



Canadian Association  
for the Advancement  
of Women and Sport  
and Physical Activity  
Association canadienne  
pour l'avancement  
des femmes du sport et  
de l'activité physique

## **Anticipated FAQs: Sport Canada Investment**

### ***What will CAAWS use this funding for?***

CAAWS will deliver a set of interconnected initiatives designed to accelerate the achievement of gender equity. This includes expanding the Women in Sport Encouragement (WISE) Fund and the Women and Leadership program. CAAWS will also be developing new resources, including an online module focused on gender-based analysis for sport, a gender equity audit service, and a custom gender equity action plan development service for sport organizations.

All initiatives will align with the CAAWS [Impact Framework](#), which is focused on the two interrelated pillars of retention of girls in sport and increased representation of women in leadership positions.

We will release more information on new initiatives in the months ahead, with updates provided via the CAAWS e-newsletter, website and social media.

### ***Who will be affected by this funding?***

The impacts of this funding will be felt across the entire Canadian sport system and will enable sport organizations and leaders to make decisions that bring gender equity to life at all levels and in all aspects of sport.

CAAWS will continue to strive for an equitable and inclusive sport and physical activity system that empowers women and girls of *all* backgrounds – particularly those who face additional barriers based on their intersecting identities (sexual orientation, ethnicity, and others).

### ***When can we expect these programs to be active?***

The coming year will be focused on design and development of new initiatives, with the launch expected in early 2020. Current initiatives that are being scaled up will continue to be offered with growth starting within 2019.

Regular updates will be provided via the CAAWS e-newsletter, website and social media.

### ***Why now, and why women and girls?***

Inclusion and diversity are central to a values-based sport system, as well as to the health and wellbeing of Canadian society. For sport to reflect Canada, remain relevant to Canadians, and

reach its fullest potential, it must address the historical inequities that have prevented women and girls from participating and leading to the same degree as men. (See our [Facts and Stats](#) page)

The conditions for change have never been better. The Government of Canada set a goal of achieving gender equality at all levels of sport by 2035, and in February, the Federal-Provincial/Territorial Ministers for Sport, Physical Activity and Recreation came together to declare a [renewed focus](#) on gender equity and inclusion.

### ***Why CAAWS?***

CAAWS is the only national organization exclusively targeting systemic change for women and girls within the sport and physical activity system. We are recognized nationally and internationally as the thought leader on gender equity and sport.

With an almost 40-year record of work supporting the Canadian sport system to be more equitable and inclusive and partnerships reaching from coast to coast to coast, CAAWS is uniquely positioned to drive tangible change. [Learn more](#) about CAAWS and our model for change.

### ***Will these programs target sport, or is there a role for physical activity organizations?***

Sport Canada's mandate is focused on achieving the objectives of the [Canadian Sport Policy](#), and so their investment in CAAWS reflects this priority. There are many aspects to CAAWS's work that are universally relevant and applicable, both to sport and to physical activity, and we will continue to emphasize those shared interests and linkages.

Our programs will remain focused on developmentally appropriate approaches that follow the principles of Long-Term Athlete Development (LTAD), which include and support Active for Life.

### ***How can I be involved?***

There is a role for everyone to play in advancing equity and inclusion for girls and women in sport.

Three things you can do today:

- Subscribe to the [CAAWS newsletter](#) and follow us on [Twitter](#) and [Facebook](#) for updates and opportunities to be part of the movement for gender equity in sport in Canada
- Visit [www.caaws.ca](http://www.caaws.ca) to explore the resources available to help you champion change
- Book a [presentation](#) from CAAWS, sign up for a [webinar](#), or take an [e-module](#) to develop your understanding and competency as an influencer of change