizations to have rigorous policies and third-party investigators in place, with the loss of funding upon non-compliance, evidence suggests that such an approach is not working. Most NSOs do not have the capacity to implement such requirements, and no organization has ever lost funding as a result.²³ There continues to be a lack of awareness in recognizing the extent to which GBV effects the sport experience and the retention of women and girls. Moreover, there lacks a single point of contact for education, advice and reporting on acts of GBV.

Recent F-P/T concern on this front is promising. The FPTSC Work Group on Safety, Integrity and Ethics has been tasked with tracking and addressing ongoing and emerging issues to protect the integrity of sport and the safety of all participants on and off the field. This will include a review of best practices and the development of a pragmatic approach to improve the design and delivery of safe sport. It is anticipated that this review will include exploring the potential for a single, uniform, independent, pan-Canadian mechanism for addressing complaints and conducting preventive education.

A zero-tolerance approach will need to build on these efforts to properly assess the magnitude of the problem and identify multi-level, multi-disciplinary and multi-actor partnerships to prevent and manage acts of GBV. Gendered, trauma-informed, and culturally sensitive approaches are essential to keep sport safe, particularly for those women and girls from intersecting identity factors who are

²³ Donnelly, P., Gretchen, K. (2018). *Revising Canada's Policies on Harassment and Abuse: A Position Paper and Recommendations*. Centre for Sport Policy Studies, University of Toronto.

most at risk.

- 5.7 Outcome: WORKING WITH EDUCATION**
Desired State: The sport sector works with the education sector to provide supportive and responsive environments for women and girls to participate in sport.
Rationale: The importance of the educational environment to the socialization of girls to sport should be taken into consideration. Early experiences in schools provide impactful and often lasting impressions about the role of sport for girls and overall sense of belonging. Schools at all levels, from elementary to post-secondary, can play a unique role in creating welcoming and positive environments for women and girls to participate in sport. A collective focus on cultivating effective relationships between the sport community and the education sector, as well as aligning commitments to create positive sport programs and experiences, could help increase the participation of women and girls in sport at all levels. This needs to occur in Indigenous communities as well.
- 5.8 Outcome: EVIDENCE-INFORMED PRACTICE**
Desired State: The sport sector systematically uses research and data to better our understanding of the needs of diverse* women and girls in sport and to continually improve practices.
Rationale: While the body of descriptive research on sport participation is generous, the understanding of the sport experience for women and girls remains limited. A lack of applied research examining women and girls in sport is a barrier for coordinated action and the alignment of funding frameworks across sectors. While well-established barriers such as time, money and access are well understood, psycho-social predictors (such as social support, mental health, and self-efficacy) remain ill defined, particularly for women and girls that fall within other underrepresented groups, especially the Indigenous Peoples. Creative and innovative research designs, methodologies and knowledge translation strategies are essential. Data collection, analysis and communication strategies need to be modernized to track and report disaggregated data in order to better understand the degree to which sport is welcoming and inclusive to women and girls, particularly those women and girls from underrepresented groups. As correlations become clearer, sport as a sector can transition into a new period of evidence-informed innovation in policy, program design and delivery.
- 5.9 Outcome: DEDICATED RESOURCES**
Desired State: Governments and sport organizations dedicate financial resources for the identification of corporate gender equality leads, for the sharing of promising practices and for the implementation of innovative and collaborative initiatives.
Rationale: Historically, sport sector capacity has been identified as one of the key barriers to progress for women and girls in sport. However, the vast majority of sport sector budgets lack clearly identifiable resources in support of gender equality. Dedicated resources are required to ensure appropriate funds are allocated and protected to improve the delivery of sport to women and girls. As a starting point, budgets should identify human resources in addition to initiatives for knowledge sharing and implementing of promising practices.

Funding for women and girls with intersecting identity factors needs to be

intentional and transparent. In particular, funding for Indigenous women and girls needs to be clearly identified in accordance with the TRC Calls to Action [#90i] to ensure that funding for and access to community-based, culturally appropriate programs are accessible to Indigenous women and girls, with particular care for those on-reserve or in remote communities.

5.10 Outcome: TRAINED LEADERS

Desired State: All leaders in the sport system are trained in GBA, GBV and culturally relevant programming and can apply these lenses within decision-making processes to ensure that programs, policies and environments meet the needs of diverse* women and girls in sport.

Rationale: An unintended consequence of a targeted high performance system is that it places disproportionate value on those that win medals. This narrow view of sport may have contributed to the decline in participation numbers across Canada, most notably for young girls. Sport has much to offer all Canadians beyond international athletic achievements, including overall physical, psychological, emotional, social and spiritual health. Sport organizations, and specifically sport leaders, need to broaden their scope and respond more inclusively to the needs of diverse girls and women. Formal training and capacity building within the sport community is needed to ensure sport is welcoming, safe, and inclusive for women and girls, and offers opportunities for all levels of talent and athletic expertise. The sport community must grow the capacity to provide effective training that enable sport leaders to identify gender disparities in their sport, create gender equity objectives, account for gender in the design and delivery of programming, and evaluate results. A commitment to growing the capacity to provide training that builds empathy and compassion for female experiences, and a commitment to embed the principles in gender-based analysis, GBV and cultural relevance across all decision-making structures will ensure that sport leaders are in a position of readiness to appropriately deliver positive sport experiences for all.

