

The background of the entire slide features five dark blue silhouettes of people standing in a row. From left to right, there is a man in a suit, a woman in a dress, a man in a suit, a woman in a dress, and a man in a suit. They are all facing forward, and their reflections are visible on the ground below them.

# Diversity, Equity & Inclusion

In the Sport of Curling

Presented by  
Curling Canada

# Why Sue Douglas

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- |      |                              |
|------|------------------------------|
| 1984 | Employment equity            |
| 1988 | Pay Equity                   |
| 1990 | HR and Leadership Roles      |
| 2006 | Vital Management Solutions   |
|      | - Harassment investigations  |
|      | - DEI Training               |
|      | - Workplace Conduct Training |

*“HR is not a Department – It’s how you treat people!”*



# Why?

# Diversity Equity and Inclusion

# Legislative Environment

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At Curling Canada we are ***committed*** to providing an environment which:



Promotes respect  
and dignity for all  
individuals.



Supportive of  
productivity, goals  
and self-esteem.



Promotes  
diversity and  
inclusion



Safe from  
inappropriate or  
threatening  
behaviors.



# Provincial & Federal Statutes

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Curling Canada maintains the following workplace conduct standards of behaviour:

**Diversity and  
Inclusion**

**Harassment  
&  
Bullying**

**Sexual  
Harassment**

**Workplace  
Violence**

**Discrimination**



# Governance

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Curling Canada maintains the following corporate governance conduct policies and standards of behaviour:

