



PROCEEDINGS

NEW BEGINNINGS

A PROVINCIAL FORUM ON ISSUES RELATED TO
GIRLS & WOMEN & SPORT
APRIL 28-30, 1989

THE PROCEEDINGS

New Beginnings

A PROVINCIAL FORUM ON ISSUES RELATED TO GIRLS
AND WOMEN AND SPORT

April 28 – 30, 1989
Halifax, Nova Scotia

Proceedings prepared by

THE RECREATION RESOURCE CENTRE OF NOVA SCOTIA, 1989

c/o Acadia University
Wolfville, Nova Scotia, B0P 1X0
(902) 542-2201

TABLE OF CONTENTS

BACKGROUND TO THE PROJECT

RESOURCE TEAM

PARTICIPANTS

SCHEDULE OF EVENTS

LIST OF ISSUES

ISSUES/STRATEGIES

- Leadership
- Networking
- Advocacy
- Education
- Opportunities
- Recognition
- Resources

SUMMARY RECOMMENDATIONS

SUMMARY OF C.A.A.W.S MEETING

ADDENDUM

MAJOR DINNER ADDRESSES

Hon. Terry Donahoe: Greetings from the Province

Abby Hoffman: Dinner Address

Dr. E. Wendy Bedingfield: Forum Summary Address

PARTNERS

*** BACKGROUND TO NEW BEGINNINGS ***

At the Annual Meeting of the Canadian Association for the Advancement of Women and Sport, held in Ottawa in the fall of 1987, Dr. Wendy Bedingfield, in a keynote address, summarized the status of provincial policy development for women and sport in Canada. At that time, Ontario was drafting a policy, and some initiatives had been started in British Columbia and a few other provinces. At the time, nothing was happening in Nova Scotia, and so, upon their return, Dr. Bedingfield and other delegates at the conference approached the Sport and Recreation Commission. At that time, they were informed that they should try and work through Sport Nova Scotia, so Dr. Bedingfield met with the S.N.S. Board and as a result, a Women and Sport Committee was established in the spring of 1988, with herself as the chair.

Since no funds had been allocated for the committee, the members were mostly from the central area, with a few others who were willing to travel at their own expense to attend meetings. During the winter, the committee met four times, and accomplished the following:

- 1) an identification of issues facing girls and women and sport in the province
- 2) an identification of specific initiatives which could be taken by the committee within the S.N.S. structure to promote the cause of enhancing girls and women and sport
- 3) the development of an action plan to carry out the aforementioned initiatives.

One of the major initiatives identified by the group was the need for a provincial forum to bring together women from across the province to discuss issues of common interest and concern. At the same time, C.A.A.W.S. was interested in hosting regional events across the country to also address the needs of girls and women and sport, and since the two groups had a common core of members, it was decided to host an event jointly, and that was the start of the New Beginnings concept.

Through C.A.A.W.S., funding was acquired from the Secretary of State. The Sport and Recreation Commission agreed to match the grant. Further assistance was provided by Sport Canada, Fitness, and Amateur Sport Women's Program, Shoppers Drug Mart, Landmark Sport Group, and the Recreation Resource Centre Nova Scotia.

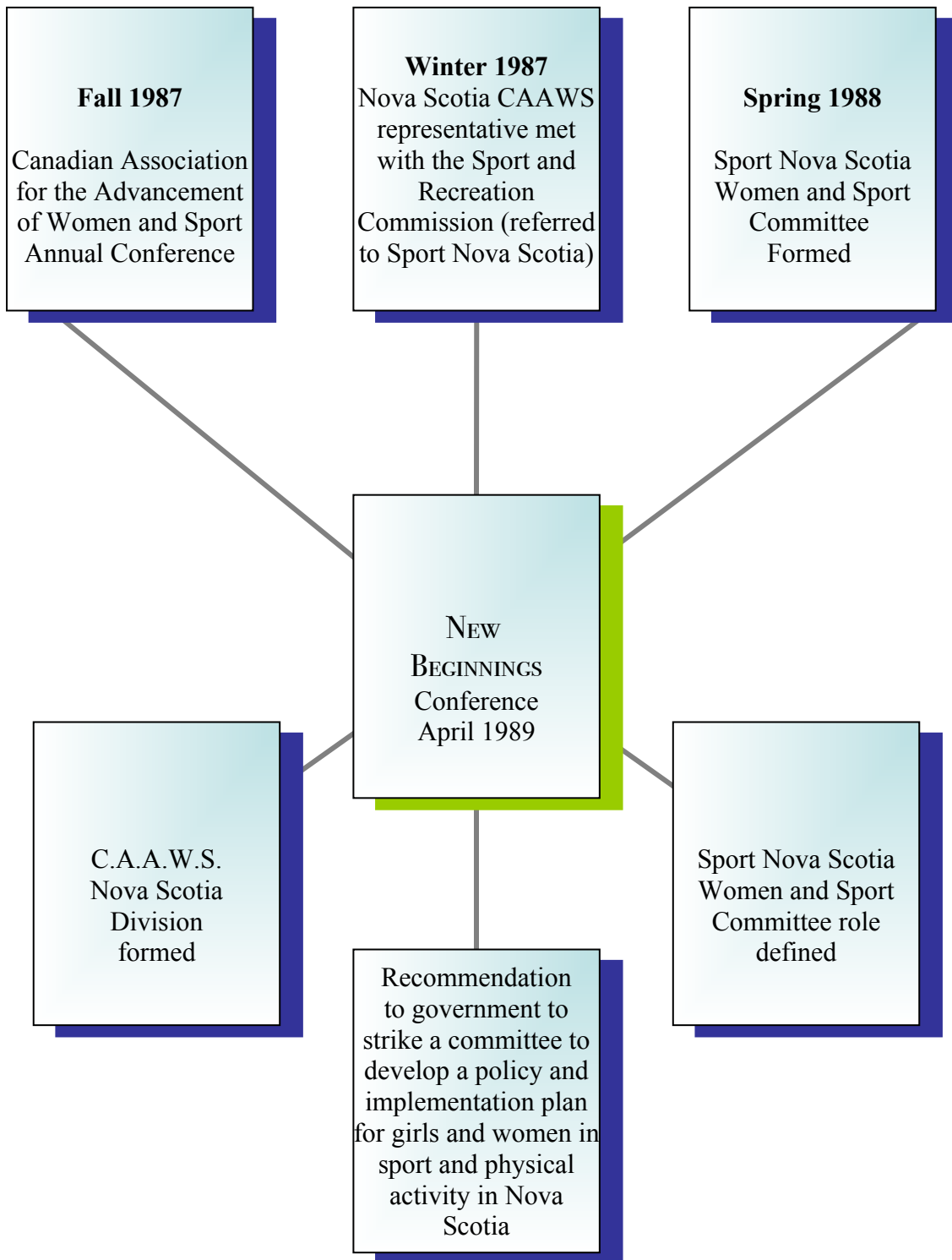
Seventy-five delegates were invited to attend the forum, chosen from names submitted by Sport Governing Bodies, Sport Nova Scotia, C.A.A.W.S., and the Sport and Recreation Commission. Delegates were selected to ensure that as many sports, as many areas of the province, and as many perspectives as possible would be represented. The response to the invitations was overwhelming, with most of those unable to attend writing supportive letters expressing their regrets and the interest in assisting in whatever way possible. In total, there were approximately sixty participants, including athletes, coaches, officials, administrators, recreation directors, educators, government representatives, provincial body representatives, media, and parents.

The forum took place at the Delta Barrington Hotel in Halifax, April 28-30. Brenda Robertson, Director of the Recreation Resource Centre of Nova Scotia, a member of both C.A.A.W.S. and the Sport Nova Scotia Women and Sport Committee served as Conference Coordinator and Head Facilitator. The other members of the planning committee were as follows:

Wendy Bedingfield	- Sport Nova Scotia Women & Sport Committee
Pat DeMont	- C.A.A.W.S.
Liz Pace	- Nova Scotia Sport and Recreation Commission
Marsha Andrews	- Public Relations and Protocol
David MacNamara	- Sponsorship
Sheila Hosick	- Organizational Services

This report is intended to give an overview and summary of the activities, discussions, and conclusions of New Beginnings. This is however, mere words, and words alone can not capture or express the feelings and emotions of those in attendance as they shared their experiences as, and with girls and women and sport – the good and the bad, the highs and the hurts, the pride and the frustration, and the hope for the future. It was evident that those in attendance care deeply about the subject matter for which they left hearth and kin those three days to discuss. Behind the words and thoughts expressed in this document are many, many years of moments for girls and women and sport in Nova Scotia.

Brenda J. Robertson
Conference Coordinator
NEW BEGINNINGS Forum



RESOURCE TEAM

Facilitators/Panelists/Speakers

WENDY BEDINGFIELD – Summary Speaker

- Director, School of Recreation and Physical Education, Acadia U.
- Chair, S.N.S. Women and Sport Committee
- Founding Mother of C.A.A.W.S.

ANTHEA BELLEMARE

- Fitness Coordinator, Nova Scotia Department of Health & Fitness
- Tri-athlete
- Former Canada Games and University Athlete, Coach, & Official

PAT DeMONT

- Atlantic Canada Representative, C.A.A.W.S.
- Member, Fitness Canada Advisory Committee on Girls' & Women's Sport & Physical Activity
- Former Coordinator, Athletics & Recreation, Mt. St. Vincent U.

PEGGY GALLANT

- Chair, Dept. Physical Education, St. Francis Xavier U.
- Master Course Conductor, N.C.C.P.
- Coach, Intercollegiate Soccer

ABBY HOFFMAN – Banquet Speaker

- Director General of Sport Canada
- Change agent for women's sport in Canada

LOIS MacGREGOR

- Assistant Professor, Dalhousie U.
- Coordinator field Experience & Activity program
- High School Coach

DIANE PALMASON – Session Speaker

- Manager, Fitness & Amateur Sport, Women's Program
- Current Canadian record holder, Masters marathon

BRENDA ROBERTSON – Head Facilitator

- Director Recreation Resource Centre of Nova Scotia
- Consultant to Provincial Task Force on Coaching
- Former Provincial Sport Development Coordinator

DEBBY SMITH

- Executive Director, Recreation Association of Nova Scotia
- Former lecturer, Acadia U. & Dalhousie U.

- Leisure educator

* NEW BEGINNINGS FORUM PARTICIPANTS *

Stephanie Allen	Amherst
Eva Marks-McIsaac	Truro
Lorie Melanson-Jones	Amherst
Mary Parker	Amherst
Charlotte Purdy	Tatamagouche
Sharman Smith	Amherst
Sandy Mair-Dodman	Bridgewater
Maryann McConnell	Lunenburg
Jean Robinson	Liverpool
Lies deGooyer	Yarmouth
Elsie Crosby	Yarmouth
Marilyn Johnston	Shelburne
Hester Gibson	New Germany
Lori Murphy	Trenton
Margie Murphy	Antigonish
Peggy Gallant	Antigonish
Mary Anne Doyle	Sydney
Wendy Bedingfield	Wolfville
Cindy Burke-Wong	Digby
Suzanne Castonguay	Berwick
Pat DeMont	Wolfville
Heather Fulton	Wolfville
Janet MacLeod	New Minas
Cheryl Scott	Port Williams
Brenda Robertson	Wolfville
Ruth Taylor	Windsor
Dorothy Walker	Centreville
Carol Wooster	Greenwood

continued....

