

## Diversity in Coaching: Focus on Visible Minority Coaches and Coaching Visible Minority Athletes

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Over the last several years, the CAC has been working to advance intersectionality in coaching by examining diversity.

Through a 2019 survey on Diversity and Inclusion Programming, gaps were identified in the prioritization of visible minority and new coaches in Canada in terms of awareness, policy, programs and services (including recruitment and retention). To increase understanding, the CAC conducted, in 2020, a survey and six online focus groups (FGs) with visible minority coaches and coaches who coach visible minority athletes.

Results reveal that the experience of visible minority coaches differs from that of Caucasian coaches. The majority of the latter (90%) indicated they do not feel racialized whereas over 54% of non-Caucasian coaches indicated this is their experience. The focus groups delved deeper into how visible minority coaches feel racialized specifically citing racial slurs and comments; not seeing past their skin colour; not being considered for opportunities; not wanting to fill a position to meet a quota (in other words, being the token visible minority coach); not being part of decision-making; feeling unwelcome; and feeling pushed out or bullied for doing things differently or being successful.

Additional concerns include a limited understanding of issues impacting visible minority coaches, a history of systemic racism in sport in Canada, and not valuing the importance of diversity and inclusion in sport.

This report includes an overview of the results and recommendations for the CAC and its partners to help address the issues and challenges are provided.

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Editor: Robertson, S. (2020).

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