**Code of  
Conduct  
&  
Ethics**

**Harassment  
&  
Bullying**

**Conflict of  
Interest**

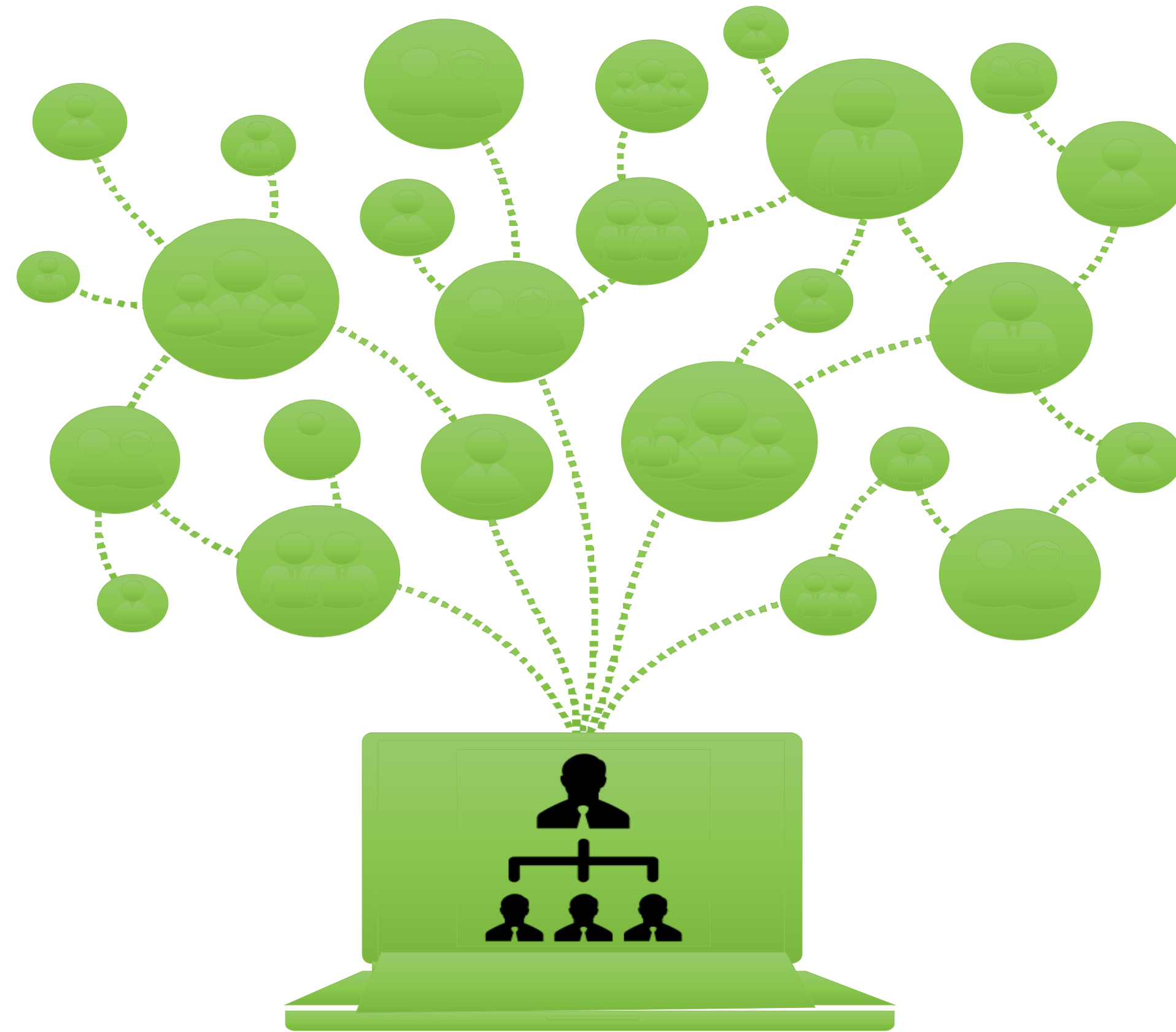
**Whistleblower**

**Diversity,  
Equity &  
Inclusion**

# Compliance

Who has to comply...?

- Management
- Employees
- Vendors
- Contractors/Consultants
- Clients/Customers
- Internal stakeholders
- Boards
- Athletes
- Coaches



***...EVERYONE!!***

# Where?

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The Curling Community consists of the following environments:



The Club



Committee  
assignments  
/ travel



Social  
functions



Virtual  
Social  
Media



Conferences  
& Events



# Demographics Are Changing

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## Visible Minorities

54% of GTA population is Visible Minority

23% of Canada's population is Visible Minority

Projected to be 35% by 2025

## Age

Baby boomers are 20% of the population in Canada

In 1995 represented 71% of the workforce

In 2025 projected to represent 8% of Canada's workforce (6% globally)



# Why Diversity?

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1. Average Age of population – 41
2. Average Age of Visible Minorities – 33
3. Disability by Age
  - ✓ 45 to 54 – 35.6%
  - ✓ **Plus 65 – 43%**
4. Visible Minorities
  - ✓ 54 % of GTA population
  - ✓ 23% of Canada Population
  - ✓ 35% by 2030



# Diversity Equity and Inclusion

# Diversity, Equity & Inclusion

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## DIVERSITY

Setting *targets* for increasing the number of people who are underrepresented. Employment targets, boards and even in sport.

## EQUITY

Seek to promote *equal access* to all opportunities, jobs, communities,, etc. Create fairness and impartiality in process, **remove barriers.**

## INCLUSION

An organizational effort to *socially* invite, accept and welcome individuals with different backgrounds. These individuals will be equally treated and valued.