FORUM PARTICIPANTS (continued)

Norma Adams	Dartmouth
Marsha Andrews	Halifax
Anthea Bellemare	Halifax
Grace Beurre	Dartmouth
Joanne Burns-Theriault	Halifax
Carolyn Conrod	Halifax
Barbara Daniel	Dartmouth
Janet Eaton	Halifax
Helen Gorman	Halifax
Bob Higgins	Halifax
Claudia Keays	Halifax
Rexanne Lugar	Halifax
Jim MacDougall	Herring Cove
Lois MacGregor	Halifax
Peg MacInnis	Halifax
Anne MacKinnon	Waverley
Agnes McLean	Halifax
Duff Montgomerie	Halifax
Patricia Myatt	Dartmouth
Ron O'Flaherty	Halifax
Patsy Pike	Halifax
Laurie Poole	Halifax
Lynn Poole-Hughes	Halifax
Judy Rice	Halifax
Debby Ryder	Halifax
Cathy Shaw	Halifax
Debby Smith	Halifax
Jocelyn Webb	Waverley
Linda Wong	Halifax
Christine LeBlanc	Moncton
Monique LeBlanc	Moncton
Sandi Kirby	Fredericton
Diane Palmason	Ottawa

Schedule: NEW BEGINNINGS

FRIDAY APRIL 28

6:00 – 7:00 REGISTRATION

7:00 – 8:00 WELCOME by BRENDA ROBERTSON Head Facilitator

ISSUES PANEL featured **ANTHEA BELLEMARE, PEGGY GALLANT, LOIS**

MacGREGOR, DEBBY SMITH:

each panelist spoke briefly about the issues which they felt are being faced by girls and women in sport in Nova Scotia and that should be addressed at the forum.

8:00 – 9:00 ISSUES IDENTIFICATION

each panelist acted as a facilitator with a small group, identified other issues which the participants felt are relevant for discussion from their perspective

9:00 – 10:00 WINE/CHEESE SOCIAL

SATURDAY APRIL 29

9:00 – 10:00 ISSUES CLARIFICATION

through the night all the issues identified in the previous evening were grouped under headings such as leadership issues, communication issues, etc. During this session a group was assigned the task of clarifying the issues under each heading, and added any additional issues to the list

10:00 – 12:15 STRATEGIES

each group used this time to develop a variety of strategies for addressing the issues raised. At the end of the session, groups shared the highlights of their work with the other groups

12:15 – 1:45 LUNCH

1:45 – 2:30 MAKING CHANGE **DIANE PALMASON**

MANAGER, FITNESS AND AMATEUR SPORT WOMEN'S PROGRAM.

In order to solve many of the issues raised, change must occur. Diane identified the key players in change for girls and women in sport, and discussed how change happens. Representatives of the change player groups in the province were invited to attend this session.

2:30 – 5:00 ROLE IDENTIFICATION

Groups looked at the strategies identified in the morning session and determined who should play what role in implementing each strategy. Key player groups included Government, Sport Nova Scotia, Sport Governing Bodies, advocacy organizations educational institutions etc. At the end of the session groups shared their work with one another and developed a series of recommendations for the key player groups re: their role in addressing the issues facing girls and women in sport

Saturday April 29 (cont'd)

6:30 – 7:15

7:15 +

Reception

NEW BEGINNINGS BANQUET

The banquet was a gala event, a celebration of girls and women in sport in Nova Scotia. In addition to the forum participants, a number of special guests had been invited to join in the celebration. Several others who wished to attend had purchased tickets and supported the event. At the dinner **Dr. Wendy Bedingfield** was the summary speaker, providing an overview of the best thinking of the group from the previous 24 hours. The provision of quality sport opportunities for girls and women in sport in Canada has been Wendy's agenda for much of the past decade. She spoke from several perspectives, having been an athlete, coach, official, parent, sport scientist, and advocate for equity for many years. Wendy has served on many provincial and national committees dealing with issues related to females in sport. She is a founding member of the Canadian Association for the Advancement of Women in Sport and the driving force behind the establishment of the Sport Nova Scotia Women and Sport Committee, of which she is currently the Chair. **Abby Hoffman**, who for many years has been a change agent for women's sport in Canada, was the dinner speaker, sharing with the group her personal vision of women's sport in Canada. She spoke from the perspective of having worked her way up through the ranks of sport in this country to the top, as both an athlete and administrator, for in addition to having been an Olympic athlete, she is presently the Director General of Sport Canada. The M.C. for the evening was **Jane MacLellan**, Chair of the 1990 World Figure Skating Championships to be held in Nova Scotia.

SUNDAY APRIL 30

9:00 – 12:00 C.A.A.W.S PROVINCIAL MEETING

PAT DeMONT, ATLANTIC REGIONAL DIRECTOR FOR C.A.A.W.S., chaired this meeting. Included on the agenda was a review of the role identified for C.A.A.W.S. at the Saturday sessions, and the development of action initiatives for the group for the upcoming year. ALL FORUM PARTICIPANTS were welcome to attend this meeting, and the majority did take advantage of the opportunity for input.

* THE ISSUES *

The following is a list of 128 issues identified by the Forum participants as being important with regards to girls and women and sport in Nova Scotia.

ISSUES IDENTIFIED

LEADERSHIP

- ! too few women in key decision-making positions
- ! too few accessible training opportunities for women in coaching
- ! too few accessible training opportunities for women in officiating
- ! too few accessible training opportunities for women in administration
- ! too few female role models
- ! not enough development of female coaches
- ! lack of parental support for some girls in sport
- ! female coaches and referees not clearly identified
- ! too few female coaches at national and international levels
- ! physical activity for children is too structured
- ! a decrease in the number of women within school system willing to commit time to girls sports
- ! lack of new blood/energy among teaching force in schools due to the aging of the teaching population
- ! lack of volunteers due to increasing number of women in work force
- ! too much pressure on some female athletes from parents
- ! loss of female coaches due to family and job commitments
- ! reluctance to coach girls teams/perception of capabilities of female athletes
- ! too few women coaching women
- ! active involvement of girls in sport depends upon positive female role models within school system
- ! female students must have female physical educators
- ! female physical educators are not all aware of the issues confronting girls and women in sport
- ! officials have sexist attitudes toward female athletes
- ! women's sport is used as a training ground for new officials, therefore quality is lacking
- ! women feel guilty about devoting time to sport
- ! school coaches are not encouraged to upgrade their skills
- ! you have to prove that you are a woman who can coach instead of just a coach
- ! female coaches are not taken seriously
- ! too high expectations and too many responsibilities on sport volunteers
- ! it is more difficult for women to become involved in sport (women are primary care-givers)
- ! structured training opportunities are not conducive to the working woman's/mother's schedule
- ! some coaches are too competitive/take the 'fun' out of sport
- ! some coaches are not equipped to deal with emotional issues of girls
- ! homophobia

NETWORKING

- ! lack of opportunity for females involved in sport to network
- ! lack of opportunities networking between athletes, coaches, administrators, media, educators, government, recreation directors, and sport officials
- ! lack of networking system for sport mothers
- ! no “Old Girls” network
- ! lack of spousal support for women involved in sport
- ! lack of peer support for girls involved in sport
- ! lack of parental support for girls involved in sport
- ! lack of access to information regarding women/girls in sport
- ! lack of networking between the partners in the sport delivery system (school/community recreation/etc.)

ADVOCACY

- ! amalgamation of men’s/women’s Sport Governing Bodies means women’s will disappear
- ! there are not mechanisms within sport to present the views of girls and women to appropriate decision-makers
- ! lack of policy regarding girls and women in sport
- ! no group is committed to the cause of developing sport for girls at an early age
- ! women lack status and voice in the amateur and professional spheres

EDUCATION

- ! too much sexist language in sport
- ! parents don't know appropriate ways to support girls in sport
- ! too much emphasis on winning, not enough on fun
- ! stereotyping
 - o nature of the sport (girls/boys)
 - o image of the athlete
 - o ability of female athletes
 - o labeling
- ! too much segregation of children in physical activity
- ! physical education is not appropriately valued in the school system
- ! lifetime sports are not the focus of school programs
- ! physical education is segregated from other school curriculae
- ! society is not aware of the capabilities/potential of girls and women in sport
- ! women and girls are not aware of their own capabilities/potential
- ! unfit, low skilled, or obese people feel uncomfortable with the whole concept of fitness/physical activity
- ! society tends to focus on the disability rather than on the person with the disability
- ! women are not encouraged to think independently/often patronized by male coaches
- ! society tends to compare women's sport with men's sport, rather than value it for its own sake
- ! girls are forced to specialize at too young an age
- ! the general fitness level of girls and women is low
- ! from an early age, girls are not encouraged to develop their athletic abilities the same as boys are
- ! there is a low rate of involvement by teenage girls in sport activities
- ! too little emphasis placed on recreational sports
- ! seniors are intimidated by too much emphasis on competition
- ! there is not a holistic approach to education
- ! there is exploitation of female athletes by male coaches
- ! untrained classroom teachers are often called upon to teach physical education classes
- ! lack of knowledge of how to become involved as a volunteer in sport

OPPORTUNITIES

- ! low-skilled athletes are not given the same opportunities as highly skilled
- ! children are not permitted to have fun in sport
- ! not enough instructional programs in sport and physical activity for a wide variety of girls and women
- ! lack of opportunities to acquire lifetime physical activity skills
- ! lack of physical activity opportunity for girls living in rural areas
- ! lack of appropriate level competition for girls/women in certain sports
- ! too many competing factors to prevent participation (jobs/etc)
- ! too many demands on girls who are athletes
- ! discriminatory practices in private clubs limit opportunities for women
- ! in some sports women pay lower fees but in turn have less say in the decisions
- ! girls who are denied opportunities to participate in physical activity will find it difficult to become involved in later life
- ! lack of opportunities for mature females to participate in sport at all levels
- ! lack of professional sport for women in Nova Scotia
- ! high school girls have no opportunity to continue to participate in sports after high school and therefore feel an important part of their life has disappeared
- ! competitive opportunity for women in sport beyond university generally disappears
- ! girls who become involved in sport later are disadvantaged because they are not at the same level as boys/they have not had the early development
- ! girls and women have limited access to prime time use of facilities, therefore many drop out of the sport
- ! at the point where women and girls would normally be interested in getting involved in sport, there is little opportunity to do so
- ! it is too difficult for girls to participate in “male” sports
- ! girls and women do not know how to take advantage of all the physical activity opportunities that might be available to them

RECOGNITION

- ! lack of recognition of contributions of girls and women in sport
- ! inequitable coverage of male/female sports by media
- ! media is generally not interested in female sports
- ! media image of women and girls in sport is often inappropriate
- ! female sports do not have long tradition and so lack entrenchment
- ! lack of spectator support for female sports
- ! lack of publicity for female sports
- ! females have a poor self-image in regards to participation in sport
- ! not enough women sportscasters
- ! lack of tangible recognition for girls and women in all aspects of sport
- ! “thin is in, activity is not” media image
- ! media presents images that create unreal expectations of girls and women in sport
- ! sport and physical activity is used as a tool to sell physical appearance
- ! many deserving female athletes go unrecognized
- ! male sport is valued more highly than female sport
- ! lack of a positive media image for girls and women in sport
- ! traditional attitudes towards girls and women in sport are difficult to change
- ! the attitude that women can look after girls, but men need to coach them
- ! coaching still not seen as a credible career for women
- ! recognition for accomplishments is different for women than for men

RESOURCES

- ! inequitable distribution of resources
- ! the cost of sport is increasing
- ! inequitable distribution of facility time
- ! development is difficult for small clubs
- ! concentration of funds and resources at the elite level is detrimental to the other levels
- ! lack of sponsorship for girls’ and women’s sports
- ! financial cuts often affect girls’ and women’s programs the greatest
- ! lack of innovation in identifying financial resources for sport
- ! cutbacks in voluntary sector funding at a time when volunteers are expected to pick up the slack in school sports development
- ! cost of participation in sport s prohibitive for many girls and women
- ! far too low a percentage of public funding goes to female sports
- ! lack of funding for female coaches
- ! not enough people are vocal about the need for resources for female sport
- ! lack of resources for research in the area of girls’ and women’s sport

*** STRATEGIES ***

Contained within this section are specific strategies which the Forum participants identified to address each of the issues.