5.11 Outcome: CROSS-SECTOR PARTNERSHIPS

Desired State: The sport community intentionally cultivates partnerships with non-sport stakeholders to connect with diverse women and girls for whom intersecting factors such as socio-economic, ethno-cultural, ability, Indigenous, and others create additional barriers to sport participation.

Rationale: Partnership and collaboration with non-sport stakeholders and partners may be an effective means to introduce sport and elevate short and long-term participation rates. Therefore, cultivating dialogues and improving collaboration with other sectors (economic, health, environment, education, housing, others) will improve the reach to girls and women not currently participating in sport. Policy and program solutions for sport require both cross-sectoral understanding and collaboration in order to achieve sport outcomes as well as advancing larger social capital and sustainable development goals.

5.12 Outcome: SUSTAINED ACTION

Desired State: Sustainability plans are established to ensure medium and long-term investments are secured for sufficient duration to achieve system transformation for women and girls in sport.

Rationale: While there is current policy attention directed to gender equity in sport, gender equity has received inconsistent attention over the years. Sustained action by governments on gender equity in sport has been impacted by shifting policy and political agendas. Building on critical outcome 1.1., pan-Canadian coordination will be central to support permanent planning, reporting, and evaluative mechanisms to monitor progress. To achieve outcomes, jurisdictions will need to identify permanent funding, organizational capacity, communities of practice, strategic planning and reporting in support of gender equity. Formalization of such structures, beyond shorter term action plans, is essential to the prolonged sustainability and progress on gender equity in sport.

*Where **diverse** refers to the breadth of perspectives and experiences, taking into consideration dimensions of identity and culture (socio-economic, ethno-cultural, ability, Indigenous, and others).

Where **equitable treatment includes equitable consideration, participation, respect, compensation, and support, among others.

6.0 RECOMMENDATIONS

The Work Group recommendations have been developed under the framing of a set of guiding principles. Recommendations to the FPTSC reflect:

- data, analysis and proposed solutions brought up by the MTCS Advisory panel, the PCH Standing Committee on Women and Girls in Sport, Conversation 2015, and the Truth and Reconciliation Commission;
- a need for increasing the number of participants, as well as enhancing the quality of sport experiences;
- a need for leveraging existing initiatives, including those in other sectors;
- a desire to explore new and innovative ways to attract and retain women and girls in sport and,
- recognition of diverse audiences and the importance of needs-based, targeted approaches as opposed to a “one size fits all” approach. This is particularly the case with respect to the Indigenous Peoples.

It is recommended that F-P/T governments:

6.1 Acknowledge and adopt the identified vision and related outcomes for women and girls in sport.

6.2 Respecting the autonomy of each jurisdiction:

- 6.2.1** Commit to developing jurisdiction-specific action plans with dedicated resources in support of the identified vision and outcomes;
- 6.2.2** Adjust funding frameworks to ensure an intentional link between sport organization accountability and funding;
- 6.2.3** Make investments in gender equity organizations and identify a government employee dedicated to advancing gender equity action plans;
- 6.2.4** Develop and implement a communication plan to promote and deliver common messages on women and girls in sport, consistent with Annex F;
- 6.2.5** Commit to the development of an engagement strategy for Indigenous women and girls; and,

-
- 6.2.6** Commit to transparent reporting on the progress of action plan implementation and report back at every Ministers' Conference, starting in 2020.
 - 6.3** Support a single, coordinated, mandated and independent pan-Canadian system for GBV to ensure sport is safe and welcoming.
 - 6.4** Support a permanent F-P/T work group and a national community of practice for women and girls in sport.
 - 6.5** Commit to the annual collection, collation and sharing of gendered data:
 - 6.5.1** Establish baseline data and pan-Canadian targets for women and girls in sport, as participants, coaches, administrators, officials, and Board members, by December 2019;
 - 6.5.2** Realize a pan-Canadian target for all boards of funded organizations to reach the parity zone (40-60% women representation) by December 2024; and,
 - 6.5.3** Share jurisdiction specific gendered data with CAAWS and the FPTSC WG on Data and Research.
 - 6.6** Commit to the development of a strategy and action plan for women and girls in physical activity in the context of the Common Vision.
 - 6.7** Broaden and reinforce domestic and international engagement and leadership to advocate for gender equity in sport, including supporting the Government of Canada to play a more proactive role in international fora to ensure Canadian efforts are linked to international efforts.

