

Gender Equity Strategy

2022 – 2024

 Sport for Life



SPORT FOR LIFE'S GENDER EQUITY VISION >

Each of our representatives and affiliates are **empowered** to contribute to the advancement of **quality** sport and **physical literacy** development experiences for **underrepresented genders** in sport including trans women/girls, trans men/boys, cis women/girls, non-binary and those otherwise historically underrepresented in terms of gender, in a **fair, equitable, and inclusive** manner that embraces intersectionality¹, such that all participants' unique background and experiences are celebrated.

¹ Sport for Life's definition of "Intersectionality" can be found at sportforlife.ca/EDIA.



GOALS >

Sport for Life's gender equity goals align with its 2021–2024 Strategic Plan in the following ways:

STRATEGIC PRIORITY

1

Foster Stronger Relationships

- **Provide** professional development opportunities equitably to those historically underrepresented in terms of gender².
- **Make physical spaces safer, welcoming and inclusive** to all genders through in-person programs and services (i.e. workshops, major events, in-person training sessions).
- **Collaborate** with leaders in gender equity (e.g. Canadian Women & Sport, Égale Action) to design and deliver resources, training and tools.
- **Champion** gender equity in sport, recreation, health, wellness, and education sectors through strong relationships and strategic alliances with new and existing partners.

² This includes but is not limited to trans women and girls, trans men and boys, non-binary, and cis-women and girls.



STRATEGIC
PRIORITY

2

**Enhance product / knowledge
delivery and mobilization**

- **Innovate, evolve and scale** gender equity initiatives to existing and new programs and services.
- **Identify** knowledge gaps regarding gender equity in our resources and tools.
- **Intentionally design** and re-evaluate programs and services to meet the diverse gender-based needs of the populations they serve.
- **Reflect and support** our commitment to gender equity through the use of inclusive communication approaches.
- **Embody** gender equity in everything we do.





STRATEGIC
PRIORITY

3

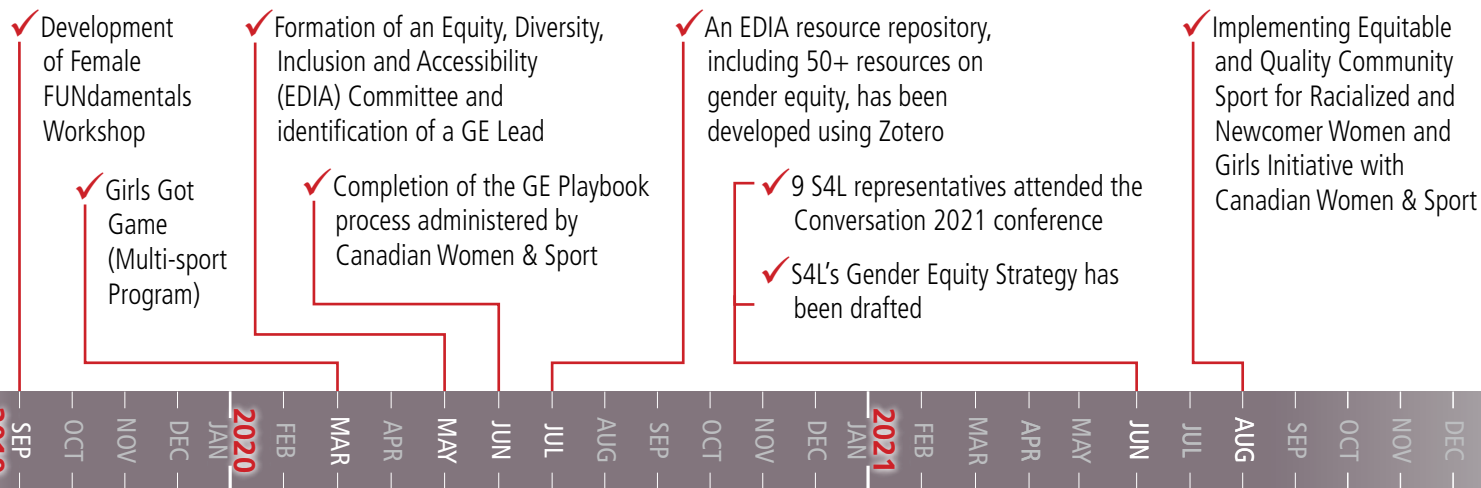
**Optimize Business
Performance**

- **Prioritize and entrench** gender equity in our governance model and strategic direction.
- **Consider** equity in our succession planning approaches.
- **Follow** the Equitable and Inclusive Hiring Strategy to create equitable opportunities for those historically underrepresented in terms of gender.
- **Reflect** and outline our commitment to gender equity in our governing policies.
- **Invest** in our representatives' professional development in the gender equity space.
- **Encourage** staff and representatives to develop their understanding of, openly discuss and contribute to gender equity initiatives.
- **Make decisions and take action** as leaders to understand and address the unique needs of diverse genders.
- **Consider** gender equity in employee separations and use insights to adjust policy, process, programs and culture.