1. LEADERSHIP

1.1 How do we get more women into decision making positions?

- ! educate and encourage women to become decision makers
- ! change the attitudes of current decision makers about women
- ! get women into volunteer positions which have decision making responsibility whenever possibility
- ! involve more women in sport at that grass roots level in order that some will naturally progress into decision making positions

1.2 How do we provide more accessible training opportunities for women in coaching, officiating, and sport administration?

- ! research to find out what barriers there are for women and take steps to eliminate real rather than perceived barriers
- ! use data such as that being collected by the Coaching Task Force to understand the needs of female coaches
- ! insure that research being done on needs of coaches, officials, etc. will enable us to analyze by gender, so that women are not counted or considered as having necessarily the same opinions or needs as men
- ! women need to understand the need for women to become sport leaders, and make their training needs and requirements known
- ! agencies who provide training opportunities must identify and accommodate the training needs of women
- ! short (1 day or less) pertinent training sessions with child care are good
 - o such sessions should be sport specific and community based
 - o program could cover basics such as how to run a practice
 - o could be targeted at moms – sign up when child registers

1.3 How do we get more female role models?

- ! get the media on board to highlight females involved in all facets of sport – nationally, provincially, regionally
- ! use videos featuring females to demonstrate sport techniques instead of always using male models
- ! highlight the role models from the past, such as Marjorie Turner
- ! promote the current women involved in all facets of sport who are excellent role models (like many of the women involved with this event)
- ! convince corporate ‘friendlies’ to use females involved in sport and physical activity in appropriate advertising
- ! recognize the women role models with awards and citations, newspaper/letter write ups, recognition dinners, etc., and make sure the press is involved

1.4 How do we increase the parental interest/support of girls and sport?

- ! teams sponsor parent/daughter events early in the session and use the opportunity to educate the parents
- ! organizations such as C.A.A.W.S. and S.G.B.’s could develop promotional materials aimed at parents
- ! coaches should discuss with players the ways in which they can promote their sport to their parents (and the importance of doing so)
- ! coach/parents meetings

1.5 How can we get more female coaches at the national and international levels?

- ! government and national S.G.B.’s need to be more proactive in this
- ! there need to be opportunities available for women to acquire the skill and background necessary to be successful national level coaches
- ! support the national coaching school for women

1.6 How can we make physical activity for children (girls) less structured?

- ! stress to parents the importance of physical activity play for girls – that it is O.K. to climb a tree, throw a ball, make a fort, ride a skateboard and do all the physical things that boys have long been encouraged to do
- ! physical educators must come to understand and promote this concept

1.7 How do we deal with the fact that there are less women in the schools that are willing to commit time to girls in sport?

- ! senior female students in sport could be used to work with the younger children, like a leaders corps
- ! mothers who have time available to help out should be provided with training opportunities which would make them comfortable being volunteers
- ! with the high degree of unemployment, there are people who have free time and would love to volunteer some time – schools need to connect with these people and provide the opportunities for them to become involved

1.8 How do we combat the lack of new blood in physical education due to the aging teaching force?

- ! schools must use inservice days to motivate and inspire those in the system
- ! those outside the system must make those within aware of the need to address the problem and offer whatever support is available

1.9 How do we make up for the lack of volunteers brought about by the increase of women in the work force?

- ! draw upon the unemployed sector
- ! look to the increasing number of well elderly
- ! use night shift workers as day time volunteers because many have many free hours

1.10 How do we get more female coaches?

- ! better promotion of N.C.C.P. to the masses
- ! introduction of Level 1 Technical to athletes' training program
- ! more N.C.C.P. in rural areas
- ! change the criteria of demand to have N.C.C.P. offered in rural areas

1.11 How do we promote the active involvement of girls in sport within the schools?

- ! as a first step the staff needs to understand that girls need to be active in physical activity
- ! the importance of girls in physical activity must be included in the curriculum content of courses such as P.E. and Health, but must be presented and discussed in an up-to-date fashion
- ! role modeling is very important to get the message across to young people that involvement in physical activity is 'cool', and is not only acceptable but also desirable
- ! schools need to promote physical activity for girls through the athletic programs, promotion of spectator participation at games, hosting of tournaments etc., provision of desirable team uniforms, status of the achievement awards and recognition, etc.

1.12 How do we get more female physical educators for female students?

- ! we need to know why this is desirable, so that a case can be documented and presented to the decision makers
- ! physical educators, themselves, also need this information, so that they can make the case from their perspective

1.13 How do we make female physical educators aware of the issues and needs of girls and women and sport?

- ! all physical educators need knowledge in this area, but especially women who may not be aware of the issues, and, therefore, since they themselves have not been touched, assume that there is not issue
- ! teacher training programs must include this item within the curriculum, and it must be taught b someone competent to do so
- ! there is a need to have inservice training sessions in the schools for those teachers already in the system
- ! professional organizations, such as T.A.P.E., need to get this on their agenda for conference sessions and articles in periodicals

1.14 How do we eliminate sexist attitudes of officials re: female athletes?

- ! need more good female officials
- ! this issue needs to be considered by officials organizations
- ! any evidence should be documented and dealt with in an appropriate manner

1.15 How do we increase the quality of officiating for women's sport?

- ! promote our current female officials as role models
- ! recruit officials who are interested in female sport events
- ! provide incentives to encourage more women to become officials
- ! public awareness campaign to stress the value of officials and promote more respect for the position
- ! offer female only officiating clinics

1.16 How do we encourage women to not feel guilty about being involved in sport?

- ! women generally need to value themselves more and consequently need to value their right to recreational pursuits of their choice
- ! research the roots of women's feeling of guilt and address the results
- ! the public in general, especially husbands and children, need to value a woman's right and need for recreation the same as anyone else's
- ! provide child care for mothers whenever possible
- ! networking acts as a moral supporter

1.17 How can we encourage society to value the female coach?

- ! promotion of successful role models
- ! special section in the N.C.C.P. materials
- ! society first needs to value women
- ! society must come to recognize and value female participation in sport
- ! S.G.B.'s can recognize and support the efforts of women coaches
- ! female coaches need to value the work they do for its own sake, with or without the endorsement of others
- ! advocacy groups could make parents aware of importance of their role in recognizing (publicly) the contribution of their children's coaches

1.18 How do we lessen the number of responsibilities on coaches?

- ! set up mechanisms to solicit assistance from other volunteers, such as volunteer registries
- ! tap sources, such as seniors and the unemployed
- ! mandatory parental commitment of time/service

1.19 How do we deal with the fact that many male coaches may not be equipped to handle the emotional issues of girls?

- ! the ideal would be women coaching girls
- ! understanding that this is not possible, there should be materials and training available that would help men to better understand the emotional needs of girls and the effective ways with which to address them

1.20 How do we combat homophobia?

- ! this issue needs to be raised and discussed if it is to become understood
- ! material must be prepared and made accessible for those who wish to read it

2. NETWORKING

2.1 How can girls and women in sport develop better communications networks?

- ! develop ways and means of bringing girls and women together to share ideas, educate, promote, recognize, and celebrate involvement in sport at the community and regional levels
- ! develop an opportunity for representatives from different regions to network with other regions
- ! periodically hold a “New Beginnings” provincial forum open to all
- ! make better use of existing opportunities such as Recreation Association Annual Conferences and Sport Nova Scotia functions for networking purposes
- ! Government agencies such as the Sport and Recreation Commission and Provincial Department of Health and Fitness should develop a periodical publication addressing issues related to physical activity for girls and women
- ! those in the education systems in the province should provide alumni activities for former female athletes

2.2 How can mothers of athletes begin to communicate with each other?

- ! tap into the communication systems mentioned in the previous question
- ! those involved in the provision of sport and physical activity opportunities for girls need to be aware of the needs of mothers with regards to issues such as child care and schedules, and ensure that appropriate support services are in place to allow mothers to attend activities with their daughter and network with other mothers

2.3 How can we provide opportunities for those who were involved in sport to stay involved?

- ! through peer support
- ! educate them about the opportunities which do exist
- ! develop opportunities where none currently exist
- ! all program providers should try to ensure that opportunities are accessible to women (financially, schedules, etc.)

2.4 How do we promote research and its dissemination re: girls and women in sport?

- ! advocate that existing data be disseminated through S.G.B.'s and Recreation Departments
- ! support R.A.N.S.' research proposal to the Sport and Recreation Commission
- ! encourage those involved in sport to cooperate in research endeavours

2.5 How do we directly promote and encourage the involvement of girls and women in physical activities?

- ! Recreation Departments should offer more introductory activity sampling sessions
- ! include a social aspect with physical activities at the introductory level
- ! use the "buddy system" or "Take a Friend" to encourage women to become involved
- ! offer reduced introductory fee offers for beginners
- ! encourage the media to portray more girls and women in all forms of physical activity and sport
- ! encourage the use of females in positive roles in advertisements

2.6 How to encourage, develop, and facilitate the development of partnerships among the partners in the delivery system for girls and women in sport?

- ! educate the partners re: the roles and responsibilities of each other
- ! try to get them in the same room talking!
- ! bring together the partners at each level – local, regional, provincial, and national (government, sport administrators, recreation departments, school officials, etc.)

2.7 How do we get those within sport to network with the media?

- ! invite media to as many sport events as possible – competitions, meetings, recognition functions, etc.
- ! don't be afraid to contact the media about your news
- ! establish key media contacts and work to educate them about your activities
- ! invite media personnel as full participants in sessions when issues are being discussed
- ! invite media people to participate on boards and committees where appropriate
- ! discuss with the media any ideas re: features or documentaries on girls and women in sport

2.8 How do we develop an “Old Girls” network?

- ! provide recognition nights like Hall of Fame dinners where the pioneers can get together
- ! make sure that we know where the pioneers are and can be reached
- ! hold periodic forums for the old and new to get together

2.9 How do we help women in sport to gain spousal support?

- ! provide opportunities at the local level for spouses to participate, such as recognition evenings or fun nights
- ! develop promotional materials focusing upon the benefits to girls and women of participation in sport and physical activity targeted at fathers and husbands
- ! use positive case examples to promote the importance of spousal support
- ! use the media to promote to the general public the value of sport and physical activity for girls and women

2.10 How do we help female athletes gain peer support?

- ! use the media to promote to the general public the value of sport and physical activity for girls and women
- ! much more needs to be done in the early school years to eliminate the myths concerning girls in sport
- ! more effort must be put into promoting the spectator aspects of female sports, especially within the schools
- ! there need to be more positive images of females in sport put forth by the media

2.11 How do we make the good information available on girls and women and sport more accessible?

- ! try to get some of the information into existing mainstream publications such as the R.A.N.S. Tidings, S.N.S. Update, Recreation Canada, Sports Illustrated, Macleans, etc.
- ! make university educators aware of good materials that may be appropriate for classes
- ! identify the Recreation Resource Centre of Nova Scotia as a focal point for the collection and dissemination of information
- ! promote resource materials through existing agency newsletters

2.12 How do we encourage parental support for girls in sport?

- ! distribute written materials to parents through the schools
- ! develop promotional materials targeted at the parents
- ! ensure good lines of communication between coaches and parents through parent meetings or information sheets
- ! encourage parents to get involved in assisting with transportation, fund raising, assisting with competitions, producing info sheets for the other parents, etc.
- ! start a parents' club to help out when necessary, using the talents of the group and spreading the work load around
- ! provide opportunities for athletes to be acknowledged, such as recognition nights or parent/daughter banquets
- ! liaise with other parents groups such as home and school

3. ADVOCACY

3.1 How do we ensure that females are involved in leadership roles and have decision making power when men's and women's Sport Governing Bodies are forced to amalgamate?

