



Canadian Association  
for the Advancement  
of Women and Sport  
and Physical Activity  
Association canadienne  
pour l'avancement  
des femmes du sport et  
de l'activité physique

## Ontario Soccer Association Board Meeting

**November 29, 2009**

**Karin Lofstrom  
Executive Director**

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## Introduction

- Changing language, images, attitudes (men & women), environment and priorities
- Willingness to do some things differently to include girls and women
- To be successful you need to lead/support the change, it can not come from the outside

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**Equality** focuses on creating the same starting line for everyone.

**Equity** has the goal of providing everyone with a full range of opportunities and benefits----- the same finish line.

(Dr. Bruce Kidd)

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**CAAWS**

Encouraging girls and women to get off the bleachers and onto the fields and playing courts, into the pools, the locker rooms and the board rooms across Canada.



**WOMEN AND LEADERSHIP PROGRAM**

Preparing women to take leadership roles in sport and active living communities



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## Current Issues for Girls and Women in Sport

- Low numbers of women as coaches, officials, and governance leaders (decision making positions - paid or volunteer)
- Lack of Aboriginal girls, Newcomers, Immigrant girls and women participating in sport
- General lack of sport/physical activity participation by girls (obesity crisis)

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## STRATEGIC FRAMEWORK 2009 – 2013

### Mission

CAAWS provides leadership and education, and builds capacity to foster equitable support, diverse opportunities and positive experiences for girls and women in sport and physical activity.

(Incorporated in 1981 – 27 years ago)

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## 1) Leadership

CAAWS involved in dialogues nationally and internationally on issues affecting girls and women in sport and physical activity.

CAAWS supports the development of more opportunities for more women to lead.

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## Women & Leadership Program

### Workshop Topics

- ◆ Effective Communication
- ◆ Conflict Resolution
- ◆ Influencing Change
- ◆ Work - Life Balance
- ◆ Effective Networking
- ◆ Youth Leadership – Realizing the Leader Within
- ◆ Aboriginal Women's Leadership



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## Women on Boards Document

- Describing why boards need more women
- How to find a suitable board to join
- Explanations of typical board roles, terminology & processes
- Identifying challenges and issues facing women serving on boards

<http://www.caaws.ca/e/leadership/boards/>

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## Why Boards need more women

- Diversity is a key strength of leadership teams
- More diversity = better results: why?
  - ◆ Different experiences and perspectives
  - ◆ Different knowledge and connections
  - ◆ More diversity = better representation
- Threshold effect on boards – at least **3** women on management committees for an average membership of 10 people (McKinsey, 2007)

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## 2) Participation

CAAWS works collaboratively with organizations to ensure girls and women have access to quality sport and physical activity experiences.

**Areas of focus:** Aboriginal girls and young women, women 55-70, low socioeconomic status mothers, and girls and women in diverse cultural communities.

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## 3) Education

CAAWS provides education on issues related to girls' and women's participation in sport and physical activity.

Creates and provides knowledge, materials and support needed to understand and build an equitable sport and physical activity system.

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- **WISE Fund – Women in Sport Encouragement Fund**



**Leadership development of Coaches, Officials, Orgs  
(12 grants of \$900)**

- **Sex Discrimination in Sport - An Update  
Up-to-date legal snapshot**

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- **'Seeing the Invisible,  
Speaking about the Unspoken'**

**Addressing Homophobia**

- **Downloadable bilingual copies of '*Seeing the Invisible, Speaking about the Unspoken*' documents**
- **Addressing Homophobia in Sport Workshop adaptable for delivery at Conferences and Coaches workshops**
- **Address Homophobia in Sport section on the CAAWS website**

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## Aboriginal Sport

- **Team Spirit Aboriginal Girls in Sport**
  - ◆ Leadership capacity and coaching development for the communities
- **Aboriginal Girls On the Move**
  - ◆ Physical activity initiatives
- **Aboriginal Women's Leadership Workshop**
- **Active Circle – Motivate Canada & Aboriginal Sport Circle**

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## On the Move



**A national initiative designed to increase opportunities for inactive girls and young women (ages 9-18) to participate in sport and physical activity.**

**(New area of focus - newcomers to Canada)**

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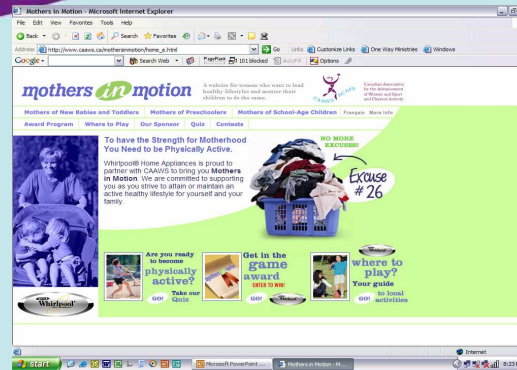


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mothers *in* motion

## Physical Activity & Low Socio Economic Status Women

- Focus Group Report
- Fact Sheets
- Grants to develop or adapt programs for LSES Women



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## Physical Activity & Women

- **Physical Activity & Women (55-70)**  
Focus group report, Making the Case, Fact Sheets and photo CD
- **Active and Free:** Young women, physical activity and tobacco reduction resource
- **Canadian Sport for Life – LTAD**  
National conference presentations  
(former CAAWS Bd Member Sylvie Beliveau – Soccer Canada - a great resource)

