



Coaching Association of Canada
Association canadienne des entraîneurs

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Dear Coaching Community,

The tragic circumstances of late highlight the unacceptable injustice and discrimination that continues in our world. The CAC is committed to support the Black Lives Matter movement and stand with communities of Black, Indigenous, and People of Colour (BIPOC), and with all those who face injustice and discrimination from systemic and individual racism.

As an organization committed to education and continuous learning, we have the opportunity to shape our leadership role to be one of action.

We will listen. We will create space for further conversation with our staff and with our partners to understand their needs for resources, learning, or policy development. We will bring meaningful representation from racialized and marginalized communities to our CAC policy and NCCP development. We encourage your feedback and welcome the opportunity to work with coaches, stakeholders, partners, and leaders both inside and outside of our sport community.

We will learn. We will amplify and learn from the voices of Black people, Indigenous people, and other people of colour to build diversity, inclusion, and sport safety practices in every area sport. We will foster an environment that allows everyone to engage fully and authentically as an important part of that inclusion in our sport system.

We will lead. We will continue to embed diversity and inclusivity into our policies and programs. We will focus on projects that reduce barriers for marginalized communities in sport. We will commit to lead the NCCP partnership in conversation to address the needed change to the racial and ethnic makeup of the coaching community in Canada.

To our coaches, we encourage you to listen, learn, and lead by example for your athletes and participants through [resources listed on our website](#). These actions are important first steps in our collective journey.

Diversity is our strength. In building a more diverse, safe, and inclusive sport system, we create a sport system better able to engage, serve and inspire our communities. Let's stand together in solidarity and support one another.

Lorraine Lafrenière
Chief Executive Officer
Coaching Association of Canada