- ! ensure that policies are put into place before amalgamation takes place which will ensure equal involvement of both men and women
- ! women need to support other women who assume the leadership roles
- ! avoid token appointments of women
- ! ensure that policies are put in place prior to amalgamation which will ensure equitable distribution of resources
- ! develop a policy within the new Sport governing Body to support the initiatives which encourage girls involvement in the sport

3.2 How can we develop/promote mechanisms within sport that will ensure that the views and opinions are considered by the decision makers?

- ! support the concept of a provincial task force on girls and women and sport in Nova Scotia
- ! continuation of the S.N.S. Women Sport Committee with the Chair being a member of the S.N.S. Board
- ! presentation of an annual position paper on women and sport to the Sport and Recreation Commission

3.3 How do we promote/implement a policy regarding girls and women and sport in Nova Scotia?

- ! the task force needs to identify that there is the need for a policy
- ! the political decision makers need to be educated about the issues
- ! the issues need to be presented from a grassroots perspective
- ! local recreation and sport supporters need to get the message to their M.L.A.s

3.4 How do we organize and develop partnerships to promote the development of sport opportunities for young girls?

- ! educate the parents about the value of sport and physical activity for girls
- ! educate school board officials about the value of sport and physical activity for girls
- ! educate those in physical education/recreation degree programs about the value and issues re: girls in sport
- ! educate the local recreation committees/commissions about the value of, and need for, physical activity for girls
- ! identify a coordinating body or bodies, such as R.A.N.S., N.S.S.A.F, S.N.S, C.A.A.W.S. or the Sport and Recreation Commission, to promote the partnerships
- ! advocate for a clear policy requiring physical activity at all stages in the public school system
- ! collect baseline data which will serve to make a case for increased opportunities for girls and women and sport, and will serve as a mark against which any initiatives which may be undertaken can be assessed
- ! work to ensure that day care regulations include acceptable space and activity requirements

3.5 How do we get more women involved in leadership and decision making roles?

- ! women should read and respond to the N.S.S.R.C. leadership paper
- ! resources such as financial assistance and child care should be provided which would make training opportunities more accessible to women
- ! S.G.B.'s should encourage the use of the R.A.N.S. Volunteer Training modules
- ! educate generic women's groups about sport and physical activities for women (Zonta, Junior League, I.O.D.E., etc.)
- ! value and recognize the women involved in the leadership roles
- ! encourage everyone to help with the cause by doing whatever she is able, as the more foot soldiers in place, the less pressure there is on a few to do it all, freeing up the leaders to lead and not burn out quite so quickly

3.6 How do we include women with disabilities in physical activity?

- ! all reference with regards to girls and women in sport should include all, regardless of age, mental or physical ability, residence, ethnic origin, religion, etc.
- ! educate disability groups, such as Recreation Council on Disability, M.S. Society, and S.N.I.B., about the value of sport for girls and women
- ! promote role models of women with disability who have been successful in sport
- ! develop “leisurely buddy” programs
- ! provide opportunities for introductory exposure to a broad range of physical activities for girls and women with disability
- ! involve women with disability in forums such as New Beginnings
- ! conduct and share research finding on girls and women with disability in sport

3.7 How do we ensure that there are opportunities for all girls and women to participate in sport and physical activities?

- ! develop a policy that will not deny access to anyone because of lack of financing
- ! development of corporate support for programs for girls and women
- ! ensure that all providers of services, including recreation departments, sport clubs and organizations, youth clubs, etc., are aware of the value of sport and physical activities for all females and at all skill levels and in all forms of activity
- ! we must educate ourselves about equity and how we can effectively facilitate change

4. EDUCATION

4.1 How do we reduce/eliminate sexist language in sport?

- ! Develop and distribute information on sexist language
- ! Express concern and supply materials to the media re: use of sexist language
- ! Write to the publishers of materials which contain sexist language, bringing the fact to their attention
- ! Encourage more females to become sportscasters

4.2 How can we inform parents about the appropriate ways to support their daughters involvement in sport?

- ! We need to teach mothers about physical education
- ! Schools should take on some responsibility for educating parents about topics which affect children
- ! We must continue to push for a holistic approach to education
- ! Physical education needs to take on a more humanistic approach
- ! There need to be opportunities developed, through meetings etc. for parents to network

4.3 How do we de-emphasize winning in sports for young girls?

- ! Recognize participation rather than winning
- ! Don't keep score
- ! Rather than having two structured teams, draw from the total group for replacement players

4.4 How do we get away from stereotyping?

- ! Educate wherever and whenever we can
- ! Select role models carefully
- ! Should be dealt with in conference sessions
- ! Conduct research so that we can better understand them
- ! Focus educational initiatives at target groups and awareness initiatives aimed at society in general
- ! Be conscious of them and attempt to not fuel them

4.5 How can we get physical education more highly valued within the schools?

- ! Encourage physical educators to value the work they do
- ! Promote professionalism to physical educators
- ! Multi approach aimed at education of all levels within the school system
- ! Sport & Recreation Commission should be educating those within the Department of Education
- ! T.A.P.E should be promoting initiatives aimed at School Boards
- ! Physical Education should be educating the senior administration

4.6 How can we get lifetime sports as the focus of the school programs?

- ! Lifetime sports need to be emphasized in the teacher training programs
- ! Leisure education initiatives
- ! Inservice sessions for those within the system
- ! T.A.P.E, C.A.H.P.E.R, and other professional organizations need to be offering sessions and workshops which address this issue

4.7 How can we get physical education/activity incorporated into other parts of the school curriculae?

- ! The professional organizations should offer sessions to discuss how this might be done
- ! Inservice training sessions could address this topic
- ! Physical educators should push to have some information on physical education included in the training of non physical education teachers
- ! Promote the integrated leisure education concept in the schools

4.8 How can we make society more aware of the potential of girls and women in sport?

- ! Educate the media
- ! Blow our own horns more about that which we do
- ! Popularize the idea through movies, songs, videos
- ! Special events such as women and sports festivals that will attract a lot of attention
- ! Use credible sources such as Wayne Gretsky to promote women and sport

4.9 How do we turn on to physical activity those girls and women who need it most but may be uncomfortable coming forward and becoming involved?

- ! In the program promotional materials, use models that potential participants would be able to relate to

- ! Offer and stress that certain programs are for beginners
- ! Provide opportunities for people to check out programs before they are forced to buy in
- ! Let people participate in clothing that is comfortable for them

4.10 How can we do more to help those women with disability access opportunities?

- ! Find out about the disabilities
- ! Unless there is a conscious intent to exclude people with disability, make sure that through reading your brochures or hearing your ads they know, without doubt, that it means them too.
- ! Don't be afraid to ask a person with disability to help you find solutions to any barriers which may be identified.
- ! Promotion of the "buddy system."
- ! Media promotion of successful females with disability

4.11 How do we value women's sport for its own sake, rather than always in comparison to men's?

- ! Report results relative to women's sports in the past rather than men's sports today (this year there are 2400 females curlers compared to 2200 last year rather than compared to 3300 male curlers)
- ! Educate the media about the disservice this does to women and sport

4.12 How do we improve upon the fitness levels of girls and women?

- ! Let girls and women know that physical fitness is important for them
- ! Let women know that they have a right to get fit
- ! Provide opportunities that are accessible and desirable
- ! We all need to work to make areas such as parks and streets safe for girls and women to walk, run, bike or whatever without fear for their personal safety

4.13 How can we encourage girls to develop physical skills the same as boys?

Those of us who know that this is needed must:

- ! Educate those that don't know
- ! Take every opportunity to encourage this with both girls and boys
- ! Become advocates and address every count of sexism we encounter

4.14 How do we involve more teenager girls in sport?

- ! Find out why they are not involved and address the findings
- ! Schools and recreation departments must ensure that opportunities for participation exist at various competitive levels
- ! Work with youth leaders themselves, to get activities going
- ! Offer opportunities which respond to the needs of the girls not those which male teenagers may enjoy
- ! Build social aspect into any activity as that is such an important component to teens

4.15 How can sports be made less competitive for senior women who seek recreational experiences?

- ! Offer programs for both categories of participants
- ! Promote non-competitive activities
- ! Provide instruction in activities such as elderobics

4.16 How do we help people to be able to become a volunteer in sport?

- ! Annual campaign to solicit names of volunteers
- ! Recreation Department could host a Volunteers' Night, where anyone who might be interested can find out about various possibilities and ask questions before making a commitment – the recognition of past volunteers might happen the same night, as an incentive
- ! There could be a volunteer 'hot line' where you can call for information on volunteer positions and where those needing volunteers could go for some assistance

5. OPPORTUNITIES

5.1 How can we provide more opportunities for low skilled athletes to participate?

- ! Offer more "how to" sessions/programs
- ! Emphasize the fun rather than the competitive aspects of sport with young children
- ! Offer programs appropriate for all skills levels-beginner, intermediate, advance
- ! Educate parents as to the importance of fun for children in sport

- ! Public school programs should emphasize participation of all-opportunities should be developed outside the schools for those who wish to excel; school resources are limited

5.2 How do we ensure that girls have fun in sport?

- ! De-emphasize the points of sport that encourage competition
- ! Focus on participating, not on winning
- ! Children know how to have fun; adults should not get in the way: in fact they should learn from the children.

5.3 How do we provide more instructional programs in a wider variety of sports?

- ! Broaden the scope of the physical education programs
- ! Broaden the exposure of student teachers to a broader range of activities in their professional preparation programs
- ! Provide in-service training programs in the schools
- ! Promote private sponsorship of introductory skills programs
- ! Include activity sampling in leisure education programs

5.4 How do we provide more opportunities for the acquisition of life time skills?

- ! Encourage leisure education program initiatives

- ! Revamp physical education teacher preparation programs to include lifetime activities
- ! Recreation departments should be in the business of offering lifetime activities that all can participate in rather than the traditional programs, such as basketball
- ! Advocate for lifetime sports and physical activities to be included in the school curriculum
- ! Promote cooperation between the sport providers to ensure that as broad a range of opportunities as possible are provided, avoiding duplication

5.5 How can we increase the opportunities for girls living in rural areas to participate in sport and physical activities?

- ! Recreation Departments should run mobile sport camps, day camps in rural areas
- ! Special initiatives should be undertaken to recruit volunteers in rural areas to work with youth
- ! There should be more opportunities provided through the schools for girls who wish to participate in sport activities
- ! Opportunities for participation in school-based sport and recreation activities should be incorporated into the school day (noon time) because of transportation difficulties
- ! Volunteer car pools could be organized to transport youth to participate in sport activities
- ! Recreation department could negotiate with the School Boards for community use of the facilities and buses

5.6 How do we increase opportunities for women to compete at appropriately challenging levels of competition?

- ! Provide opportunities for female to compete against males if there are strong male competitors
- ! All involved in sport should undertake initiatives to get more girls and women participating in sport and to provide training opportunities for them to improve their skill level.
- ! Encouragement of more regional competitions in sports where there are few females athletes
- ! Sport governing bodies should provide travel initiative to assist female athletes who have limited competitive opportunities in their respective sports in a given area

5.7 How do we encourage girls and women to become involved in sport and physical activity when there are too many demands on their time?