ANNEXES

Annex A – Summary of Outcomes for Women and Girls in Sport

Annex B – Examples of Successful Initiatives

Annex C – Recommended Stakeholder Actions to Achieve Medium Term Outcomes

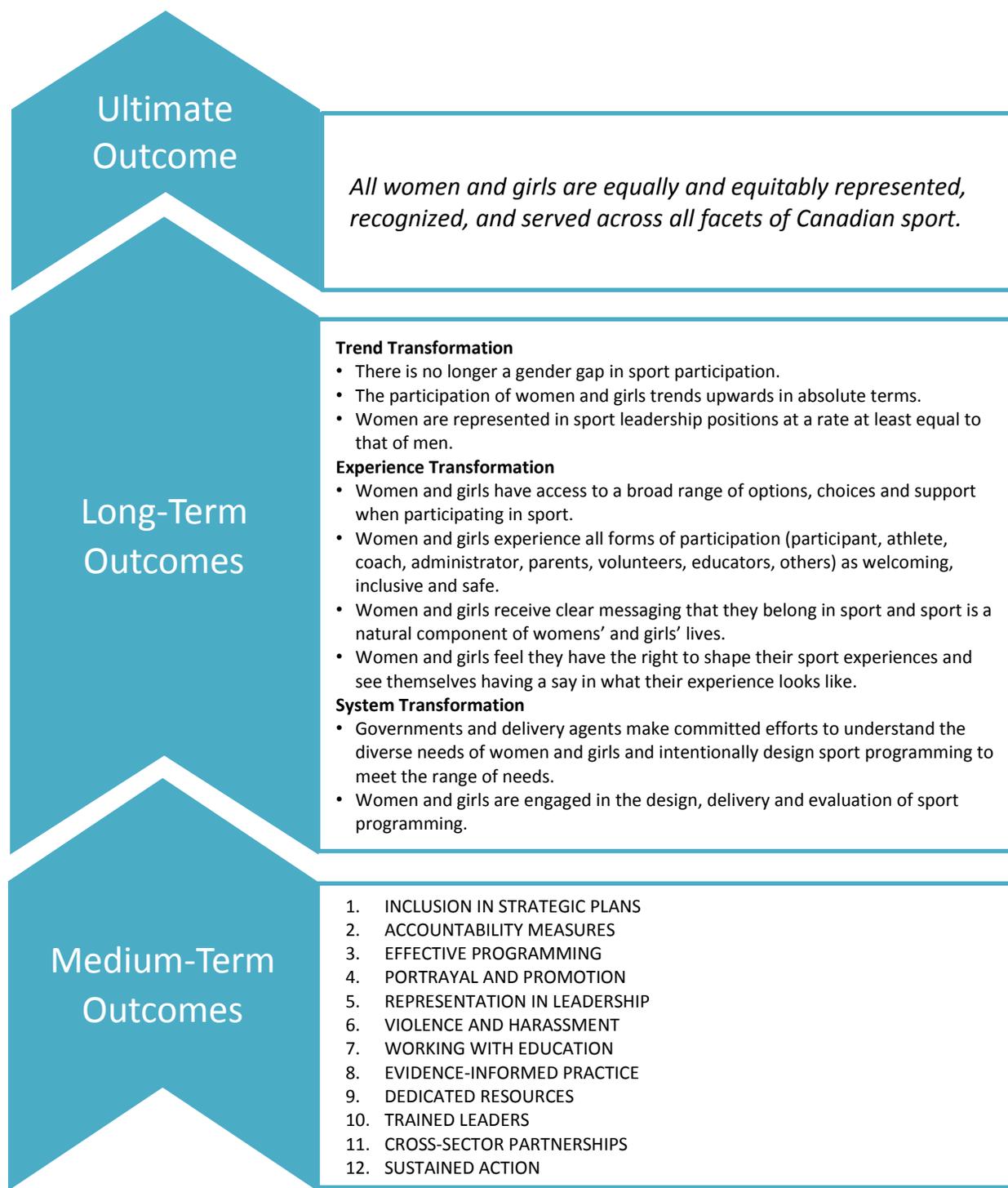
Annex D – Consultation Summary

Annex E – Truth and Reconciliation Commission of Canada (2015B) Calls to Action for Sports and Recreation

