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UNIVERSITÉ  
**LAVAL**

# **GENDER EQUITY**

In sport organizations in Canada

# Our Agenda



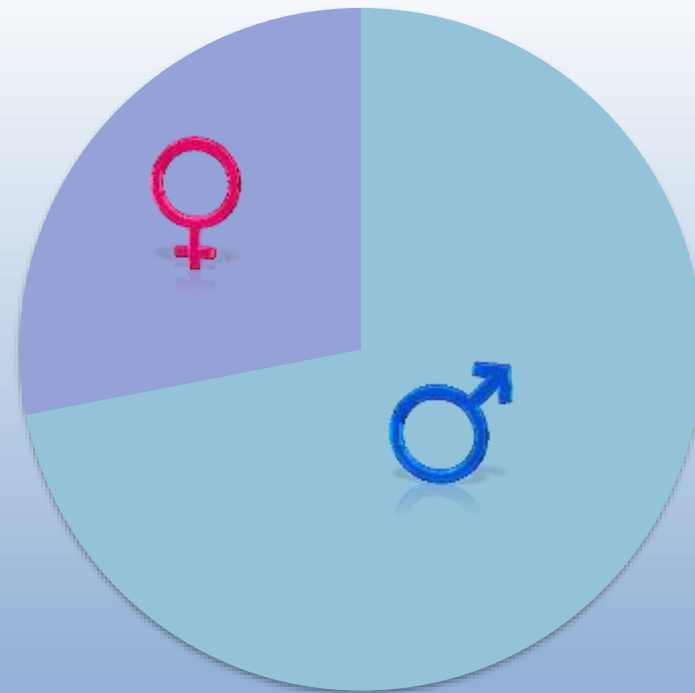
How can we explain the shortage of women in leadership positions?



What can we do to increase the number of women in leadership positions?

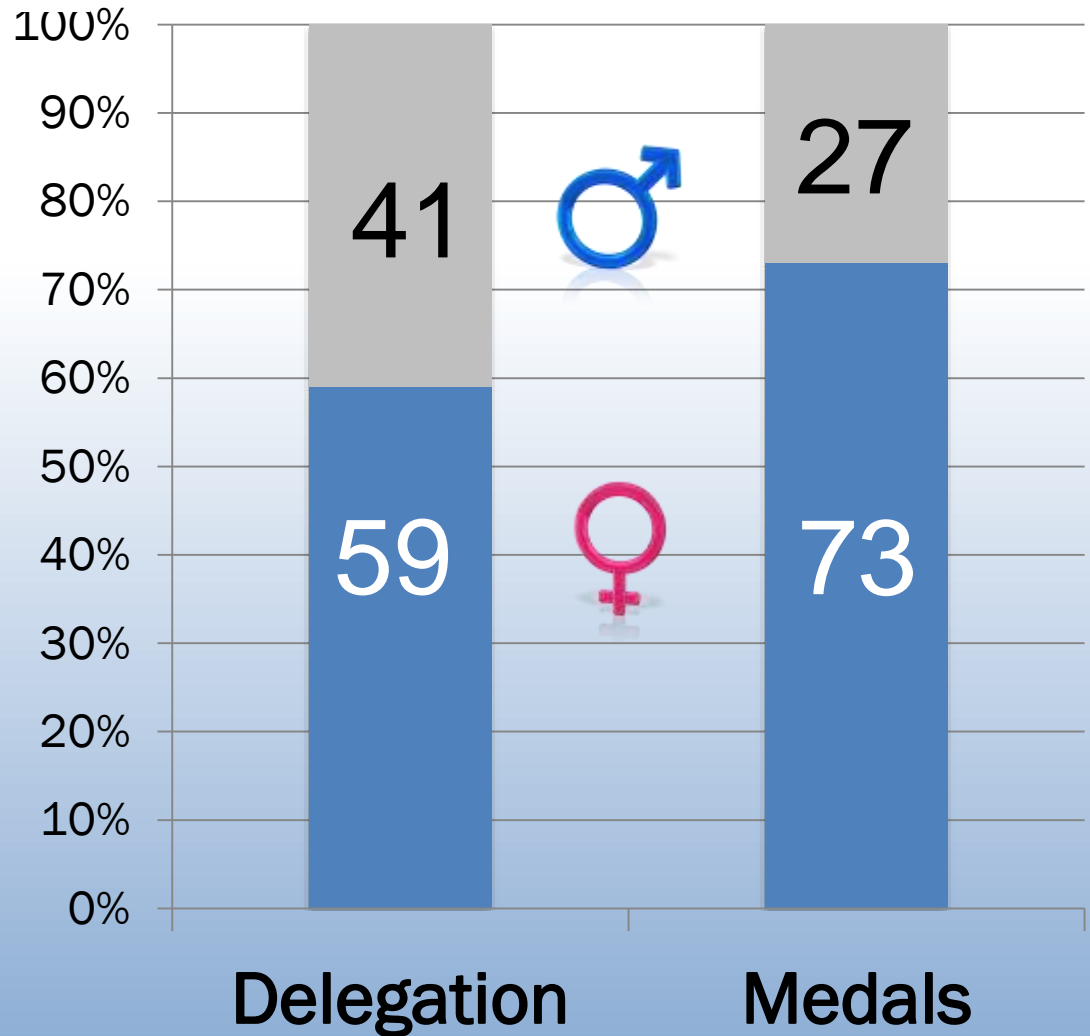
# Shortage of women in leadership positions