- ! Sport and recreation providers need to understand what the demands are
- ! Sports and recreation providers should offer child care for programs which cater to adult females
- ! Ensure that more prime time opportunities are provided for women
- ! Develop promotional programs aimed at increasing spousal support for women involved in sport
- ! Whenever possible offer programs in which mothers and children participate together
- ! Schedule activities for women and activities for children at the same time in the same facilities to assist with child care.

5.8 How do we help girl athletes who have too many demands on their time?

- ! Provide Leisure education that would assist in making decisions about choice of leisure time pursuits
- ! Find out what demands are facing girl athletes and figure out ways to facilitate continued involvement in sport where possible
- ! Arrange practice schedules which suit the athletes needs and lifestyles

5.9 How do we deal with private clubs which have practices which discriminate against women?

- ! Involve human rights where applicable
- ! Ensure that women pay the same fees as men and therefore should be entitled to the same treatment
- ! Identify and lobby key decision makers on the board
- ! Educate the spouses of the Board members where applicable
- ! Try to educate the members about the benefits of having females involved as equal partners within the club
- ! Start with the people who can effect change, if this does not work then draw media attention to the situation
- ! Become knowledgeable about the club-if any public funding is involved, inform the funders of the situation
- ! Know your rights be aggressive in promoting equal opportunity

5.10 How do we assist women to participate in sport and physical activity in later life who were denied the opportunities in their youth?

- ! Sponsor special programs for this group to take the first step to involvement
- ! Provide activity sampling as a component of leisure education programs targeted at this group
- ! Develop "bring-a-buddy" programs where those involved could help to get others involved
- ! Corporate sponsorship of "Participation" type campaigns aimed at getting people keen about participating in sport and physical recreation
- ! Provision of non competitive non threatening situations to promote involvement

5.11 How do we provide opportunities for mature female athletes to participate in all level of sport.

- ! Promotion of the senior games concept by government and recreation departments
- ! S.G.B.'s should undertake special initiative aimed at getting and keeping mature females involved in sport
- ! Provision of facilities for seniors during down times (day) at a reasonable rate, especially when the facility might otherwise be empty

5.12 How do we promote the concept of professional sport for women in Nova Scotia?

- ! Find out how professional sport for men has been introduced and maintained in the province
- ! Identify potential sponsors who would be interested in providing financial support to professional sport for women

5.13 How do we provide opportunities for women to continue to participate in sports after high school?

- ! Recreation departments must provide opportunities that are for women and that take into account the needs of women, including day care and work schedules
- ! Provide skills improvement sessions which would assist some women to feel more comfortable participating
- ! There should be a couple of introductory sessions for people to try the activity before they must commit themselves

- ! High school players could be used to assist with the community program, which would provide resources and in turn those players would feel more comfortable about becoming involved after graduation
- ! Programs should be structured such that everyone gets ample playing time and the opportunity to play with those of similar skill level
- ! There should be opportunities for practicing in addition to game time

5.14 How do we provide strong competitive opportunities for women beyond high school or college?

- ! The concept of regional teams, which would consist of the more competitive participants in the community teams, should be investigated
- ! Women's teams could play in leagues usually dominated by men's teams
- ! Competitive community women's teams could compete against the teams from the various educational institutions throughout the province, such as the N.S.T.C, N.S.A.C, U.C.C.B and the Universities
- ! Sports Governing Bodies should look to provide competitive opportunities for provincial competitions for such teams

5.15 How do we promote the early development of girls in sport so that they feel more comfortable with their involvement later?

- ! Teacher training programs must stress the importance of this when preparing physical educators
- ! Parents must be made aware of the importance of involvement in physical activities for their daughters and of the need to practice basis skills, such as throwing and catching

5.16 How do we get more prime time use of facilities for girls and women?

- ! Organizers or women's sports must each accept responsibility to take direct action to influence decision makers in order to provide equitable time sharing in facilities
- ! Women must be prepared to accept some less desirable time slots and not seek only prime time
- ! Request for prime time should be negotiated with facts and figures rather than emotion
- ! Try to get more women in decision making positions re: the allocation of facility time
- ! Find out who the schedule decision makers are and use the most effective personnel to make your plea (parents, the participants, the spouse of the decision maker, etc.)

5.17 How do we increase the opportunities for low skilled athletes?

- ! Place a greater emphasis on "learn to" programs which will get more girls and women involved in sport and physical activity
- ! Recreation leaders and physical educators must let girls play at physical activity and sport at a young age-don't provide too much structure to soon or some will turn off
- ! There needs to be logical progressive advancement steps which correspond to ability levels and opportunities provided at each level
- ! Participation should be valued over excellence at the grassroots level

6. RECOGNITION

6.1 How do we achieve greater recognition for girls and women and sport?

- ! Take advantage of every possible opportunity to recognize girls and women in sport
- ! Ensure that females are nominated for recognition awards
- ! Educate and utilize the media
- ! Recognize female media individuals for contributions whenever appropriate
- ! Work to ensure that recognition categories, such as athlete or coach of the year, have separate categories for male and female
- ! Ensure that systems are in place to recognize all aspects of contribution to sport athlete, coaches, officials, administrators, media, etc.

- ! Involve the media in recognition events such as award ceremonies

6.2 How do we improve upon the inequitable coverage of sport given to males vs. females?

- ! Get to know the media in your area personally and talk to them about your concerns
- ! C.A.A.W.S could put together an information package to educate media about the importance of their role in promotion females and sports
- ! Involve media as participants in events such as New Beginnings
- ! Feed information you want published to the media personally
- ! Sport organizers could sponsor a workshop especially for media about girls and women and sport
- ! Take advantage of opportunities, such as having a high profile athlete like Colleen Jones involved as a media person

6.3 How do we change the inappropriate images that the media creates of girls and women and sport?

- ! Each one of us must take it upon ourselves to contact the media when they are printing material which we feel is creating inappropriate images
- ! Provide media with background information which will help to educate them about appropriate images

6.4 How do we generate more interest in spectatorship of female sport?

- ! The media has a key role to play in arousing excitement and enthusiasm for female sport by the nature of the promotion
- ! Often a hook may be necessary to draw people out to a game, but once there, if they watch some play they may get turned on and wish to continue
- ! Spectator like to be where the action is, so encouragement of parents, family members and others with a vested interest, may eventually entice others
- ! Good old P/R – if we want people to come to the games they need to know about them

6.5 How can we encourage more women to become sportscasters?

- ! Promote the role models that we have, such as Colleen Jones and Gail Rice, so that women will see this as an alternative for them

6.6 How can we recognize more of the deserving female athletes?

- ! There may need to be more recognition categories, such as “most improved”
- ! Find different ways to recognize a boarder range of athletes

6.7 How can we change some of the traditional attitudes towards girls, women and sports?

- ! Address one step at a time, not try to change many years of tradition overnight
- ! Take time to celebrate our successes

! Everyone has a role to play and every initiative regardless of how small is useful

6.8 How do we ensure that the recognition for women is the same as for men?

- ! Encourage sponsors that will provide similar awards for males and females
- ! Do not participate in recognition programs that do not treat males and females equitably
- ! Work for ensure that females are recognized appropriately for their achievements in sport

7. RESOURCES

7.1 How do we ensure a more equitable distribution of resources?

- ! Administrators must allocate resources based on need rather than numbers
- ! Decision makers must break with tradition as being determinant of facility allocations of equity
- ! Women must form advocacy groups to push for more equitable share of resources

7.2 How do we cope with the fact that the cost of sport is constantly increasing?

- ! Encourage adults and find ways to keep them involved in sport after their children grow up: to assist with coaching, fund raising, etc.
- ! Strive to attract sponsors and give them the recognition they deserve

7.3 How do we deal with the inequitable distribution of facility time?

- ! Facility allocation should take into consideration the need for women's sport to develop
- ! Women's sports need a vision which can be presented to facility allocators to make a case for increased time

7.4 How can we help to develop sport for women in rural areas?

- ! Start up funding must be available from Government for clubs to get started
- ! Municipal recreation departments can provide a number of support services to small clubs – they must tell people about their services

7.5 How can we ensure that funds are available at all levels of sports for women, not concentrated at the elite level?

- ! All levels of government must be encouraged to allocate resources at their respective levels – national, provincial, and grassroots

7.6 How can we encourage sponsorship of female sports?

- ! Seek sponsorship from companies who have a natural connection with women and physical activity
- ! Companies with female directors/owners may be more receptive to willing to assist
- ! Educate ourselves about effective methods of seeking sponsorship

7.7 How can we compete successfully for limited financial resources?

- ! Identify new and innovative ways to fund raise that are different than those traditionally used by men
- ! Women must share funds raising ideas that work with each other
- ! Women must think of fund raising initiatives that take advantage of available resources
- ! Organize workshops to share ideas about fundraising

7.8 How can we help girls and women deal with the high cost of sport?

- ! Encourage intramural type programs
- ! Set up equipment co-ops for purchasing costly equipment
- ! Establish a swap service for equipment which children outgrow
- ! Recreation departments could purchase equipment and set up a loan/rental service
- ! A sponsorship program could be established to “sponsor a girl in sport”

7.9 How can we get a higher % of funding for sport channeled into women's sport?

- ! Support advocacy groups such as C.A.A.W.S who can fight for a greater share of resources
- ! Promote the principles of equity to funding decision makers
- ! Need for more networking opportunities such as New Beginnings for women to identify and exchange strategies to get a greater % of funds

SUMMARY

One of the major objective of the forum was to provide the opportunity for women from throughout the province to come together to talk about sports. From the proceeding pages, it is evident that they found lots to talk about. Another major objective was the commencement of action, for only through action can there be a New Beginning. The action indentified is in a number of directions and by a number of key players. Firstly, there must be the realization that each of us has to power to take action in a variety of ways within our daily dealings with sport. Secondly, Government must take action in the form of policy development and implementation. Thirdly, there is action to be taken by a strong advocate organization, such as C.A.A.W.S and finally, there are many organizations involved in the delivery of sport services, such as the schools, sport, governing bodies and media, all of which must take appropriate action if ever we are going to achieve true equity for girls and women and sport in this province.

SUMMARY RECOMMENDATIONS

The following is a list of recommendations put forth during the wrap up session as actions which should be pursued to ensure that the momentum generated by New Beginnings continues:

- 1) That a proceeding of New Beginning be produced and distributed to interested parties to heighten their awareness of the issues identified during the forum.
- 2) That the proceedings of New Beginnings be presented in a formal sense to key stakeholders including the Sport and Recreation Commission, Sport Nova Scotia, R.A.N.S and T.A.P.E.
- 3) That a series of mini conferences be organized from time to time, focusing upon a specific area of issues identified and that a provincial forum such as New Beginning is held every 3-4 years to reassess the pertinent.
- 4) That a provincial chapter of the Canadian Association for the Advancement of Women and Sport be formed with regional representation from throughout the province.
- 5) That those in attendance carefully review the C.A.A.W.S literature and consider membership in this organization if they support the principles.
- 6) That a series of regional workshops be held to share the information generated through New Beginnings and identify local issues which can be acted upon in the respective areas.
- 7) That since the education of the media was identified in many of the strategies, that C.A.A.W.S establishes a sub-committee to address media issues.
- 8) That every individual in attendance at the forum should share the information with others in their respective constituencies.
- 9) That each and every individual has a role to play in taking action steps, such as those identified in the strategies and that by everyone making even a small contribution, taken together there could be a major impact.