Annex F – Communication Considerations

Annex G – Glossary

SUMMARY OF OUTCOMES FOR WOMEN AND GIRLS IN SPORT



EXAMPLES OF SUCCESSFUL INITIATIVES

<p>SHAPE YOUR LIFE BOXING PROGRAM Toronto, ON http://www.shapeyourlifeboxing.com/</p>	<p>Shape Your Life is a free, trauma informed, non-contact boxing program for self-identified women who have experienced violence. The program operates as a partnership between Dr. Cathy van Ingen, Associate Professor in Kinesiology at Brock University and Joanne Green, Executive Director with Opportunity for Advancement. Shape Your Life is an innovative program that uses the sport of boxing to help women recover and heal from their experience of intimate partner violence. Since 2007, Shape Your Life helped 1,300 women to achieve their goals and move from victimization to self-actualization. The program is 8 to 14 weeks long with follow-up for as long as participants want to remain involved. Following the core program, there is a weekly grad class for participants to work on developing confidence in their bodies. Through this program, women are able to address the victimization they have experienced without reliving their traumas. In 2016, Shape Your Life received research funding to document its effects on the long-term functioning of participants, which led to program expansion to areas with limited access to services.</p>
<p>DREAM BROKERS Saskatoon, Regina, Prince Albert, SK www.sasksport.sk.ca/dreambrokers/</p>	<p>The Dream Brokers Program is committed to initiating and sustaining the participation of children and youth in new or existing arts, sports, cultural and recreational activities that advance that advance life skills, enhance sense of belonging, and fosters pride in participant accomplishments. Dream Broker coordinators work in schools to ensure children and youth, who traditionally have not had access, get the chance to participate in sports, culture and recreational opportunities. The Dream Brokers act as a liaison between children who have an interest in participating in cultural activities but whose families may not be able to afford the associated costs.</p>
<p>GUARDIAN ANGELS RUGBY TEAM Markham, ON guardianangelsrugby.com</p>	<p>The Guardian Angels Rugby Team was founded for women, by women to keep women in the game past university and college years. The team aims to recruit women struggling to find time to play rugby while balancing family and work commitments. The Angels have created a path for women to return to the sport they love, designed with a minimal commitment in mind with no training sessions. Show up and play when you can.</p>
<p>FAST AND FEMALE www.fastandfemale.com</p>	<p>Fast and Female's mission is: keep girls healthy, happy and active in sports through their teens by introducing them to inspiring athlete role models. Fast and Female hosts fun-filled, non-competitive events all over North-America, reaching over 3000 girls age 8-18 annually. Over 250 athlete ambassadors and sports experts have joined them. All are volunteers. In 2015 Fast and Female hosted 50 events all over North America with ambassadors from 25 different sports.</p>

RECOMMENDED STAKEHOLDER ACTIONS TO ACHIEVE MEDIUM-TERM OUTCOMES

The Work Group presents the following specific actions for consideration by all sport sector stakeholders. This list represents in-depth discussions on what actions might characterize an idealized sport sector in which gender equity and equality reach transformative levels. Not intending to be exhaustive nor prescriptive, it should be read as a starting point for further discussion and ideation.

Importantly, this listing does not provide sufficient actions to support women and girls with intersecting identity factors, nor does this listing provide sufficient actions for Indigenous women and girls, particularly for those living in rural, remote and reserve communities. A place-based approach, with targeted engagement, is needed to guide action plans to support the needs of diverse women and girls.

1) **INCLUSION IN STRATEGIC PLANS**

ACTIONS	
ALL	Engage in a gender audit to better understand the degree to which current policies and procedures support women and girls
	Develop plans and strategies outlining a renewed commitment to equity for women and girls in sport that can be actioned, monitored, and evaluated
	Develop an engagement strategy for Indigenous women and girls
FED, P/T	Support sport organizations to undertake a gender audit
	Link the development and/or implementation of action plans to funding eligibility
MSOs	MSOs with expertise in women and girls in sport provide guidance to support the development of plans and strategies for women and girls in sport

2) **ACCOUNTABILITY MEASURES**

ACTIONS	
ALL	Identify persons responsible for the application of Gender Based Analysis within decision-making structures and processes
	Commit to open data, increasing the transparency of targets, measures, monitoring data, research data, and evaluation outcomes for women and girls in sport publicly available
FED	Identify gender targets, reporting data, and Gender Based Analysis requirements for National Sport Organization funding assessment
P/T	Identify gender targets, reporting data, and Gender Based Analysis requirements for Provincial and Territorial Sport Organization funding assessment
NSOs	Invest in the necessary resources (human/technical) to embed Gender Based Analysis within decision-making structures
PTSOs	
MSOs	Publicly report on the representation of women and girls in their membership and leadership
CSOs	

3) EFFECTIVE PROGRAMMING

ACTIONS	
ALL	Identify resources for the development of consultative, needs-based program design and delivery
FED, P/T	Commit a minimum of 10% of matched bilateral funding to consultative, needs-based sport program design and delivery, with particular consideration given to women and girls with intersecting identity factors
	Dedicate a minimum of 10% of MSO funding to support the development of consultative, needs-based sport program design and delivery
NSOs PTSOs CSOs Partners	Invest in human and technical resources to implement program design methodology for consultative, needs-based program development
MSOs	Develop the methodology for consultative, needs-based program development
	Track program and delivery evaluation outcomes to identify best practices
	Communicate broadly those program that are reaching a more diverse audience

