

IN 2019, FEDERAL, PROVINCIAL AND TERRITORIAL MINISTERS RESPONSIBLE FOR SPORT COMMITTED TO DEVELOPING A STRATEGY SO THAT BOARDS OF DIRECTORS OF FUNDED ORGANIZATIONS REACH GENDER PARITY BY DECEMBER 2024.ⁱ

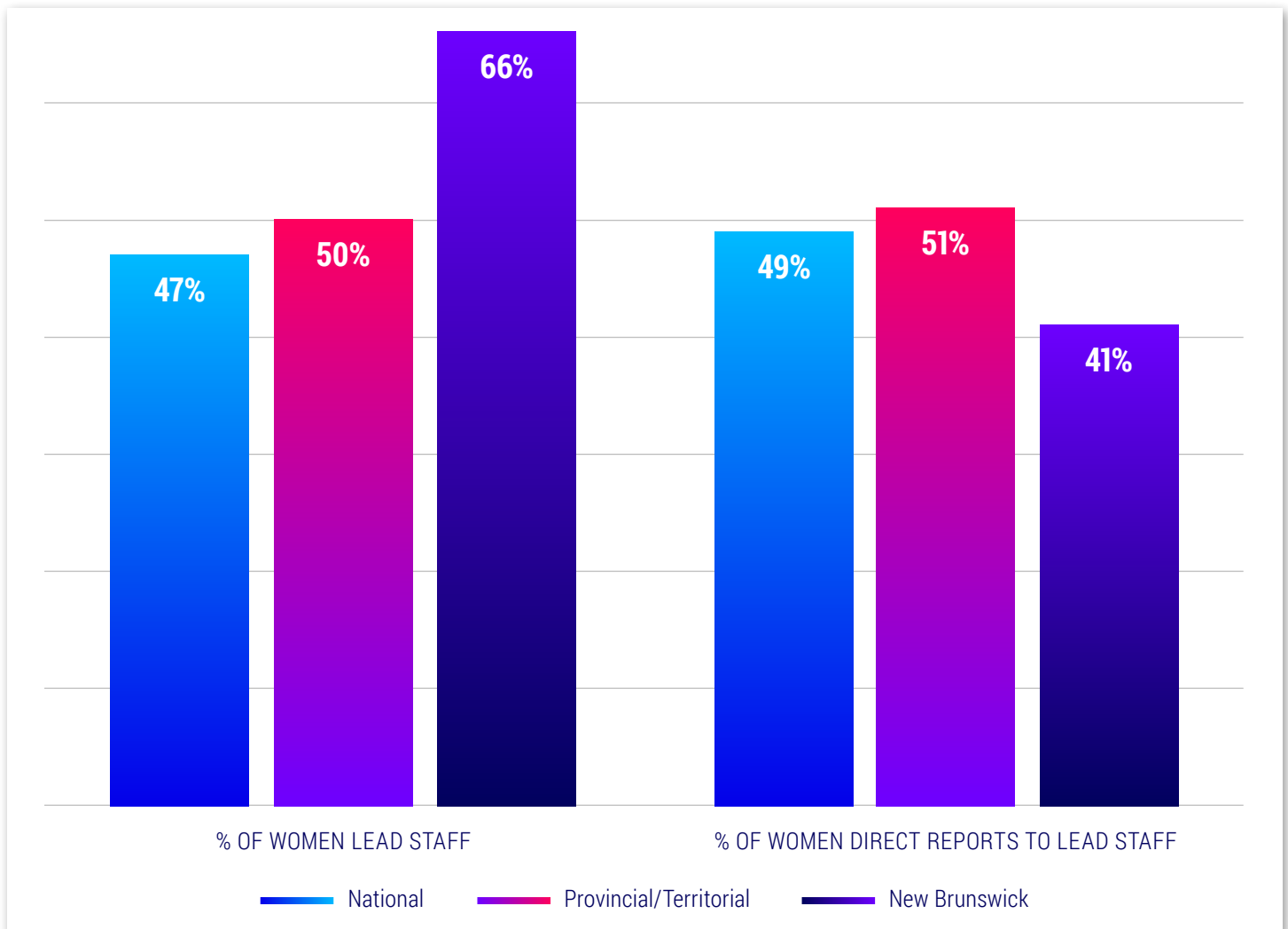
The information presented here captures how New Brunswick organizations compare to national, provincial and territorial peers. The data was collected:

NATIONAL: a survey of 90 NSO, MSO and CSI organizations in December 2021-January 2022. 82 organizations responded. Board and leadership data was sourced from websites for the rest.