## 1. What about NUMBERS?





# % Canadian female athletes



# Rugby



GOLD



# Wrestling



Erica Wiebe

# Some factors that could explain our success



1974

- 1st national conference women and sport

1976

- Montreal summer Olympics

1981

- CAAWS was created

1986

- 1st Women and sport policy

2001

- WTSN – 1st women TSN worldwide

2009

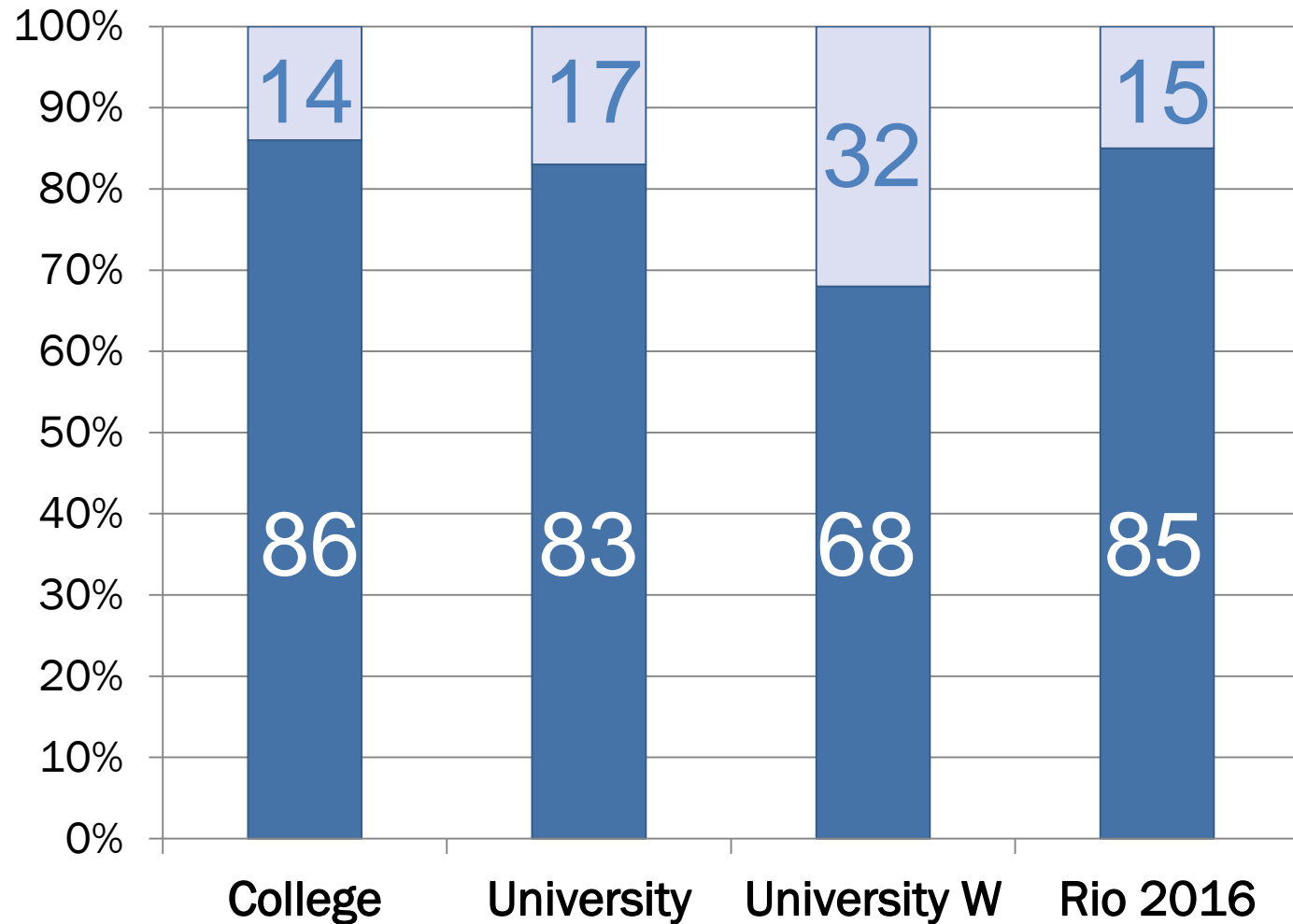
- 2<sup>nd</sup> Women and sport policy



**So in 2017...  
We should have great  
women leaders in our  