4) PORTRAYAL AND PROMOTION

ACTIONS	
ALL	Commit to parity in communication and media representation of female athletes and leaders
	Adopt gender specific terminology and guidelines, based on a common lexicon
	Update policies and communications products to comply with gender terminology guidelines
	Develop specific communications strategies for celebrating female participation, leadership and achievements
FED	Embed Gender Based Analysis in the review of NSO/MSO/CSC/Event communication initiatives
	Require gender equity in web and social media written and photography content (similar to that required for Official Languages)
	Conduct internal advocacy, offering internal briefings to communications leads as well as to policy and program leads for media and Canadian content
P/T	Support PTSOs to increase their capacity to include gender specific terminology in their communications products
	Assess the degree to which PTSOs are effective in communicating to more diverse female markets
NSOs PTSOs CSOs	Identify an official responsible for apply a gender based analysis to communication and media products
	Adjust corporate performance tracking to include gender equity outcomes for communication products
	Develop web content on how to promote gender equity messaging within their specific sport context and community, with a focus on participant/athlete/coach-driven social media messaging
MSOs	Lead the development gender equity communication and media guidelines, with gender specific and intersectional terminology
	Create standardized (simple) products that be used by low capacity sport and community organizations
	Establish an observatory function to conduct gendered sport communications and media audits
	Engage with media experts to develop a campaign and training package for primary media outlets

	Target ethnocultural media to support the use of gender specific terminology
Events	Apply Gender Based Analysis and terminology guidelines to the development of bid plans and proposals, with specific consideration to equitable ‘prime time’ media coverage
Partners	Sport media editorial teams participate in the development of a multisector approach to gender equity in sport
	Sport media invest in training for editorial teams on representation of women in sport

5) REPRESENTATION IN LEADERSHIP

ACTIONS	
ALL	Commit to parity in for coaching, administration and board membership by 2022
FED, P/T	Link funding of sport event hosting to a requirement for parity in teams, coaching, officials, and governance
	Identify coaching, administration and board membership targets for National Sport Organization funding eligibility and assessment
NSOs PTSOs CSOs	Commit 10% of coaching investments towards the recruitment, mentoring, and training of women coaches
MSOs	Lead the phasing-in of coach certification standards
	Identify best practices for family friendly policies and practices

6) VIOLENCE AND HARASSMENT

ACTIONS	
ALL	Support the Victim’s Bill of Rights, recognizing the role of governments and sport delivery organizations in protecting and promoting ethical and safe experiences in sport
	Support the legislated establishment and sustainable funding for a pan-Canadian agency that will address gender-based violence and conduct preventive education, in a uniform, independent mandatory way for all sports.
	Stimulate dialogue and discussion on gender-based violence with girls and women so they are informed and understand their rights
	Stimulate dialogue and discussion on gender-based violence with boys and men to understand their role in preventing and managing incidence of gender-based violence
FED, P/T	Direct the FPTSC Work Group on Safety and Ethics in Sport to address gender-based violence as part of their mandate to provide recommendations on prevention and incidence management
	Identify expectations for funding recipients to establish policies and well as education, monitoring and victim prevention/support initiatives
NSOs PTSOs CSOs	Sign on to the Responsible Coaching Movement
	Take steps to implement the Responsible Coaching Movement’s “rule of two”
MSOs	Provision of expertise in incident prevention and incident management
Partners	Education sector play an active role in identifying, teaching and normalizing acceptable school sport experiences

7) WORKING WITH EDUCATION

ACTIONS	
ALL	Commit to equity in the design and delivery of school-based sport programs
	Track and report on school-based participation data by gender
FED	Lead a national review of school-based physical literacy, with thematic reviews on: <ul style="list-style-type: none"> • equitable school sport programming in urban communities • equitable school sport programming in rural, remote and reserve communities • the impact of sport academies
	Work with Indigenous Peoples to develop an action plan to support the delivery of sport in First Nations schools, exploring alternatives consistent with the realities of living in rural, remote and reserve communities.
P/T	Ministries responsible for Sport and Education track and publicly report on funded school-based sport programming <ul style="list-style-type: none"> • Participation by gender • Instructors/coaches by gender • Scholarships by gender • Budgets by gender
	Ministries responsible for Sport and Education conduct lateral work to identify in-school and after-school program design principles to better address the diverse needs and interests of girls
	Ministries responsible for Sport and Education adopt and enforce a gender equity policy for in-school sport programs (e.g. Title IX)
	Ministries responsible for Sport and Education co-develop pre-service education training program for deliverers of school sport
	Ministries responsible for Sport and Education co-develop teaching standards specific to the diverse needs of girls
	Ministries responsible for Sport and Education require leaders of in-school and after-school programs to take mandatory training on gender and sport
NSOs	Work across vertical structures to improve relationships with the education sector
PTSOs	Work across vertical structures to create sport-specific, school sport packages that target the diverse needs of girls and embeds the principles of quality sport
CSOs	
MSOs	Create program design models that can be adopted and adapted in in-school/after-school environments
	Develop e-learning modules on girls and sport (e.g. Respect Group platform)
	Develop a Title IX inspired report card
	Create knowledge mobilization products specific to the educational journey of girls, highlighting the messaging and impressions of school sport and their life-course impacts
Partners	University and college educator training programs introduce a mandatory course on gender and sport
	Joint Consortium for School Sport and School Sport Canada are engaged and provide guidance on school-based sport program design and delivery