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## CS4L considerations

### IN SPORT

...we see the world differently:

Men

Women

**Competitive**

**Social**

**Winning**

**Team chemistry**

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## CS4L considerations

### Coach's profile

**Direct  
Order  
Decide**

**Ask  
Explain  
Discuss**

Men


Women

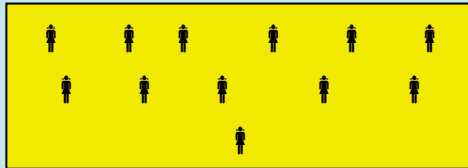
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## Social impact on group dynamic

 (higher caliber athlete)



 (weaker athlete)



Being accepted in the group is more  
important than to be the best.

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## Recognizing Accomplishments!

- ◆ Yearly **List of Most Influential Women in Sport & Physical Activity**
- ◆ Nominating women for other awards (Canadian Sport Awards, 'Y' Women of Distinction, P/T Awards)
- ◆ **Celebration section** on CAAWS "In the Loop" monthly e-newsletter

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## CAAWS Resources



- [www.caaws.ca](http://www.caaws.ca) website
- “In the Loop” monthly e-newsletter
- **Facebook** and **Twitter**
- **Resources** – various publications & handouts
- **Workshops** – variety of topics

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## 4) Community Awareness and Engagement

CAAWS develops relationships, builds partnerships and collaborates with individuals and community, provincial/territorial, and national organizations to create an equitable sport and physical activity system.

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## Sport Canada's Actively Engaged

### **NEW Policy on Sport for Women and Girls**

To foster sport environments – from playground to podium – where women and girls, particularly as athlete participants, coaches, technical leaders and officials, and as governance leaders are provided with:

- Quality sport experiences,
- Equitable support by sport organizations

<http://www.caaws.ca/e/article.cfm?id=2650>

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## Work with

- Cdn Olympic Ctte Women and Sport Committee
- Cdn Interuniversity Sport Equity and Equality Committee
- ParticipACTION Policy & Capacity Building Advisory Ctte
- Aboriginal Sport Circle
- Canadian & Ontario Snowboard Association
- RCGA (Golf)
- Coaching Association of Canada & Coaching Assoc ON
- Football Canada
- Ski Jumping Canada
- Cross Country Ski Canada
- + numerous others

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## Canadian Yachting Association

### “Women in Wind” Clinics

- Each year, women sailors, coaches and race officials from across the country are encouraged to attend and help organize "Women in Wind" seminars, camps and clinics.
- The goal of any "Women and Wind" initiative is to increase the numbers of girls and women involved with the sport of sailing.

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## Hockey Canada

- Growth of female hockey has been substantial in the past years, so as a result the need for officials who want to focus on officiating the female game continues to grow.
- In May 2000, the Referees-in-Chief of Hockey Canada agreed that each Branch would name one person to focus on the recruitment and development of officials for female hockey.

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## Hockey

### University of Ottawa Women's Ice Hockey Team

- All players are taking the officiating courses & encouraged to officiate in the Intramural league
- Post games, officials are given a DVD copy of the game for their own evaluation and continued development

### Women's Ice Hockey Jamboree in BC

- Officials component where tandem officials are used - pairing one new & one experienced official together on the ice to officiate games.

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## We Are Coaches

"We are coaches" -a three-year campaign designed by CAC Women in Coaching Program to increase the number of trained women coaches in order to provide female mentors and role models for young participants.

Women were recruited to participate in the sports' National Coaching Certification Program (NCCP) community sport workshops (Softball, Hockey, Soccer)

Additional training and support were offered to further encourage and assist these women in becoming successful community coaches.

<http://www.coach.ca/wearecoaches/about/index.cfm>

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## Canada Games

### Canada Games Apprentice Coach Program

#### 19 Female Coaches selected from across Canada

The aim of the program is to prepare the coaches, each of whom was selected by their province or territory, to work alongside their mentor coaches at the Canada Summer Games.

Joint initiative of CAC's Women in Coaching program, the Canada Games Council, and Sport Canada.

<http://www.coach.ca/eng/women/apprenticeship/index.cfm>

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## CAAWS Support

- Share programs ideas, best practices and learnings from working with other sports and conducting focus groups
- Recruitment and retention of women officials coaches, and leaders information
- Social/psychological side of coaching girls
- Sample Gender Equity policies available
- Variety of Workshops available

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## Potential ideas for OSA action

- OSA Board highlight women's leadership development (coach, official, board) as a priority
- Form a women in soccer task force/ctte (both men & women involved)
- Host a women in soccer forum to hear what women want/need for development
- Offer women-only coaching and official development / training courses
- Offer women in soccer development grants
- Develop a Gender Equity Policy for OSA

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## Thank You

### CAAWS

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Women 55-70 -**Shelley Callaghan** – [purpledog@sympatico.ca](mailto:purpledog@sympatico.ca)

WISE Fund, Mother in Motion, Addressing Homophobia  
workshops – **Stephanie Parker** – [slegault@caaws.ca](mailto:slegault@caaws.ca)

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