

At Canadian Women & Sport, we believe that gender equity builds better sport. Research consistently proves that organizations that embrace gender equity outperform those that do not.

This report summarizes the composition of decision-making at National Sport Organizations (NSOs), Multisport Service Organizations (MSOs) and, new this year, Canadian Sport Institutes (CSIs).

**THE GOOD NEWS:** Sport in Canada is making steady progress in including perspectives from women.

**THE CHALLENGE:** We still have work to do. Let's create conversation and spark action.

## BOARD REPRESENTATION

### BOARD MEMBERSHIP



**39%** of board members are women

**UP 3 PTS** from 2019

Celebrate progress! There are more women on the board at 35 organizations vs. year ago.

**TAKE ACTION:**

Commit to diversity by embedding gender parity in bylaws.<sup>3</sup>

**NSOs:**  
**35%** women  
**UP 2 PTS** from 2019

**MSOs:**  
**48%** women  
**UP 4 PTS** from 2019

**CSIs:**  
**46%** women

### BOARD LEADERSHIP



**28%** of board chairs are women

**DOWN 2 PTS** from 2019

More work is needed to support women in taking leadership positions.

**TAKE ACTION:**

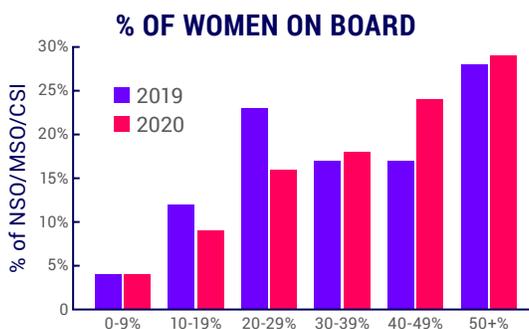
Equitable recruitment practices include reaching out to women directly for positions. Include women on every candidate slate.<sup>3</sup>

**NSOs:**  
**23%** have a woman chair  
**DOWN 3 PTS** from 2019

**MSOs:**  
**36%** have a woman chair  
**DOWN 4 PTS** from 2019

**CSIs:**  
**43%** have a woman chair

### CURRENT LANDSCAPE



**29% of boards have fewer than 30% women** – the minimum required to realize the benefits of diverse perspectives around the boardroom table.<sup>1</sup> There are 8 organizations that either have no women or only 1 woman at the board room table.

**More work is needed to achieve parity.** Only 43% of Canadian sport organizations have women making up between 40-60% of their board.

**TAKE ACTION:** Determine what the appetite for change is within your board culture. Ask your directors to consider the risks of not meeting parity.<sup>3</sup>

## STAFF REPRESENTATION

### STAFF LEADERSHIP



**42%** of CEOs are women **DOWN 3 PTS** from 2019

**NSOs:**  
**41%** have a woman CEO **DOWN 4 PTS** from 2019

**MSOs:**  
**55%** have a woman CEO **UP 5 PTS** from 2019

**CSIs:**  
**29%** have a woman CEO

#### TAKE ACTION:

Ensure women are represented on the search committee when replacing leaders. Mentor and sponsor women to gain experience and access to senior leadership opportunities.<sup>3</sup>

### DIRECT REPORTS



**44%** of direct reports to the CEO are women **UP 1 PT** from 2019

**NSOs:**  
**41%** of direct reports are women **UP 1 PT** from 2019

**MSOs:**  
**56%** of direct reports are women **UP 5 PTS** from 2019

**CSIs:**  
**41%** of direct reports are women

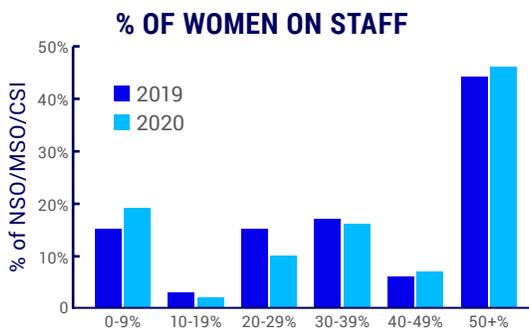
Celebrate progress leading to diverse perspectives!

22 organizations have more women in senior staff roles vs. year ago.

#### TAKE ACTION:

Talk to emerging women leaders to identify what support they need to advance in their careers.<sup>3</sup>

### MISSING PERSPECTIVES



More organizations are making a commitment to gender diversity on their staff vs. year ago!

**But, 1 in 5 organizations have no women in senior staff roles at all.** This makes expanding girls' and women's participation less likely in those organizations. Organizations are 158% more likely to understand a target audience when at least one member of the team represents that target demographic.<sup>2</sup>

**TAKE ACTION:** Prioritize diversity among senior staff. Review hiring and advancement practices for hidden gender bias.

**SETTING POLICY:** 75% of organizations have a gender equity policy in place, up 13pts vs last year. Of those that don't have one, 80% plan to complete in the next two years. Setting a policy institutionalizes the commitment to gender equity, increasing organizational accountability.

**THE CHALLENGE:** Maintain progress to help meet the federal, provincial and territorial government target of parity for funded sport organizations by December 2024.

Contact Canadian Women & Sport to learn more about how we can help your organization make sport better through gender equity.

[www.womenandsport.ca](http://www.womenandsport.ca) [info@womenandsport.ca](mailto:info@womenandsport.ca)

Data for this report was collected from a survey of 90 NSO, MSO and CSI organizations in January 2020. 83 organizations responded to the survey. The balance of data was collected from websites in February 2020.

1 Women on Corporate Boards Globally. New York: Catalyst, March 16 2017

2 Innovation, Diversity and Market Growth. New York: Center for Talent Innovation, 2013.

3 The Leading Edge, Canadian Women & Sport, 2018.

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