8) EVIDENCE INFORMED PRACTICE

ACTIONS	
ALL	Apply a gender based analysis to data collection plans
	Ensure all gendered data collection plans take into account cultural considerations to research and/or data and information gathering with Indigenous people; specifically, OCAP principles (ownership, control, access and possession)
	Identify a dedicated research budget and actions to support FPTSC data collection needs
FED	Invest in an independent, pan-Canadian, bilingual organization to centralize data monitoring, tracking, evaluation, and reporting on gender equity in sport
	Consistent with Indigenous Language Legislation, ensure federal data collection strategies are intentionally designed with Indigenous Peoples to be inclusive so as to improve on traditionally low engagement from Indigenous communities
	Invest in a 3-year data collection cycle on gender equity in sport
	Identify 15% of the Sport Canada Research Initiative investment for targeted policy research on gender equity in sport
	Conduct a review of the potential for standardized registration tools and protocols to facilitate the collection of pan-Canadian, gender-disaggregated data
P/T	Collect and submit jurisdiction specific data
MSOs	Coordinate the development of pan-Canadian gender equity in sport definitions, indicators, targets, and data collection strategies
	Explore community development initiatives as a non-traditional source of knowledge and data for gender equity in sport
	Coordinate input from NSOs, PTSOs, CSOs, and MSOs on key research questions
	Conduct regular reporting on pan-Canadian progress towards gender equity targets and outcomes
	Conduct knowledge translation and communicate insight to the sport sector
Academia	Intentionally contribute to directed, public policy research on gender equity in sport, in addition to open-ended, investigator-driven research
	Conduct appropriate tagging of research to facilitate the collation and review of data on gender equity in sport

9) USE OF RESOURCES

ACTIONS	
ALL	Support the centralization of resources, best practices, support
	Create and participate in forums to share mechanisms or learnings via transparency within organizations at all levels (example, CAC or S4L annual meetings, PTSO meetings)
	All orgs track/monitor numbers of girls/women participating in sport (athlete, coach, official, administrative staff, leaders, others), demographic info to demonstrate tapping into poorly represented groups (e.g. newcomers, disability, ethnic diversity), injury rate.
	Support the development of a community of practice
FED, P/T	Develop a Pan-Canadian gender equity performance measurement strategy with standardized data that can be easily collected by all levels of sport [Example: registrant numbers (athletes, coaches, officials, administrative staff, leaders, etc.), demographic info, injury and incidence rate, other.]

	Fund and mandate sport organizations to conduct research / evaluation for current gender equity initiatives
	Project funding to increasingly include requirements for evaluations, scaling
NSOs PTSOs CSOs	Prioritize knowledge gathering and sharing as core corporate functions
	Develop capacity to evaluate gender equity initiatives
	Create connections to the academic community to conduct evaluative work
	AGMs include updates on progress on gender equity initiatives
MSOs	<p>CAAWS</p> <ul style="list-style-type: none"> • Create a curated repository of resources • Conduct case studies • Lead community of practice • Communicate and celebrate efforts and successes
Partners	Increase international linkages - IWG, UNESCO, Tucker Center
	Increase domestic linkages - Girl Guides of Canada, Dove Canada

10) TRAINED LEADERS

ACTIONS	
ALL	Identify individual(s) to accept leadership/ownership, and will serve as a dedicated contact
	Apply Gender Based Analysis to all policies and procedures
	Apply Gender Based Analysis to all professional development
	Create supportive environments by encouraging a culture of curiosity and empathy
	Share training and capacity building strategies/plans to reveal synergy that might amplify collective efforts
FED, P/T	Identify corporate leadership (point person) for gender equity
	Provide strong and positive corporate messaging about the role of sport in a girl's life as an athlete, coach, official, leader and how these experiences build a better Canada
	Fund organizations to conduct training and awareness within their organizations and memberships
	Incentivize diversified or tailored projects rather than one-size fits all
	Interact and collaborate with non-sport sector partners - justice, health, education, early childhood, transportation, environment, others
MSOs	CAAWS – provide GBA support to sport organizations
	CAC – Incentivize training and support for mothers to become coaches for younger age groups. Ensure training and coaching schedule are suitably designed to allow mothers to participate (time of day, shared duties, lesson/training plans)
	Interact and partner with schools to develop coordinated and coherent programs to increase number of girls in sport (athlete, coach, leader, official, etc.)
Partners	CAC, YMCA, High Five, School Sport Canada, Égale Action, Status of Women Canada