# Diversity – What Is It?

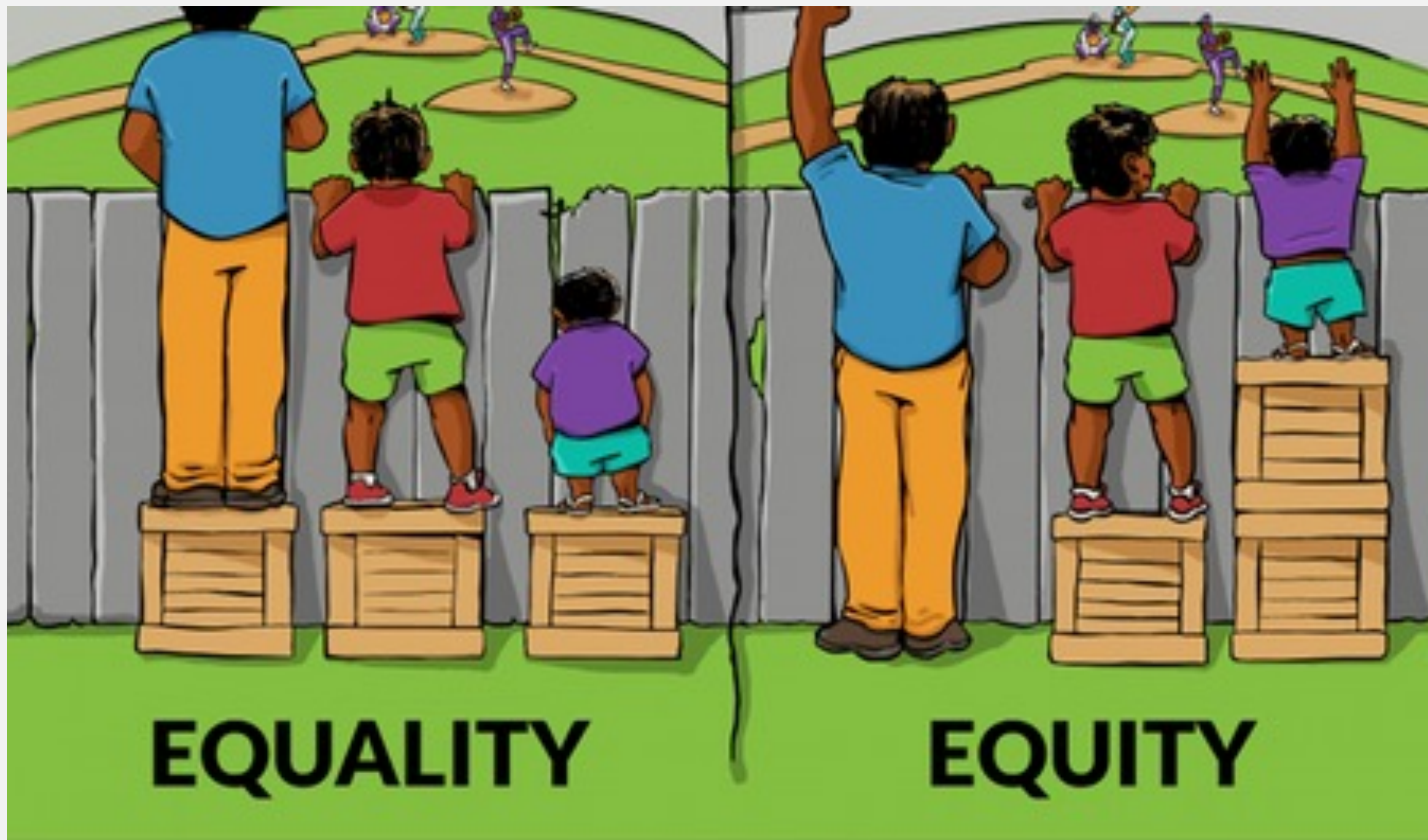
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## *Ways in which we differ...*

The unique characteristics that distinguish us as individuals and groups i.e. Age, sex, gender, race, ethnicity, creed, religion, sexual orientation ,etc.





**EQUALITY**

**EQUITY**

EQUALITY=**SAMENESS**

EQUITY=**FAIRNESS**

# Inclusion

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Creating an environment that accepts, utilizes, accommodates and appreciates the talents, skills, abilities and perspectives of all employees and clients, *including* all aspects of their diversity.



DIVERSITY IS BEING INVITED TO THE PARTY  
INCLUSION IS BEING ASKED TO DANCE."

*VERNA MYERS, DIVERSITY AND INCLUSION EXPERT*

# Benefits of Inclusion

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Diversity and **inclusion** initiatives are proven to create more effective, productive, financial, and socially responsible results. The financial implications are documented and proven.

- ✓ Sustainability
- ✓ Increase in profitability
- ✓ New revenue streams
- ✓ Broader perspectives and contributions
- ✓ Challenging some “norms”
- ✓ Stronger community engagement
- ✓ An expanded fan base



# Diversity Equity & Inclusion Barriers

# The Environment

*“I don’t belong!”*

*No one looks like me!”*



# Unconscious Bias

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Attachment to one's own "group"  
and negative attitudes about  
other racial/ethnic groups.

Perpetuated by conformity with  
own group attitudes and  
socialization by culture



# Micro Aggression?

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Intentional or unintentional behaviours or expressions of racism, sexism, ageism, ableism that can occur in everyday interactions.

**May be innocuous or well intentioned.**

“He’s gone to *jail*?”

“Can I touch your hair?”

“Where are you *from*?”

“You *sound* White”

“Do you live in *this* neighbourhood?”

The Look.....



# Fear of the Unknown

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**Prejudice/racism is  
about impact.  
*Not* Intention.**

*It hurts to be  
excluded. It registers  
as a physical injury to  
the brain.*



# Barriers to Inclusion

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Moments...  
become  
*Momentum*



# Differences

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*"We could learn a lot from crayons: some are sharp, some are pretty, some are dull, while others are bright, some have weird names, but we have to learn to live in the same box."*

*Anonymous*

# Similarities

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**“The only way to make  
change...is to make a  
connection!”**

# Finding Similarities

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Make a connection!