Canadian sport  
organizations...**

# Canadian Coaches

■ Men ■ Women





# Women Leaders

Canada	2014	2010
NSO Boards * (57) **	26%	24%
NSO Chair	17%	16%

\* NSO = National sport organization

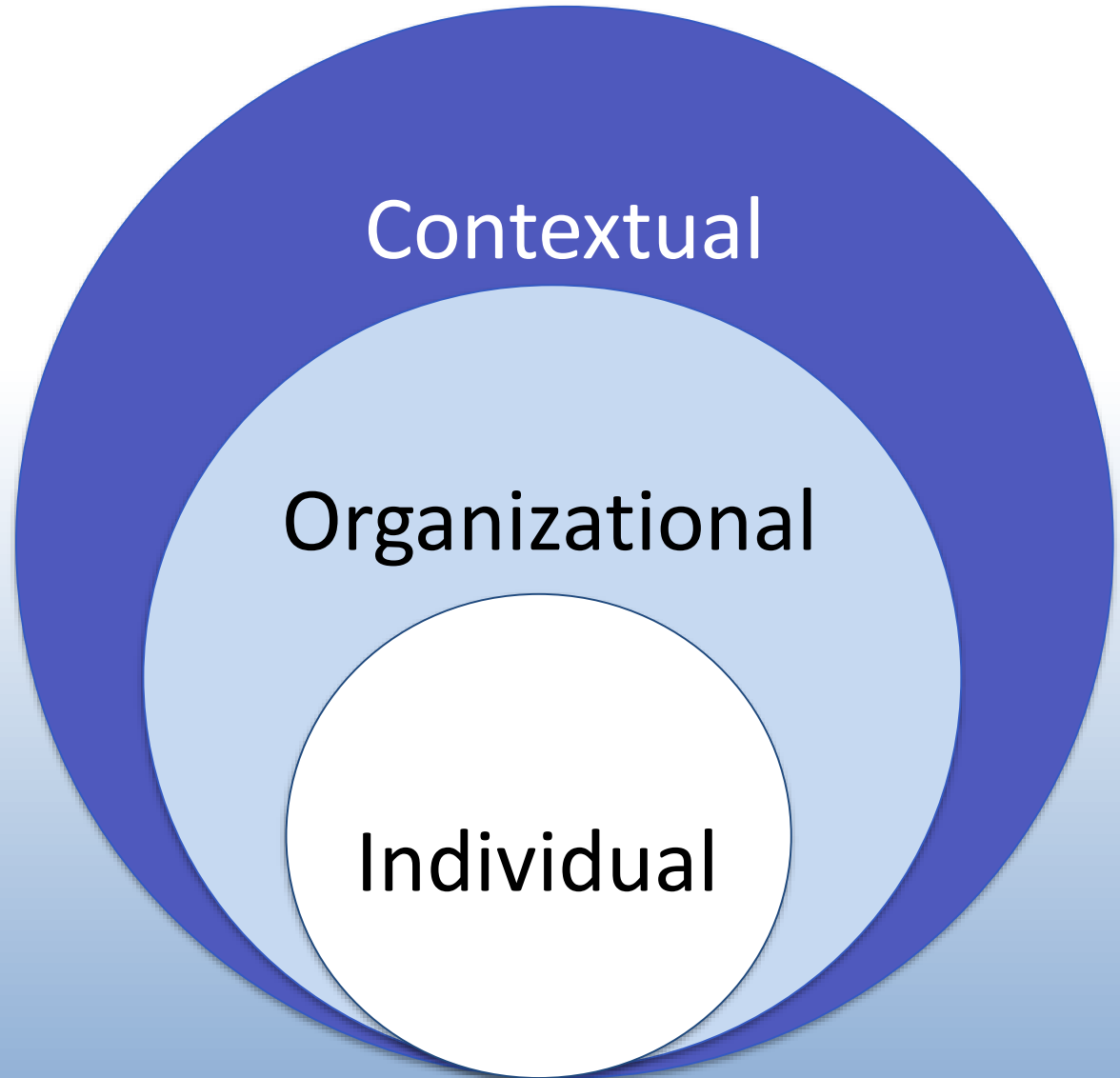