- 10) That a recommendation be submitted on behalf of the group to the Sport and Recreation Commission that "a representative women's committee be struck to develop a policy and implementation plan for girls and women in sport and physical activity in Nova Scotia.

SUMMARY OF THE C.A.A.W.S. MEETING

April 30, 1989

1. It was decided to form an Nova Scotia chapter of C.A.A.W.S.
2. Rather than appointing an executive, it was agreed that for the present time, a coordinating group from Wolfville would serve as a focal point of the Association's activities. The coordinating group will include Wendy Bedingfield, Pat DeMont, Brenda Robertson and Susan Markham.
3. There is a need to get more people involved in the role of improving the situation for girls and women in sport in the province. To this end, it was decided that a series of regional meetings would be held throughout the province to inform others of the proceedings of New Beginnings, to identify some local initiatives, and form some working groups. As a first step, certain individuals agreed to be responsible to meet with the Nova Scotia Sport and Recreation Commission regional representatives in their respective areas, and to act as a liaison with the Wolfville coordinating group. The names of those women are as follows:

Cape Breton:	Mary Ann Doyle	Sydney Mines
Highland:	Lori Murphy	Trenton
Fundy:	Eva Marks MacIsaac	Truro
Central:	JoAnne Burns-Therriault	Halifax
Valley:	Cindy Burke Wong	Digby

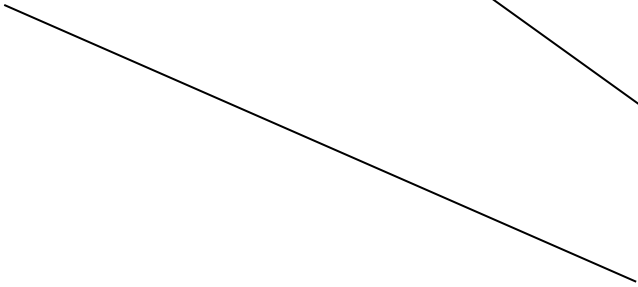
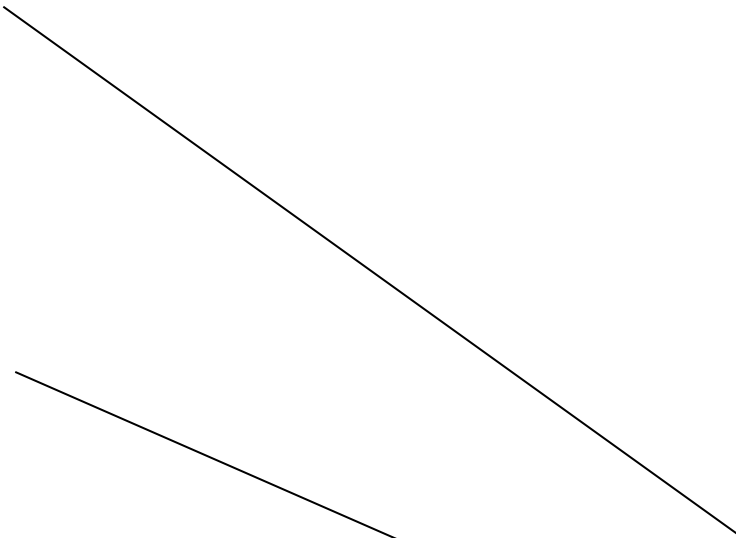
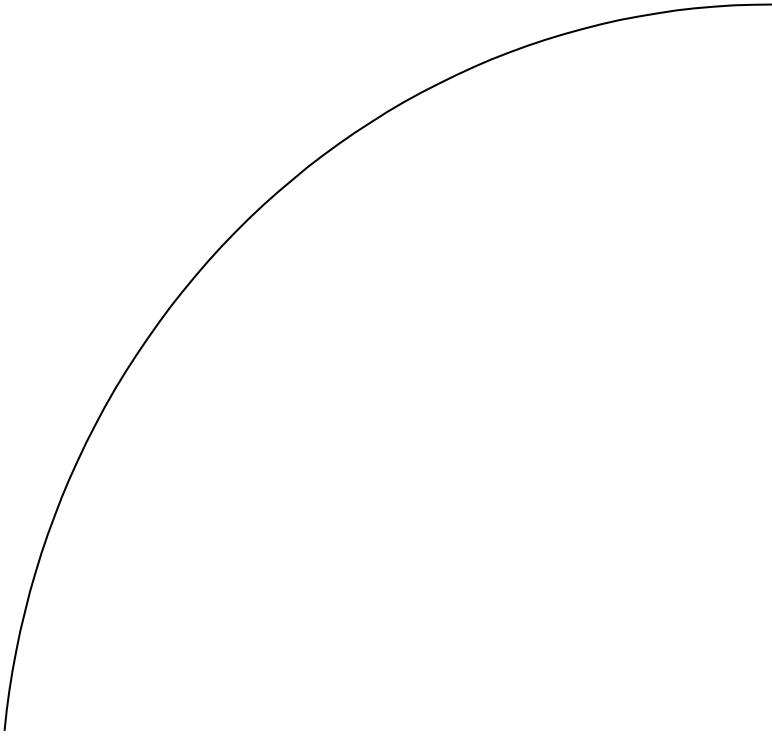
South Shore:

Marilyn Johnston

Shelburne

It was agreed that there would be communication between these representatives and the coordinating group, once the proceedings from New Beginnings have been circulated, to plan a strategy for the regional meetings.

ADDENDUM





NEW BEGINNINGS

Banquet
April 28, 1989

Banquet Program

Welcome

Jane MacLellan

Chair Organizing Committee

1990 World Figure Skating Championship

Brian Mark

Shoppers Drug Mart

Dinner

Traditions: Slide Presentation

Dr. Sandy Young

Sports Historian

Hon. Terry Donahoe

Chairman, Provincial Management Board

Minister of Government Services

Summary Speaker

Dr. Wendy Bedingfield

Acadia University

Bob Higgins
President, Sport Nova Scotia

Guest Speaker
Abby Hoffman
Director General, Sport Canada

Pat DeMont
C.A.A.W.S.

Closing Remarks

GREETINGS FROM THE PROVINCE

Hon. Terry Donahoe
Chairman, Provincial Management Board
Minister of Government Services

April 30, 1989
New Beginnings Forum Banquet

HON. Terry Donahoe- Greetings from the Province

MC Jane, Abby Hoffman, Wendy Bedingfield, President Bob, Dr. Young, Brian Marks from Shoppers, Laurie Melanson Jones representing the Advisory Council on the status of Women. I find myself again tonight in a situation which I have experienced a number of times, and that is, following Sandy Young. Politicians aren't prone to carry around slide shows with them a whole lot and that makes it tough to follow a fellow like Sandy.

As I know you all did, I enjoyed tremendously Sandy's insightful look at sport history, and particularly tonight, and the context of this weekend, women's sport history.

I am here tonight on behalf of my colleague, the Honourable Greg Kerr, who is the Minister responsible for the Nova Scotia Sport and Recreation Commission and I am most pleased to be here pinch hitting for him. Greg sends his regrets for not being able to be here tonight. As some of you may be aware, he is not only the Minister responsible for the Sport and Recreation Commission, but he happens to be the Minister of Finance in the Province of Nova Scotia and he has committed himself to treating us all to a budget, come next Friday.

Following some budgetary sport in Ottawa the last few days, Greg and I, in my capacity as Chairman of Management Board, have been trying to figure out what the impact of that Federal

budget will be upon us here in Nova Scotia. I look forward, tonight, to hearing a little bit about the summary, which I understand we are going to hear from Wendy, all those results from the Forum in which so many of you here in the hall tonight have been

1

Participants over the last 24 hours.

In my own former close association with groups and organizations dedicated to increasing opportunities for women, as the father of a teenage daughter who will be 14 in a few days and who tells me that she is going to be a first class golfer, and as a spouse of someone who is a lifelong sport volunteer, a lady, as a matter of fact, who is very much involved with our MC Jane in the 1990 World Figure Skating Championships, I'm not unfamiliar with some of the issues and concerns which have been discussed here at the deliberations this weekend. I have had occasion, and delighted in every minute of it, to spend about 7 ½ years in this province as Minister responsible for the Advisory Council on the status of Women, and have had the occasion therefore to deal with many many issues. I don't think in all of those 7 ½ years of my time as Minister responsible for the Advisory Council, did we ever once have the question of women in sport raised with us.

The fact that we are here together over this weekend in the context of this meeting is an indication of a very real change in processes and attitudes relating to women and sport, and I hope this will result in a very real advance for women in this province over the next short while.

Sandy Young mentioned Ireen Mair and I couldn't come to the microphone and have the opportunity to be in a situation where here name is mentioned without underscoring, from a very personal point of view, the remarks that Sandy made about Irene Mair. Irene Mair was a very

close and personal friend of my wife's and mine, and my wife and Irene taught together in the public school

2

system in this city. I do sense that although the issues that have been discussed today and will be summarized for us a little later this evening and will be collected and put into final form through your sessions tomorrow are not necessarily new ones. I think the time is right and they will exist, perhaps better than before, to take a very, very serious look at this concerns and to meet those new challenges with a sense of cooperative effort, and I gather from comments made to me already this evening, with some real creativity.

Ultimately, the aim which this conference seeks to address and to achieve is to maximize Nova Scotia's human resources, in this case particularly the human resources of the women in this province. As I know everyone in this room knows so well, and as I have experienced in so many fields and particularly in the field of sport, there is a vast reservoir of talent, of potential, certainly of organizational effort and certainly of enthusiasm, which will remain untapped until the young girls in this province and the women in this province are encouraged and motivated financially and in other ways accepted, to develop and maintain a lifelong involvement in sport and in physical activity. Every Nova Scotian, female or Male, has a vested interest in seeing that all of the resources of this province, and certainly the resources of the women in sport in their province, are developed and maximized. All of us, at one time or another, will have a part to play in seeing the goal indeed become a reality.

We have already recognized that the concerns are not new, but they are demanding attention now in a way that has not been

The case previously. Therefore, it becomes all of us and certainly those of us who have responsibility in government, to be efficient in our approach to influencing and directing some of that change. All constituent groups, government included, must be encouraged I think, to work cooperatively within a frame which can be modified and adapted to meet those objectives. I sincerely hope in my own right and on the behalf of my colleagues and very good friend, Greg Kerr, that you believe me tonight when I say to you that you can be sure that there are those of us in the provincial government, through the Sport and Recreation Commission, and through other department which are on occasion identified as instrumental and particularly relevant to the issues we are addressing this weekend, who will work, and are prepared to work hard, to help realize all of the objectives which will be the results of the deliberations you have had since yesterday and will conclude tomorrow.

The Commission itself is pleased to support the forum this weekend as a foundation step in this new beginning and it looks forward to a continuing role as we move toward improving opportunities for women in sport and physical activity. We know that you know, that government, in this situation, as in so many others, simply does not have all the answers. Whichever way you cut it, government simply does not always have all the financial resources which many believe re necessary and should be forthcoming. So we rely very, very much on your efforts, in so many areas of sport for women in this province.

I would like to extend my own, and my colleague, Greg's, sincere congratulations to all of you who have been involved as

Organizers and supporters, and cooperative contributors, and participants in this forum and in all of the discussions. I know that I speak for all my counterparts in government when I anticipate receipt of the reports, of the directions and the outcomes of these sessions. All Nova Scotians in present and future generations have a great deal to gain. So we applaud your efforts to committing your weekend to these tasks and look forward very much to hearing your recommendations. We wish you well with these efforts and all efforts on behalf of women in sport in Nova Scotia.