- ✓ Not about #’s – it is about relationships
- ✓ Building trust
- ✓ Building an inclusive workplace community

***SHOW SOME SKIN!***

# Next Steps!

## Changing the Face of Curling

# Get Woke?

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*“Alert to racial or social discrimination and injustice.”*

- Collecting Information
- Out Reach / Reach Out
- Ask to learn - Learn to ask.
- Show some skin/make a connection
- See something...say something
- Do something.
- Stand up! *Not* stand back.



*Intentional Engagement*

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# Challenge Some “Language”

## What is a “Club”?

A **club** is an association of people united by a common interest or goal.

- Denotes inclusion and acceptance and belonging
- Equally denotes exclusion and rejection

## What is a Facility?

A place, amenity, or piece of equipment provided for a

*Impact vs Intent*



# Challenge Some 'Norms'

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- Menus
- Alcohol
- Club Décor
- Curling Language
- Recruiting

*Intentional Engagement*



# Invite and Welcome!

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1. Consult with your Community
2. Consult with Chef's and Club Managers
3. Consider Ambassadors and Greeters
  - Train Ambassadors and Greeters on DEI
4. Offer training to all members on DEI
5. Invite New Curlers
  - Learn to Curl
  - Rocks & Rings



*Impact vs Intent*

# Curling Canada Supporting Initiatives

# Curling Canada Initiatives



## Egg Farmers Rocks & Rings, presented by Curling Canada

- Outward facing introductory opportunities
- 2 Million youth reached from diverse backgrounds
- Added philanthropic impacts



# Curling Canada Initiatives Con't.



**Curling is a place for everyone. Creating meaningful change.**  
DEI Digital Curling Club Resource Kit



# Inside the Resource Kit



## IMPORTANCE OF DIVERSITY

Diversity and inclusion principles are discussed in the context of how they benefit your facility.

[DOWNLOAD →](#)



## UNCONSCIOUS BIAS

The need for exposure of existing bias and their effects is highlighted along with resources to help combat it.

[DOWNLOAD →](#)



## TARGETED APPROACH

Recommendations and resources aimed at expanding diversity and inclusion in your facility.

[DOWNLOAD →](#)



# Inside the Resource Kit



## MEMBERSHIP OPTIONS

Inclusive payment and financial options for families and individuals.

**DOWNLOAD →**



## NEW PROGRAM IDEAS

Ideas for encouraging and welcoming programs to entice new curlers to your facility.

**DOWNLOAD →**



## MARKETING RESOURCES

Assets and strategies to diversify marketing and expand into new communities.

**DOWNLOAD →**

# Inside the Resource Kit



## RECIPROCAL PARTNERSHIPS

Information on mutually beneficial partnerships and funding opportunities for diversity initiatives.

**DOWNLOAD →**



## ENGAGING BOARD

Tips and strategies to create a diversity and inclusion action plan designed to engage facility boards.

**DOWNLOAD →**



## DEFINITIONS & EDUCATION

Resources and definitions that provide in-depth information about diversity and inclusion.

**DOWNLOAD →**



# Enhancements to the Resource Kit

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**Curling is a place for everyone. Creating meaningful change.**

**Video and Social Media Marketing Assets**

- Grassroots participation focused video
- Series of diverse social media assets

Changing the face of curling is a journey. We know we have work to do, but with intentional authentic actions we can start to sway perceptions within and about our sport.



# On the Horizon

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1. Curling Summit – Postponed – Future Date to Be Determined

**“Changing the Face of Curling”**

2. Customized DEI Training and Program Development  
Resource for Member Associations and Clubs

**Vital Management Solutions**

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# Next Steps

# Get Woke?

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*“Alert to racial or social discrimination and injustice.”*

- Out Reach / Reach Out
- Collecting Information
- Ask to learn - Learn to ask.
- Show some skin/make a connection
- See something...say something
- Do something.
- Stand up! *Not* stand back.



***Show Some Skin!***



# Intentional Engagement?

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- 👍 You are invited!
- 👍 You are welcome
- 👍 You are valued
- 👍 You are heard
- 👍 You are seen
- 👍 This is a safe place
- 👍 This is a comfortable place
- 👍 You are free to be your authentic self

***Turn Moments Into Momentum!***



# Curling Leader's

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- 1. Set an example**
  - Walk the talk!
- 2. Demonstrate Accountability and Commitment**
- 3. Stop the negative comments and “Untruths”**
  - Interrupt harmful language, bias or behavior in the moment.
  - This includes noting your own, as we all have bias. Speak up!
- 4. Listen to and amplify underrepresented voices.**
- 5. Reach out – Out Reach – Be Welcoming and Inclusive**

**BUILDING TRUST = BUILDING A COMMUNITY!**





# Thank You!

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