PROVINCIAL & TERRITORIAL: a survey sent to 754 organizations from partners such as Sport NB in each province and territory. 416 organizations completed the survey for a response rate of 55%. In New Brunswick, 36 out of 54 organizations completed the survey for a response rate of 67%.



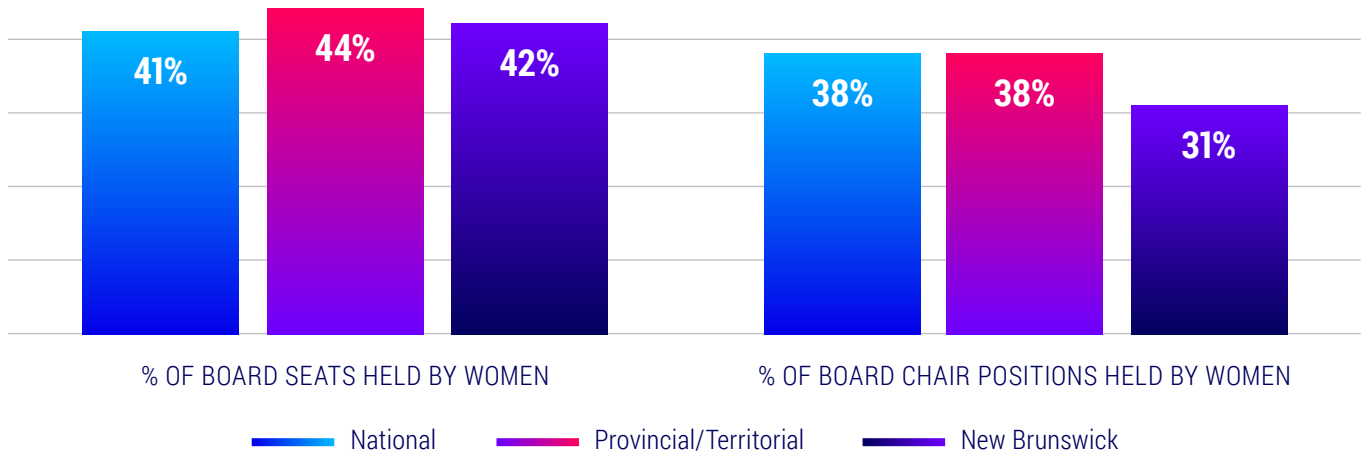
STAFF REPRESENTATION



Lead staff could include titles such as Executive Director, Technical Director, Lead Administrator, and Chief Executive Officer depending on the organization.