BANQUET ADDRESS

ABBY HOFFMAN
DIRECTOR GENERAL, SPORT CANADA

April 30, 1989
New Beginnings Forum Banquet

ABBY HOFFMAN – BANQUET SPEAKER

Special guests, forum delegates, I'm reminded after a long day of discussions and after a number of speakers this evening by the admonition I received regularly from my former boss when I worked with the government in Ontario who said "the mind can only absorb with the rear can endure". I have actually been promised by Jane that if I kept my remarks to less than 15 minutes there would be two all event tickets to the World Figure Skating Championships.

I was intrigued by Sandy's slide presentation. I had the very good fortune a number of years ago on a visit to Halifax for another purpose to have had someone to arrange for me a short meeting with Irene Mair and I feel very fortunate for several reasons. One, because she was obviously as you heard this evening and probably know anyway, a very interesting person. But I feel that I was particularly fortunate because of the reason I know about Irene Mair, is because my mother kept scrapbooks of sport in her youth in the 20's and 30's. It was a good memory to see her pictures again this evening.

I was reminded as well on seeing a slide of Margie Turner, and Sandy mentioning that the \$285/month on which Margie attempted to live and to train in 1976, that Margie played a very major role in Canadian Sport. Prior to the 1976 Olympics in Canada, attempted to really I think for the first time, to seriously and properly prepare a team for the Olympics.

There were available to the athletes for the first time many opportunities for international completion for coaching and for training both in Canada and outside of Canada. That means that

there were on the one hand opportunities, but that athletes who might under normal circumstances have been able to combine employment with their sport were no longer able to do so because they were spending a great deal of the year out of the country. A number of my colleagues on what looked to be the 1976 Olympic team and some other activities who weren't still athletes but who were very interested in matters of high performance athletes, organized a campaign to have the stipends that were then available to athletes raised. Margie Turner was one of the key figures in all of this because we used, with her permission of course, the example of her as a single mother and as one of Canada's better hopes for success at the Montreal Olympics, living on \$100/month as the stipend was before it was raised the outlandish sum of \$285/month ! Margie supported her child, and ate peanut butter and some of you who are from this area may recall that we managed to get Margie in Time Magazine at one point. We used her in many of our campaigns directed to the Minister Responsible for sport at that time, Marc Lalonde.

Now that I work in the Federal Government, I realize that it's the public servants who have to answer all the damn correspondence anyway! I had some mixed feelings, I must admit, not when I was invited to speak here, but when I arrived here today, about his evenings function. On the one hand, over the last several months, in fact since the Seoul Olympics, I think you can imagine that for many of us who work in Sport Canada or who work out of Ottawa in the national sport systems, there has been only one topic that anyone ever wants to ask us to come to

speaking on. That naturally, is in the issue of doping and the Dubin inquiry. Fortunately for us, probably for our own protection, we have been advised not to make any public statements about that, but in any event, that was all people wanted to talk to us about. Then, in the last month or so, the only thing anyone has wished us to speak on, is the federal budget for sport and we haven't been able to say very much about that either, so it was nice to be invited to come and speak on another topic, particularly one which is of great interest to me, and I knew it would be a receptive audience as well.

However, when I got here this morning and arrived at the meeting room and was told that there were 128 issues and problems that have been identified and I had prepared my remarks as a glowing vision of what sport for women could really be like, in my opinion, I thought that this is really quite resumptive'. These people have identified 128 problems and I am going to come and tell them what it really ought to be like! In any event, as I say, I proceed with some trepidations, but having been able to listen to most of the discussions today I do so with very considerable enthusiasm. I think some wonderful and important things have happened here today.

I should tell you that I am a little bit of sorts because I do have a prop that from time to time I bring to events such as this and I couldn't find it this morning since I recently moved my house. Usually, for these kind of occasions, I haul it out my sex test certificate. For those of you who may not know, one vestige of the attitudes that have operated at the highest level of international sport has been this issue of validation of

gender of female athletes. I lived through, as an athlete, the period when the sex test went from, I guess you could say its purist form to a more scientific test! In any event I have a certificate that was given to me after that 1968 Olympics in which, it doesn't say I'm female, it just says that I am sex chromatin positive and eligible to compete in women's events. But I can't find my bloody certificate so I don't have my proper presentation. If you would take my word for it, I might return to that theme briefly a little later on. In any event I was asked by Wendy if I could make a few remarks, I think they were intended to be personal comments, about what my vision for sport for girls and women for the future might be. In some respects, it is easy to give a very quick, and I suppose in some sense, an almost self evident answer. I want to talk a little bit about what that answer would be and what it might mean.

Obviously I would like to see a situation of full equality in sport, in all aspects of sport, for every one regardless of gender. What would that mean? Well, it simply would mean that whether one wished to be a recreation participant, an occasional competitor, a serious athlete, an international high performance athlete, a coach, an administrator, an official, an organizer, a volunteer or a professional, that comparable resources and opportunities in sport, positive feedback from the environment, and recognition, would exist, regardless of the sport, regardless of whether it were a club or school or a university or a provincial or national sport organization program and most importantly regardless of the gender of the individual who wish

to be involved. That seems like a pretty simply standard. I can't understand why there are 128 problems that were identified in 2 ½ hours. (As I commented to Wendy, that's not really that great, that's not even a problem a minute!) I am not just talking of course about equality for equality's sake and I think that sometimes is the problem when we talk about equity or equality. I'm talking about equality of opportunity within a sport system that not only is equal but is high in quality, where there is a wide array of programming for athletes, coaches for leaders, proper programming appropriate to the level of ability and interest of the participant concerned, and where no sport and no activity is specifically associated with either gender, where it is probable that a young girl or a young boy might choose ice hockey or figure skating, where no role is particularly associated with one gender or another, where we don't expect, as we do today, to see that 80% of the practicing coaches are male and 20% are female, where leagues and teams and competitions are organized, in the first instance, on the demonstrated ability of the participant and not on gender.

Now it is not my intent this evening to dwell at length about the pitfalls, or pluses of mixed sports, I will just leave you with two perspectives for those who might consider this topic further.

One, an American commentator has made the point in the debate about mixed sport, that is, sport organized strictly on the basis of ability:

“Almost every girl who has played sport knows she is as good as some boy.” Now obviously that is one side of the debate. I have :

“Almost every girl who has played sport knows she is as good as some boy.” Now obviously that is one side of the debate. I have

another for those who might chose the other side of the debate. This is a quote from a letter to an acquaintance of mine in Australia. The woman's name is Mrs. Josephine Tidy and she is the commissioner for equal opportunity in the state of South Australia. She received this letter during a very heated public debate about mixed sport which at that time had been legislated in that state. This woman wrote in the newspaper to Mrs. Tidy and she said the following:

"I play netball, cricket and football with my young children in the backyard, other boys and girls join in. Good clean healthy fun. But that is as far as it goes in my opinion. When it comes to almost every organized sport, the girls should play with the girls and the boys with the boys."

She went on to say, "I have two young children, one is a girl and one is a boy, I saw them in the bath last night, they are different." So you can move from there.

As I say, my intent is not to enter into the fray because I know it is a complicated one of the values or otherwise of mixed sport but I do think it probably is worth while for all of us to remember that the debate of mixed sport doesn't really have to do with the logistics of dressing rooms and other technical problems. It has more to do with the challenge that mixed sport might represent to presumed male physical superiority. My vision in sport is one where gender would in effect be irrelevant, it wouldn't count, it wouldn't matter, it wouldn't be a factor in determining who takes part in sports, it wouldn't be a consideration in the selection of sports and the availability of

resources and the participation rates and so on. Now the reality of course is that gender is an issue in sport. And it is, to a degree, an issue in sport because it is an issue in society and as an issue in society I suppose to a degree because of some fundamental biological considerations.

As a forty plus single who has never nurtured anything more demanding than 6 Rhododendrons, I know I am a bit out of my league here. But my point is that we have some general social arrangements which obviously have had tremendous impact and effect in sport. It is no accident that the same society which either frowns upon or makes difficult or even in some cases in some provinces of this country, has made illegal, certain kinds of physically demanding work be it fire fighting, driving buses, working in mines, working in various manual trades, is also the society where it has been difficult and has taken a long time for girls and women to be accepted in physically demanding sports.

I could never figure out when I was a youngster and used to go to school on the bus why it was considered quite okay that women ticket sellers stand out on the corners of the windiest intersections in Toronto and sell tickets in January and February, it was considered quite okay that they work an 8 hour shift standing out on these windy intersections selling tickets but somehow or other they weren't permitted to drive the buses which I thought look pretty comfortable and certainly were warm. Nonetheless, at that point in time and until very recently in many Canadian cities, as you know, women didn't drive buses, it just wasn't done. And it is no accident as well, and I think

this derives as well from our general social arrangements, that so long as women amongst the adult population, have the primary responsibility for looking after young children, there will be no way that comparable numbers of females will be involved in coaching. That's pretty much clear, because the unfortunate fact of the matter is that the majority of athlete training in this country as in most others, occurs at breakfast time or dinner time and we know who is less likely to be available at those hours of the day.

Now I am over simplifying of course, but only to make the point that our social arrangements generally have tremendous implications for sport. I think the vision that we have to consider, and certainly the one I hold with respect to sport and where we might be going, is simply that we not only have to look at some things we are doing in sport, but we have to look at the social relevance of some of those issues.

To me it is also no accident that the literature in sport science and medicine had dwelt to an incredible extent, on 3 particular topics. First, the potential threat to the reproductive health of females who involve themselves in extensive physical activity. Why are we so consumed with that? Secondly, there is a preoccupation with differences in physical performance levels of males and females. Why so little time spent on similarities? And thirdly, the literature on sex role conflict, masculinization and drugization etc. What is it that bother us about involvement by females in sport? Mercifully, I think this type of research has just about had its day, but

certainly my vision of sport is that those kinds of issues simply wouldn't be relevant any longer.

I think I want to say just a little bit about why it is that this issue is so important. Clearly I think sport is one of the most important parts of our popular culture. People continually ask me why I am so hot on having women play ice hockey. Actually I should correct one statement that has been made earlier this evening. I wasn't a goalie when I played hockey, I was playing defense but I fell a lot in front of the net and I so not only apparently did I hide my gender through the whole season but I also obviously hid my real position on the team! In any event, there is of course, a lack of opportunities for girls and women to play hockey, but my real concern is that it is preposterous, in a country where at least unofficially the national game is ice hockey, that for much of our history women have been almost entirely excluded from that sport. How can we have a national game, for all practical purposes with just a few exceptions, which excludes 50% of the population, perhaps 51% of the population.

Sport happens in the public domain, its labeled with meanings, with symbolism. What does the balance of power in sport, the allocation of resources in sport, the tolerance of unequal allocation of public resources, say about our society generally in what we are prepared to accept? I personally find it unconceivable that we would accept in sport, any more than we would accept in any other area, that kind of inequality. As a sport person of course, my consideration is that we should be pursuing the expansion of opportunities for females in sport not

just because we feel we have some right to equal treatment. There is a matter of rights here but that's not the issue for me. I think our interest surely must be that we think that sport participation involves the opportunity for enjoyment, for personal satisfaction, and for fulfillment, for the pursuit of excellence for those who wish it, for community involvement, for sharing a common culture experience and so on. And that's why we should be concerned that a large part of our population to this point is uninvolved.