\*\* 4 NSO boards have no women on them

As of May 2014

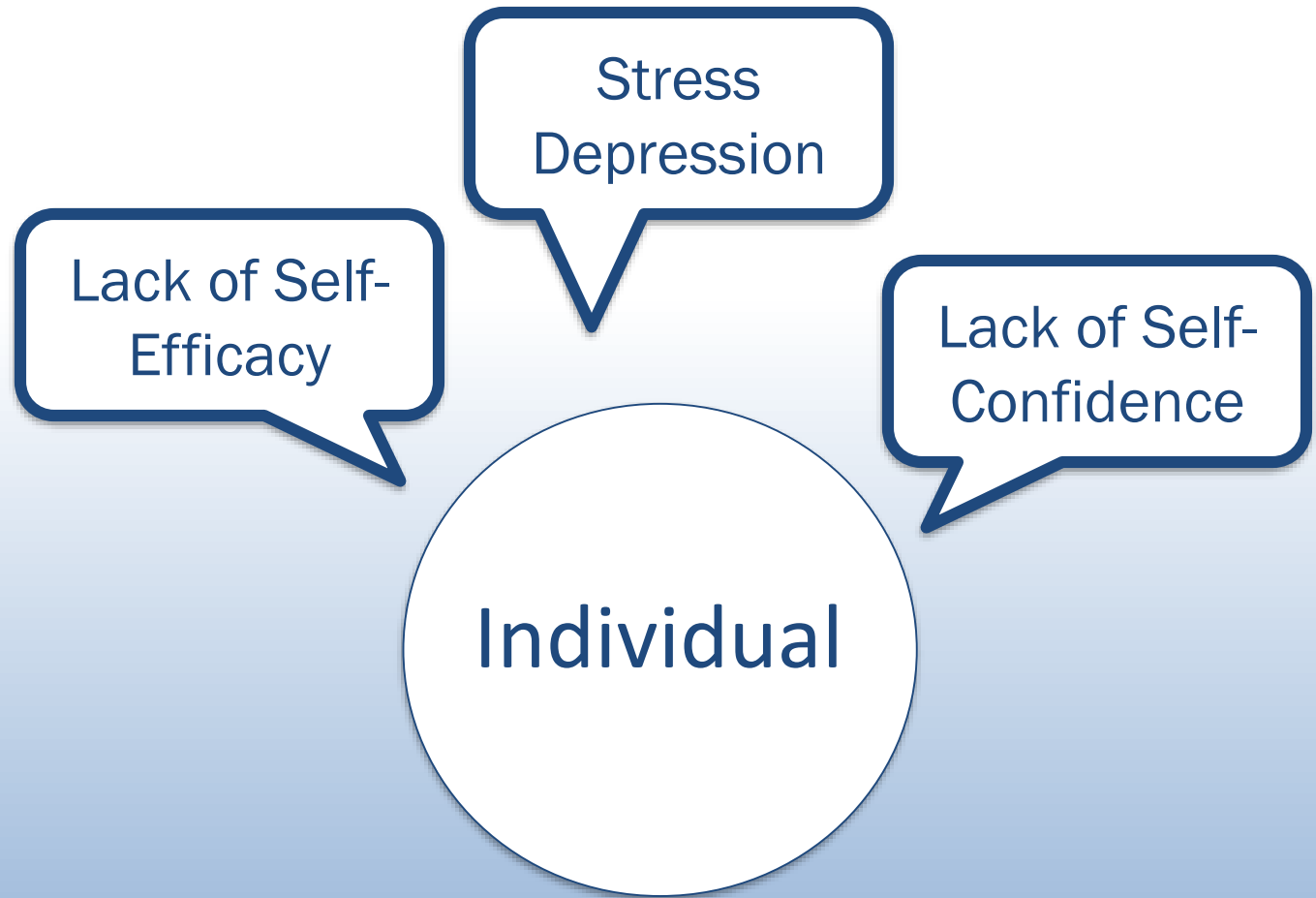


How can we explain  
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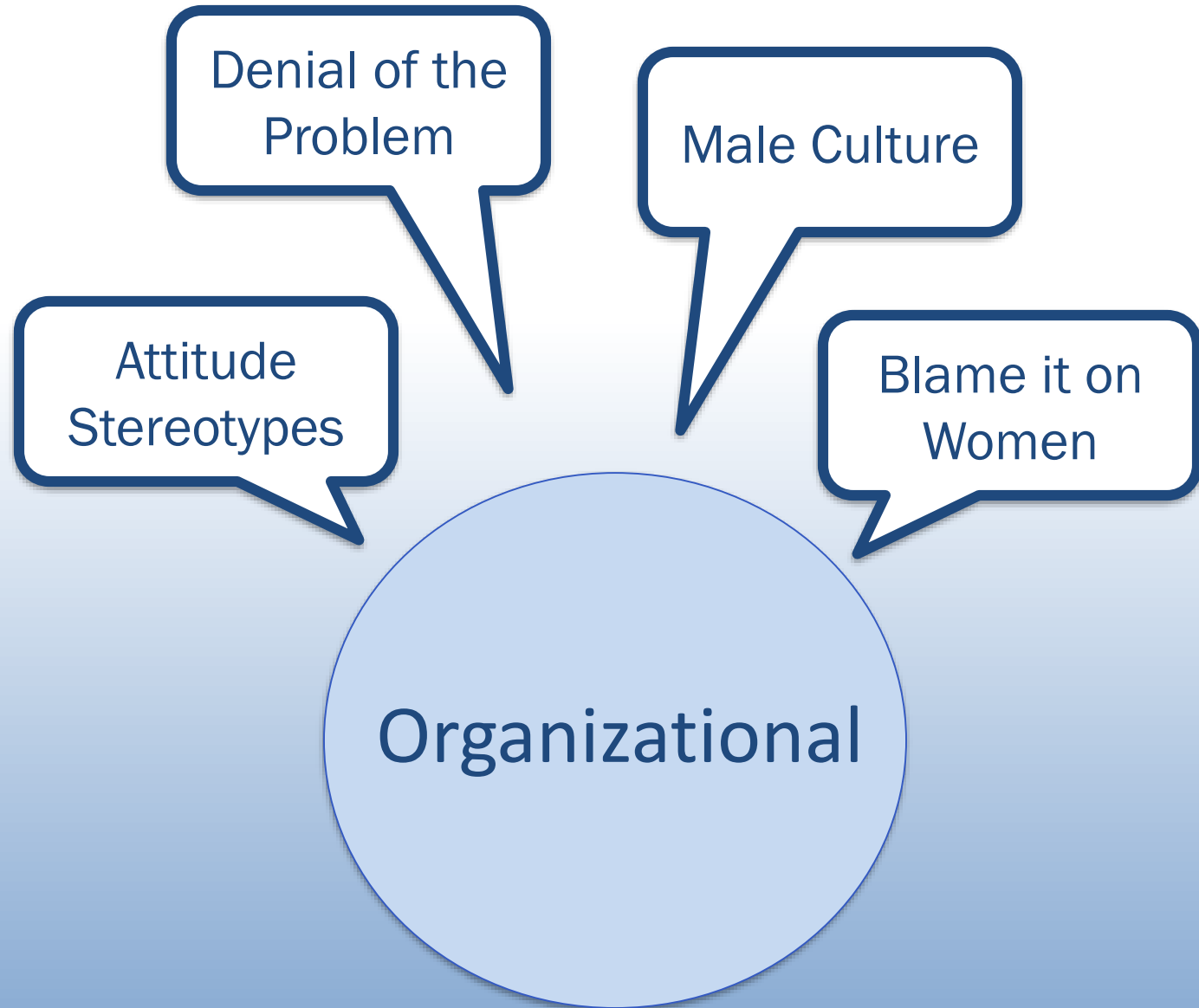
# Major Barriers for women leaders