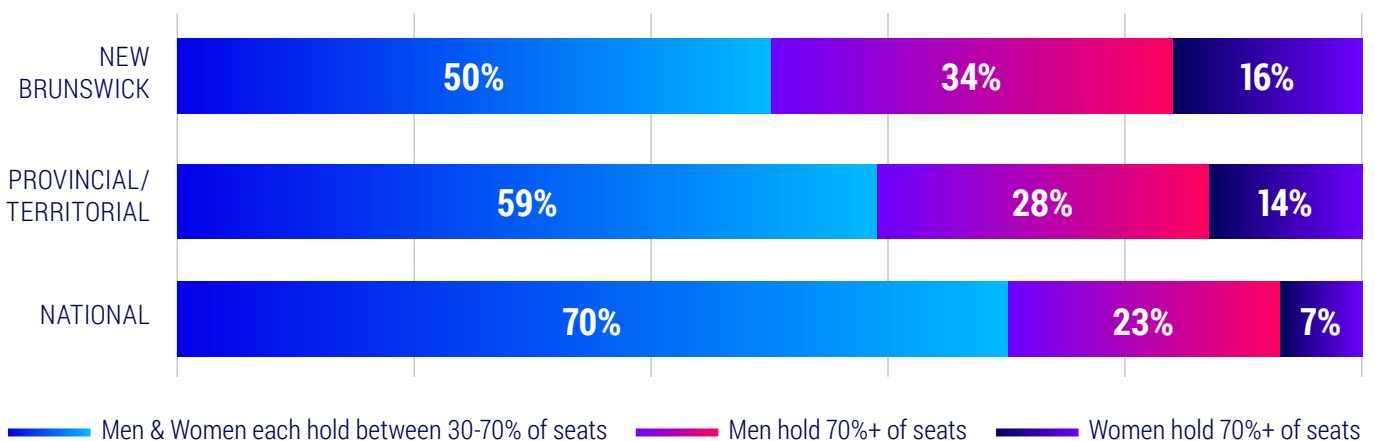
BOARD REPRESENTATION



IMPORTANT NOTE

The chart above, and most in this snapshot, indicate where women hold positions of power. At the national level, 3 non-binary individuals hold board seats (0.3% of all seats). At the provincial/territorial level, 3 non-binary individuals hold board seats (0.1% of all seats). New Brunswick organizations reported one non-binary board member (0.3% of all seats) and zero staff members.

ORGANIZATIONS WHO MEET MINIMUM THRESHOLD FOR DIVERSE GENDER PERSPECTIVES ON THE BOARD

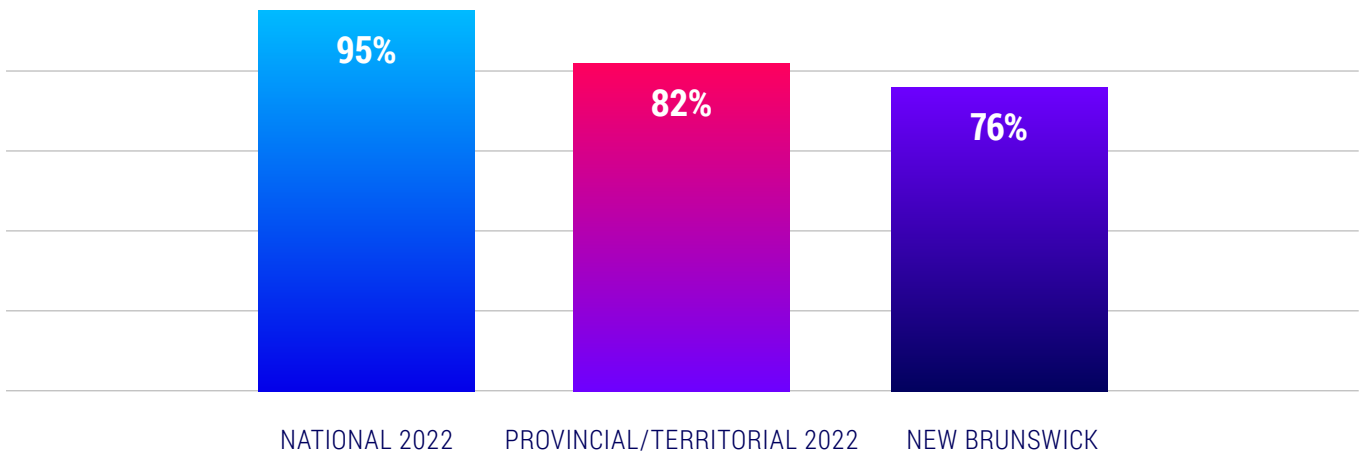


WHY THIS MATTERS

Research has shown that at least 30% of positions being held by women is needed to realize the benefits of diverse perspectives from a gender lens.ⁱⁱ

NEW BRUNSWICK SPORT ORGANIZATIONS BELIEVE GENDER EQUITY IS IMPORTANT – BUT SLIGHTLY LAG NATIONAL ORGANIZATIONS

PERCENTAGE OF INDIVIDUALS WHO BELIEVE A FOCUS OF GENDER EQUITY IS EITHER ESSENTIAL OR VERY IMPORTANT TO THEIR ORGANIZATION



WHY THIS MATTERS

A first step to more inclusive sport is believing the importance and committing to change.

WHY THIS MATTERS – IN YOUR OWN WORDS:

“With gender diversity we will be in a better spot.”

“It is important to look at each situation through multiple lenses and to identify all angles in order to properly serve our members.”