There is no reason, in my view, to believe that people are by nature predisposed toward sport strictly by their gender. There is no reason, by nature, to believe that, and yet we know in fact that there is a legacy of cultural and social baggage that has directed and continues to direct most boys towards sport and many girls away from sport. When I talk about vision for change, I think not only about advocating to have a great sport system that would have as one of its fundamental values, along with fair play and other values that we think are important, the value of equality, but that we must direct our efforts to females themselves. There is a degree to which we have to remember that creating opportunities in itself won't be the entire answer. We have to be sure that those for whom we are creating those opportunities know that they exist and have the courage to pursue what by nature, I think, would be their desired level of involvement. We need to be active on every front.

There has been lots of discussion today about the system and how it has changed. There are some things for us as

Individuals involved in change to think about as well. I think we have to approach what we do with a sense of humor, for a start. When I list, as I have on occasion when I give these kinds of talks, some of the things that happened to me as an athlete, it is so bizarre I can't even believe it! People talk about going over barriers; I don't know if I even thought about them being barriers but I climbed fences around locked tracks, I broke into buildings at the University of Toronto, in the middle of the campus, that were restricted by deed of gift to the university for male use only. We lined tracks and held track meets on occasions when the head of the Physical Education Department declared that there were not going to be school track and field championships. I don't think that what we were doing was any sort of social resolution, we just wanted to do the activity and thought that was the best way to get with it on that particular day.

When we sit back and take it all too seriously we will certainly be in trouble. I think we have to not fear challenging the conventions, challenging the system both individually and as has been discussed here today, collectively. My mother always says that I'm the kind of person that can never take year for an answer and those who know me can well attest to that. But there is a grain of truth to it and I think it is worth remembering that some people who may not have thought, when they went down a path to resist convention, that they were bringing about a great deal of change, in fact were doing just that!

I think of three particular individuals because I had the good fortune and occasion to get to know all of them. They

contributed immeasurably to the advancement of sport for girls and women in that particular part of the country where I come from, and perhaps even nationally. You may have heard of them or not: Debby Basall, Gail Cummings and Justine Blainey. These were three kids who at ages 9, 11, and 12 I think, respectively, decided that they would take on the establishment in their particular sport, when they were told in varying circumstances, that they couldn't play in the only available game in town which happen to be softball and hockey leagues which were organized only for boys in their particular area. When they were told they couldn't play they decided to challenge it and they took that issue as far as they could and in so doing, not only created the opportunity for them to play but raised the issue of equal opportunity for girls in sports in a more profound way than any one else could possibly have done. I'm not sure they knew at the outset what the consequences of their action would be, but they pursued it anyway, because they simply wanted to play.

That's what it's all about, we all want to play and we will want to make sure others have the opportunities to do so as well. I said at the beginning, that a great deal of important work has been done here today. When I conduct my informal assessment of progress for women in sport I must report to you that I have a mixed conclusion which lead me to believe, as you know, that we have a great deal of work left to be done. I have 2 surveys that I have been conducting for over 20 years. One has to do with the composition, by gender, of road hockey players in Canada. It saddens me to report that, in fact, the demographics of this

Particular activity still total 99.9% and .1% girls. Maybe girls are sufficiently prudent that they don't go out in the middle of the road to do their sport so that one's not so good, but on the other hand I have been tracking the consumer preferences amongst young female recreational skaters of figure skates, versus, can you believe it, those black hockey skates. I'm happy to report that this past winter, based on my extensive survey of the Rideau Canal in Ottawa, a great deal of progress is being made. I think we have actually come to the point of degenderizing, if there is such as word, skates in Canada. In any event there's lots to be done. I wish you well as I said. I think you made a great (I wouldn't want to say great start because there are clearly people who have been working for a long time in this province and elsewhere) I simply wish you well in continuing your work.

Thank you very much

SUMMARY ADDRESS

DR. E. WENDY BEDINGFIELD

DIRECTOR, SCHOOL OF RECREATION & PHYSICAL EDUCATION

ACADIA UNIVERISTY

APRIL 30, 1989

NEW BEGINNINGS FORUM BANQUET

Dr. Wendy Bedingfield – Summary Speaker

MC Jane, Mr. Minister, special guests, delegates to this exciting forum New Beginnings. The task before me is such a difficult one: I have never been short of words, but to speak for others is always risky, and to attempt to summarize what 54 delegates have said over a 24 hour period in a few minutes...well, possibly the best I can hope for is to escape without insulting anyone. Never being short of ambition, I'm going to try to capture for you, some of the excitement of the past 24 hours.

To begin, with the response to our invitation to attend the forum about issues for women and sport was overwhelming. Even for those who were unable to attend there were no simple-“no thank you's”. There were long letters encouraging us, saying, indeed this is over due and we want to be part of it, we may be involved in other parts of sport this weekend but keep us informed. That got us through a few more sleepless nights and a few more 24 hour days.

The people I am speaking for today are primarily women and they have vast and considerable experience in sport. As athletes, as coaches, as administrators, as officials, as advocates and as parents. Systems very rarely have the opportunity to hear from people who participate in all the levels of that system. Our experiences in sport as women are real, they cannot be denied and we provide an opportunity for everybody to hear about them in this summary tonight.

The age old response to a meeting about issues for women and sport was heard by a few of us before come we came here. I am

sure this response has been heard by women in the women's movement for the last 15 years. "What issues? Surely that won't take more than an hour". Well, the comment actually has become almost correct because it took the delegates at our forum only two and half hours on Friday night to identify 128 issues about women in sport. With the help of a panel representing a coach, an athlete, a physical educator and a recreation professional, the issues were put on the table. I'm not going to talk about each one of them tonight you'll be glad to hear, but it was very easy for us to identify the problems that need to be solved.

Overnight, our facilitators grouped the issues in to six areas, the areas involved recognition of women in sport, advocacy and networking opportunities on behalf of themselves and other girls and women, education about girls and women in sport, the resources that they have available to participate in sport, advocacy and networking opportunities on behalf of themselves and other girls and women, education about girls and women in sport opportunities that exist or don't exist, and leadership opportunities. I'm just going to share with you a little of this discussion about the problems because this wasn't a weekend that was spent only in defining problems. The much more exciting part, which I want to spend time telling you about, was seeking solution.

First, a few of the problems just to give you an idea. We decided that there is a lack of recognition of women's achievements and in particular of womens participation in sport and some of our speakers have referred to that lack of recognition or perhaps the kind of inappropriate recognition.

that's still a problem today. When discussing resources we determine that the distribution is inequitable. We aren't necessarily discussing equal distribution of resources, we are discussing fair distribution of resources and our concern that girls and women aren't receiving their fair share. We focused on the identification of resource allocation according to need as opposed to numbers. The needs that women have to be active in physical activity might be quite different, in fact, from the numbers who are active at the moment.

In terms of the advocacy and networking issues, we looked at the few women who are in decision making positions in our province and thus found a lack of advocacy for girls and women's issues at decision making levels. Women in sport, we said, have particular experiences and particular interests. Important communication networks are not currently in place although certainly this weekend has helped us begin to put one in place.

There is a lack of education about women's sport and physical activity participation in general. Few know of opportunities available to us as athletes, as coaches, as officials, as administrators, and there is far more to this, we said, than saying let the doors open. Education needs to say to people and to girls and women in particular: "see yourself in this role, see women in coaching and officiating and think of joining." There are too few women in leadership positions, not enough coaches, not enough officials and administrators.

The importance of role models emerged again and again. How can we know it is possible or women to be coaches, how can it occur to us to become coaches, if we never have an opportunity to

see women coaching. As I have indicated, the group outlined 128 issues, obviously there is much more to say about each of these headings. Identifying and clarifying these issues and problems is crucial if we are going to seek solutions – and that we have done. We have a choice now. We can talk about whose fault it is, we can do nothing or we can forge ahead and seek solutions. The latter is what we decided to do together.

After lunch today, we were fortunate to have an opportunity to hear an address by Diane Palmason who is the manager of the Fitness and Amateur Sport Women's Program in Ottawa. Diane spoke to us about making change. Diane often tells me she gets accused of being a "Polyanna" as she goes around the country, but there is lots to be positive about and she was able to share that with us. She told us about the very first world cup in women's ice hockey which is going to be held in the future. We talked about national championships for women in soccer and university soccer and we talked about things that have happened in other provinces, particularly in this case, BC and ON, where policies about women and girls and sport and activity have been developed and adopted. There was a common thread in all of the examples of change that Diane put before us and that common thread was that they were all the results of people organizing, of people convincing others and together making change. There was no magic in the sky. There were only people determining that here is a problem, here is a solution, together let's do it. And so the group moved on and we had some exciting actions suggested. Some of them, I'm afraid, I'm not allowed to share with you for they have been censored!

I was pleased to hear from previous speakers that the production of the proceedings of this Forum are anxiously awaited because we spoke about the importance of distributing the materials in both oral and written form to many, many groups in our province. We talked about the importance of providing further opportunities to meet together where by we can take one group of issues at a time and determine more detailed action plans to set about solving them. We indicated that we need to form provincial and regional advocacy groups and part of the intention tomorrow morning, I believe, will be to look at doing this so that we can advocate for our own opportunities in sport. An important action that was put forward is that we join with media women to change the image of women in sport, so that women and girls in sport receive legitimate, serious and non-sexist coverage of their participation, of their efforts and of their achievements.

I believe that Dr. Young is quite right when he says that we still have much work to do in this area. these are good ideas and there are many, many more in the records of this Forum.

There was finally much discussion about who could and who would do what. The changes we seek are two-fold; first as there are inequities in the system, decision makers need to become accountable for those inequities and we need to seek ways to make change. Thus some recommendations will be put forward to government, some to sport governing bodies, to boards of directors and so on.

There are also systemic barriers to women's participation. Girls and women don't live in a society which promotes and

rewards them for being active, for being athletes, for being coaches, for being officials. We have to spread the word, we have to tell them that it is possible, that it is good. Fortunately we know this about half our population and we do take our little boys to the arenas and the rinks and to the ball fields. One of our suggestions today was that we tell parents immediately by distributing materials in the maternity wards of hospitals that little girls too should be taken to a places where these opportunities are available. This sounds like a marvelous suggestion to me. My daughter was born in a more backward province than this and my reward for the hospital was a Harlequin Romance.

The group's final efforts, just before complete exhaustion set in, was in the development of a recommendation which we hope to forward to the Nova Scotia Sport and Recreation Commission. That is, that the Commission help by facilitating the formation of a committee with wide representation from across the province and from all levels of sport and physical activity to tackle the development and implementation of a policy about women in sport and physical activity in our province. No Atlantic province has done this. This province can. I say that with conviction, because of the decision makers who demonstrated both financial and moral support in our efforts this weekend, but mostly, because of the energy of the people in this room.

I am a sport scientist by trade and I know that energy is conserved. We are on a roll, and momentum is building. This is indeed a new beginning and we have just begun. Nova Scotia is a

wonderful place to be and together we are going to make it a wonderful place for girls and women to be in sport.

THE PARTNERS WHO HELPED TO MAKE

NEW BEGINNINGS

POSSIBLE:

Fitness & Amateur Sport Women's Program

Landmark Sport Group, Atlantic

Nova Scotia Sport Heritage Centre

Nova Scotia Sport and Recreation Commission

Recreation Resource Centre of Nova Scotia

Secretary of State

Shoppers Drug Mart

Sport Canada

C.A.A. W. S. and Sport Nova Scotia

All of the above groups contributed resources which helped to make New Beginnings a reality. Without this support, many of the issues identified at the forum could not have been raised and addressed. But, because those organizations did contribute, the issues have been raised, and hopefully, will be addressed, making Nova Scotia a much better place for girls and women and sport.