11) CROSS-SECTOR PARTNERSHIPS

ACTIONS	
ALL	Reach out to women and girls where they already congregate
	Extend the reach of sport to other policy sectors to achieve 1) sport outcomes and 2) sport for development outcomes
FED, P/T	Acknowledge and work to close knowledge gaps regarding: <ul style="list-style-type: none"> • intersectional factors to sport participation • partnership development for sport for development • functional and organizational requirements for the sport sector to be more supportive and integrated with other policy sectors • best practices in multi-sectoral engagement
	Incentivize sport organizations to create partnerships to reach shared/complementary outcomes with: <ul style="list-style-type: none"> • organizations that focus on engaging women and girls • organizations that focus on young girls • non-sport organizations (ethnic, multicultural, indigenous, low-income, etc.)
	Support a Canadian equivalent of the Tucker Centre or research chairs to collect and analyze longitudinal data to support practitioners on creating positive partnerships
NSOs, PTSOs, CSOs	Undertake sport-specific work to understand explicit and implicit barriers to sport participation, particularly for non-users and drop-outs
	Work with non-sport organizations that demonstrate readiness for collaboration
MSOs	CAAWS - Engage, promote, mobilize productive partnerships
	Games Organizations – Intentionally develop partnerships to support the development and implementation of domestic event plans
Partners	Aboriginal Sport Circle, Native Womens Association of Canada, Pauktuutit Inuit Women of Canada, Canadian Paralympic Committee, ÉgaleAction, ParticipACTION, Boys and Girls Club, Motivate Canada, YMCA/YWCA, Girl Guides, public housing organizations, welfare organizations, child care centers

12) SECURING INVESTMENT

ACTIONS	
ALL	Acknowledge and adopt key policy directions: Canadian Sport Policy, Common Vision, Recreation Framework
	Acknowledge and embed gender based analysis in all short, medium and long term planning/investments/performance measurement
FED, P/T	Develop bureaucratic funding mechanisms that are less impacted by political factors <ul style="list-style-type: none"> • Permanent funding in support of gender equity in sport • Legislative protection for gender equity in sport • Funding framework requirements for gender equity in sport
	Support P/T, national and international advocates for gender equity in sport
	Ensure FPT shared investments include gender equity provisions (FPT bilaterals)
NSOs, MSOs, PTSOs, CSOs	Conduct gender based analysis across all work, including programing, funding applications, and ongoing reporting

Partners	UNESCO, IWG
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LEGEND	
ALL	All organizations in all sectors
FED	Federal Government
P/T	Provincial and Territorial Governments
NSOs	National Sport Organizations
MSOs	Multisport Service Organizations
CSOs	Community Sport Organizations (sport delivery agencies, sport councils, sport clubs, YMCA, etc.)
Partners	Organization and delivery agents in non-sport sectors



FPTSC Working Group on Women and Girls Consultation Process Summary

Purpose:

The F-P/T Working Group on Women and Girls undertook a consultation process to validate the recommendation areas, test the proposed outcome statements and identify any gaps to inform the final report to be presented to the FPTSC. An intended by-product of the consultation was also to raise awareness in the sport community about the progress to date by this F-P/T work group.

Consultation participants:

- 44 national sport organizations, multisport service organizations, representative organizations and subject matter experts
- 146 provincial and territorial sport organizations
- 3 indigenous sport organizations (included in the overall totals above)

Data collection methods included focus groups, phone interviews and surveys.

Feedback highlights:

- All outcome statements are valid and important; however, four outcomes were identified as underpinning the others:
 - Strategic planning
 - Accountability
 - Sustainability
 - Addressing violence and harassment
- Respondents indicated a need for resources and support for efforts, particularly if targets are introduced. Funding was rated as the most helpful followed by improved intersectoral collaboration and alignment and communication between governments.
- Respondents wanted reassurance that funding be tied to sustained commitment and progress, rather than a simple “check-mark”, in order to generate sincere effort engagement
- Respondents expressed that recommendations must reflect the diversity of women and girls.
- Survey respondents (PTSOs) rated addressing violence and harassment, effective programming and ensuring trained leaders as their highest organizational priorities among the outcomes provided.
- More than half of survey respondents are currently implementing actions to support Female Representation in Leadership, Addressing Violence and Harassment, Effective Programming and Portrayal and Promotion. Many others are planning to do so.
- Respondents expressed interest in intermediate steps/actions to reach these outcomes, so they can understand the nature of the effort required.
- Training and co-developing are the ways to address barriers are the most popular actions that organizations would like to be able to do.
- Persistent challenges faced by female dominated sports to attract and retain male participants.

**TRUTH AND RECONCILIATION COMMISSION OF CANADA (2015B) CALLS TO ACTION FOR
SPORTS AND RECONCILIATION:**

87. We call upon all levels of government, in collaboration with Aboriginal peoples, sports halls of fame, and other relevant organizations, to provide public education that tells the national story of Aboriginal athletes in history.