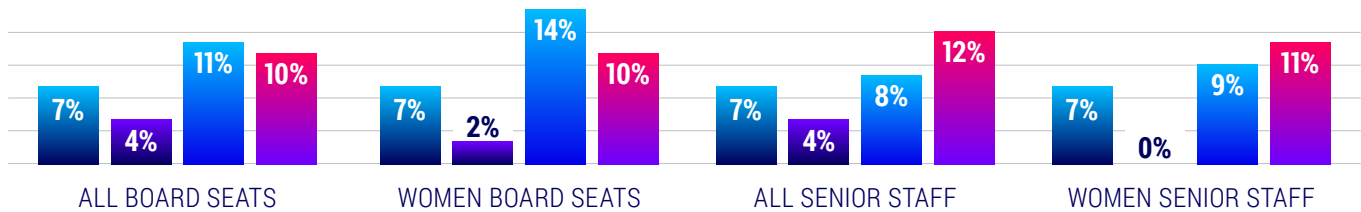
“Ensuring Gender Equality will give all of our members a better experience.”

“It is important for us to have individuals representing our membership.”

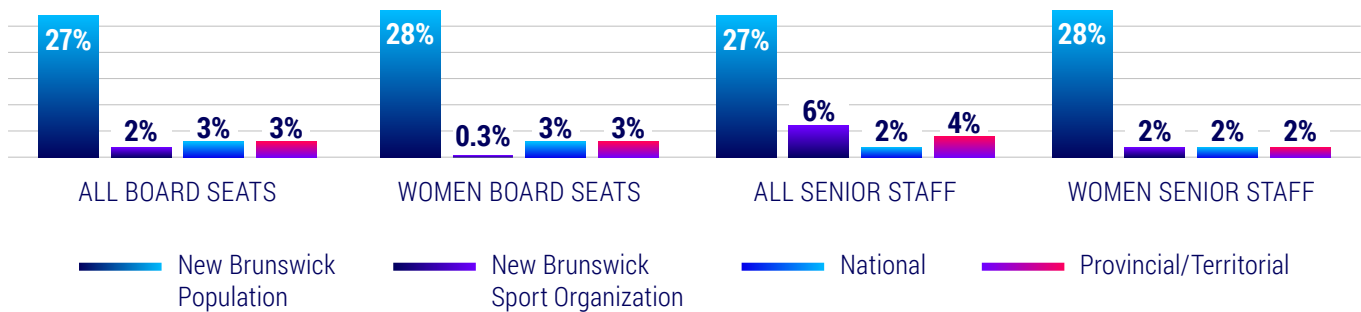
LOOKING AT DIVERSITY WITHIN SPORT ORGANIZATIONS BEYOND GENDER

Gender is one of many lenses that need to be considered as we collectively work to create a safer, more equitable and inclusive sport system for all Canadians. In the last year, Canadian Women & Sport has asked organizations to report their race and ability data for individuals holding board seats.

REPRESENTATION OF THOSE WHO IDENTIFY AS BLACK, INDIGENOUS OR PERSON OF COLOUR (BIPOC) OR BELONGING TO A COMMUNITY MARGINALIZED BY SOCIETY.



REPRESENTATION OF THOSE WHO IDENTIFY AS A PERSON WITH A VISIBLE OR INVISIBLE DISABILITY.



We acknowledge that the data collected may not be an exact measure of representation on boards beyond gender as not all individuals may wish to disclose demographic information and perceptions of the survey respondent on behalf of the organizations may not be accurate. However, the data suggests that Canadian sport is not representative of the Canadian population when looking at race and (dis)ability.ⁱⁱⁱ

POTENTIAL ACTION

A first step for organizations would be to start collecting data beyond gender of board and staff. Only 44% of New Brunswick responses indicated they ask board and staff to self-disclose demographic information.

i Conference of Federal-Provincial-Territorial Ministers Responsible for Sport, Physical Activity and Recreation, 2019, <https://scics.ca/en/product-produit/press-release-sport-physical-activity-and-recreation-ministers-collaborate-to-make-sport-safe-and-inclusive/>.
 ii Women on Corporate Boards Globally. New York: Catalyst, March 16 2017
 iii Race data sourced from Statistics Canada. 2017. Canada [Country] and British Columbia [Province]. Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017. <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E> (accessed July 20, 2022).
 Disability data sourced from "Canadian Survey on Disability, 2017: Data visualization tool", <https://www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2019035-eng.htm> (accessed July 20, 2022).