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**

<table>
<thead>
<tr>
<th></th>
<th>Women</th>
<th>Women from 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSOs:</td>
<td>35%</td>
<td>2 pts</td>
</tr>
<tr>
<td>MSOs:</td>
<td>48%</td>
<td>4 pts</td>
</tr>
<tr>
<td>CSIs:</td>
<td>46%</td>
<td></td>
</tr>
</tbody>
</table>

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.

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.

**BOARD LEADERSHIP**

<table>
<thead>
<tr>
<th></th>
<th>Women</th>
<th>Women from 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSOs:</td>
<td>23%</td>
<td>3 pts</td>
</tr>
<tr>
<td>MSOs:</td>
<td>36%</td>
<td>4 pts</td>
</tr>
<tr>
<td>CSIs:</td>
<td>43%</td>
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</tbody>
</table>

**CURRENT LANDSCAPE**

29% of boards have fewer than 30% women — the minimum required to realize the benefits of diverse perspectives around the boardroom table. 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.
Women in Sport Leadership 2020 Snapshot

**Staff Representation**

**Staff Leadership**
- **NSOs:** 41% of CEOs are women, down 3 points from 2019
- **MSOs:** 55% of CEOs are women, up 5 points from 2019
- **CSIs:** 29% of CEOs are women

**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.

**Direct Reports**
- **NSOs:** 41% of direct reports are women, up 1 point from 2019
- **MSOs:** 56% of direct reports are women, up 5 points from 2019
- **CSIs:** 41% of direct reports are women

**Take Action:**
Celebrate progress leading to diverse perspectives!
22 organizations have more women in senior staff roles vs. year ago.

**Missing Perspectives**

**Percentage of Women on Staff**

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.

**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 13 points 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.

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.


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