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# Major Barriers for women leaders



Limited Impact of  
Gender Policies

Sexism, Racism,  
Lesbophobia

Bad Media  
Treatment

Contextual

# How can we overcome those barriers?



1. Understand how sport organizations work

2. Learn from existing good practices



# 1. Understand Organizations

Our Research: Canadian sport organizations as *co-investigators*

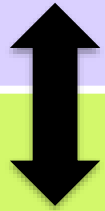


Focus groups with sport, multisport and government organizations (women and managers)



# Multidisciplinary theoretical approach

**Feminist theories**



**Institutional theory**

- Critical analysis of gender relations
  - Go beyond individuals trajectories
  - Understanding systemic and contextual factors
  - Intersectional analysis
- 
- Organizations are socially constituted and subject to external pressures that influence their structures and practices
  - Three pillars : legislation, structures and practices and cultural aspects

# Research Project Objectives

Draw a detailed picture of women's situation in the various sport organizations



Analyse resistance and the actors' understanding of gender equality issues



Document organizational variables and practices that have a + or - impact on women



Develop a research and intervention model allowing for lasting change within sport organizations

## 2. Learn from Existing Good Practices





# Existing Efforts In Canada

## Federal Gvt

- Standing Committee
- Working Group W & Sport

## Provincial Gvt (ON)

- Requirement that all publicly funded bodies realize gender equity

## University Sport

- Governance: to have 2 votes, you need to bring 1 man and 1 woman

## Canada Games

- Any women's team must have a woman coach

A decorative image on the left side of the slide shows a stack of five smooth, dark grey stones of varying sizes, balanced on a calm, light blue surface that reflects the stones. The background of the slide is a light blue gradient.

# Canadian Resources

- [www.caaws.ca](http://www.caaws.ca)  
(Canadian women sport organization)
- [Sport Canada](#)  
(Women and sport policy, 2009)
- [www.womenchampions.ca](http://www.womenchampions.ca)  
(Canada's Dairy Farmers)
- [www.playfair.tv](http://www.playfair.tv)  
(Documentary on women in sport)
- [www.solutionswomensport.ca](http://www.solutionswomensport.ca)  
(2015 national conference)



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