2019-2022 GENDER EQUITY INITIATIVES & STRATEGIES >



Some of the ways in which Sport for Life has been working to achieve its gender equity vision and goals include:





- ✓ S4L's Equity & Access Policy has been transitioned to a new EDIA Policy and approved by its Board of Directors
- ✓ 40+ staff members and representatives have completed Canadian Women & Sport's GE Lens eLearning module

- ✓ Additional gender equity-related professional development opportunities have been shared with staff (e.g. Keeping Girls in Sport eLearning, Canadian Women & Sport and eAlliance workshops and webinars etc.)

- ✓ S4L's Gender Equity Strategy has been published
- ✓ Leadership team has completed GBA+ training and the GBA+ framework is being used to assess gender equity in current projects





2022-2024 GENDER EQUITY INITIATIVES >

Going forward, Sport for Life will continue to work to achieve its gender equity vision and goals through the following:

Partnerships & Engagement

Strategic Initiative	Measure
Pursue opportunities to partner with other organizations to deliver gender equity initiatives that foster quality sport and physical literacy development experiences	# of partner opportunities
Review gender disaggregated data collected from program and service evaluations quarterly to identify gaps in gender inclusion and inform improvements in delivery and outreach	# of review cycles

Knowledge Delivery and Mobilization

Strategic Initiative	Measure
Develop and share Keeping Girls in Sport: Social Connection through Quality Sport Checklist	Checklist produced and published
Develop video report of <i>Implementing Equitable Quality Sport for Racialized and Newcomer Women & Girls</i> pilot project	Video produced and shared
Review and update Quality Sport for Communities and Clubs Resource and workshop using input from <i>Implementing Equitable Quality Sport for Racialized and Newcomer Women & Girls</i> pilot project	QSCC Resource and Workshop updated
Seek funding opportunities to scale engaging girls/women in quality sport through social connection based on <i>Implementing Equitable Quality Sport for Racialized and Newcomer Women & Girls</i> pilot project	\$ secured to scale initiative
Develop Gender-based Analysis + (GBA+) Framework template for programs and services	Template created and shared
Host sessions on GBA+ with PL leads to mobilize through cross-sectoral partner tables	# of sessions hosted
Perform gap analysis and environmental scan from gender equity perspective of Sport for Life's online presence	Analysis completed and report produced
Share gender equity principles and recommended practices via Sport for Life's blog, newsletter and social media channels	# of articles / posts produced



Business Performance

Strategic Initiative	Measure
Offer gender equity professional development sessions for Sport for Life representatives	# of sessions held
Share GBA+ Framework template with all project managers/leads to use throughout design and delivery	# of Framework templates completed for projects

MEASUREMENT & TRACKING >

To achieve the aforementioned goals, Sport for Life will develop and implement a gender equity tracking system that will align with its tracking and measurement of program and service-specific organizational goals and objectives. Tracking will involve both quantitative and qualitative measures.





Quantitative and qualitative measures will be actively tracked, analyzed and re-evaluated on a quarterly basis through tracking and management software, to assess progress towards Sport for Life's Gender Equity Strategy. Results will be discussed among both Sport for Life's Leadership Team, and the EDIA Committee, and used as feedback loops to inform additional strategies and actions in the spirit of continuous improvement.

QUANTITATIVE gender equity measures will include:

- ✓ Sport for Life participant and stakeholder **disaggregated gendered data** collection (e.g. standardized socio-demographic questions included in all registration forms and program and service evaluation surveys);
- ✓ Disaggregated gendered data collection of Sport for Life **representative composition and competency** across all programs and services (e.g. Sport for Life Diversity Matrix); and
- ✓ **Completion rates of the strategies** contributing to each of the identified gender equity goals.

QUALITATIVE measures will include:

- ✓ **Questionnaires and evaluation surveys** associated with both programs and services and internal strategic initiatives
- ✓ **Focus groups** comprised of Sport for Life representatives and stakeholders; and
- ✓ Additional **evaluations from third-party organizations** (e.g. Canadian Women & Sport Assessments; Sport Canada Report Card).



Sport for Life

CREATE. SHARE. MOBILIZE.