

Diversity and Inclusion in National Sport Organizations (NSOs)

Underrepresented groups: women

In order to better understand the diversity and inclusion landscape at the NSO level, the Coaching Association of Canada (CAC) retained the services of NANOS to conduct interviews with 15 organizations. They were asked questions about their inclusion and diversity initiatives for underrepresented groups.

Results show that including women is a high priority for the majority of sport organizations. All 15 organizations ranked the importance of female inclusion and representation at 9.4/10 on average. As they represent half of the population, their visibility is crucial and remains of considerable importance for the national and provincial organizations surveyed.

Certain initiatives have already been implemented to increase representation, such as gender equality in hiring, high performance coaching, leadership positions and boards of directors. Respondents also mentioned the express desire to hire more women. Sport organizations are also working on creating coaching and mentoring programs for women. Some organizations also focus on organizing events to promote the development of women's sports. Finally, one of the organizations stated the importance of gender equity regardless of position, as well as the need for pay equity: *"We also have a pay equity initiative. If the roles are similar, the salary should be too."*

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