88. We call upon all levels of government to take action to ensure long-term Aboriginal athlete development and growth, and continued support for the North American Indigenous Games, including funding to host the games and for provincial and territorial team preparation and travel.

89. We call upon the federal government to amend the Physical Activity and Sport Act to support reconciliation by ensuring that policies to promote physical activity as a fundamental element of health and well-being, reduce barriers to sports participation, increase the pursuit of excellence in sport, and build capacity in the Canadian sport system, are inclusive of Aboriginal peoples.

90. We call upon the federal government to ensure that national sports policies, programs, and initiatives are inclusive of Aboriginal peoples, including, but not limited to, establishing:

- i. In collaboration with provincial and territorial governments, stable funding for, and access to, community sports programs that reflect the diverse cultures and traditional sporting activities of Aboriginal peoples.
- ii. An elite athlete development program for Aboriginal athletes.
- iii. Programs for coaches, trainers, and sports officials that are culturally relevant for Aboriginal peoples.
- iv. Anti-racism awareness and training programs.

91. We call upon the officials and host countries of international sporting events such as the Olympics, Pan Am, and Commonwealth games to ensure that Indigenous peoples' territorial protocols are respected, and local Indigenous communities are engaged in all aspects of planning and participating in such events.

COMMUNICATION CONSIDERATIONS

The Work Group presents the following key lessons as concluding thoughts that could be a starting point for the development of communication strategies within jurisdiction-specific action plans.

- This is a sport issue, not a women's issue: gender equity should be a responsibility for all genders. **Boys and men** are important part of system change
- One size does not fit all: **options and choices** are critical to meet the needs of more women and girls in sport
- We don't know what works: progress will depend on program design and delivery **experimentation, innovation and evaluation**
- Sport Organizations can do better: current sport partners needs to be held to **account** for the development of gendered policies, data and programming options
- Those who have the most to gain from sport are the hardest to reach: non-traditional sport **partnerships** are essential to reach women and girls with intersecting identity factors
- If we don't know how women and girls experience sport, we can't give them meaningful support: a commitment to **gendered and intersectional data** is essential to understanding how women and girls experience sport

GLOSSARY OF KEY TERMS

Equality: The process of allocating resources, programs and decision making so that males and females have the same (therefore females and males would each receive 50% of the resources, facilities, and each have access to the same program).²⁴

Equity: The process of allocating resources, programs and decision-making fairly to both males and females. This requires ensuring that everyone has access to a full range of opportunities to achieve the social, psychological and physical benefits that come from participating in sport and recreation. It does not necessarily mean making the same programs and facilities available to both males and females. Gender equity requires that women and girls be provided with a full range of activity and program choices that meet their needs. Therefore, some activities may be the same as those offered to boys and men, some may be altered, and some may be altogether different.²⁵

Parity: The quality or state of being equal or equivalent;²⁶ it is used to measure gender balance in a given situation, can aid in achieving gender equality but is not the goal in and of itself.

In Brief: We aim for gender equality by implementing programs based on gender equity, evaluating success using gender parity as a measuring stick.

Harassment: “is a form of discrimination if based on one of the prohibited grounds of discrimination. It involves any unwanted physical or verbal behaviour that offends or humiliates you. Generally, harassment is a behaviour that persists over time, however, serious one-time incidents may also be considered harassment.”²⁷

Intersectionality: How sex and gender intersect with other identities such as: race, ethnicity, religion, age or mental or physical disability²⁸, regarded as creating overlapping and interdependent systems of discrimination or disadvantage (for example, a woman of colour may experience sport and barriers to sport differently from a white woman).

Gender (vs. Sex): Sex refers to the biological and physiological characteristics that define men, women and intersex persons. A person's sex is most often designated by a medical assessment at the moment of birth. This is also referred to as birth-assigned sex. Gender refers to the roles, behaviours, activities, and attributes that a given society may construct or consider appropriate for men and women. It can result in stereotyping and limited expectations about what women and men can and cannot do.²⁹

²⁴ http://www.caaws.ca/ActivelyEngaging/documents/CAAWS_CS4L_Engaging_Women.pdf

²⁵ http://www.caaws.ca/ActivelyEngaging/documents/CAAWS_CS4L_Engaging_Women.pdf

²⁶ <https://www.merriam-webster.com/dictionary/parity>

²⁷ https://www.canada.ca/en/canadian-heritage/services/about-human-rights.html?_ga=2.45914016.58933129.1528898861-1821763101.1528898861#a2

²⁸ http://www.swc-cfc.gc.ca/gba-acsc/course-cours-2017/eng/mod02/mod02_03_01.html

²⁹ http://www.swc-cfc.gc.ca/gba-acsc/course-cours-2017/eng/mod01/mod01_02_04.html