



# Leading for Impact: Advancing Women Through University Sport



Canadian Association for the  
Advancement of Women  
and Sport and Physical Activity

Association canadienne pour  
l'avancement des femmes  
du sport et de l'activité physique



**We believe that sport is a powerful vehicle to help girls and women realize their full and equal position in society.**

# 1 Sport participation helps girls grow up healthy and confident

Girls who play sports ...



... have greater social and economic mobility ...



... have greater personal safety ...



... are less likely to use drugs ...



... and perform better in school ...



... and the differences are even more pronounced for girls from minority groups.

**"When girls have equal access to sport, the positive results are undeniable."**

**Donna de Varona**

Olympic champion and Lead Advisor for the EY Women Athletes Business Network

## 2 Sport experience helps young female leaders rise



74%

of executive women say a background in sport can help accelerate a woman's career.

Women who played sports:

- ▶ See projects through to completion
- ▶ Motivate others
- ▶ Build strong teams

+7%

higher annual wages of former athletes vs. non-athletes



3

## Sport backgrounds help C-suite leaders succeed



94%

of women in the C-suite played sport.



52%

of C-suite women played sport at the university level, compared to 39% of women at other management levels.



77%

of C-suite women think that women who played sport make good employees.



A United Nations report points out that “the participation of women and girls in sport challenges gender stereotypes and discrimination, and can therefore be a vehicle to promote gender equality and the empowerment of women and girls. **In particular, women in sport leadership can shape attitudes towards women’s capabilities as leaders and decision-makers, especially in traditional male domains.”**

**41%** of girls between the ages of 3-17 **DON'T participate** in sport<sup>2</sup>



Entering adolescence, sport participation drops by **22%**,<sup>3</sup> & school sport participation drops close to **26%**<sup>7</sup>



# Women as **LEADERS** **IN SPORT**



Senior  
Staff



Board  
Members

In National & Multi-Sport  
Organizations



Athletic  
Directors

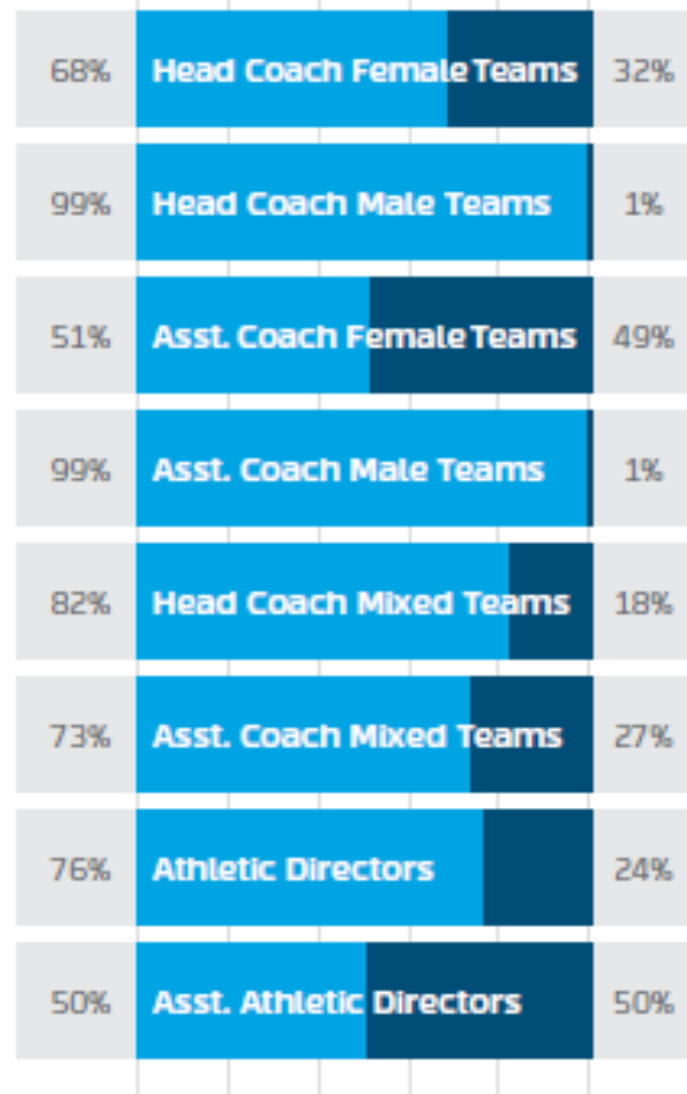


Head  
Coaches

Females In Collegiate sport

● MALES ● FEMALES

Figure 3 - Percentage Breakdown of CIS Coaches/Leaders by Gender<sup>20</sup>



The evidence is growing – there really is a business case for diversity





## Leading with Confidence

A leadership workshop for university-aged young women.

**LEARN MORE** >





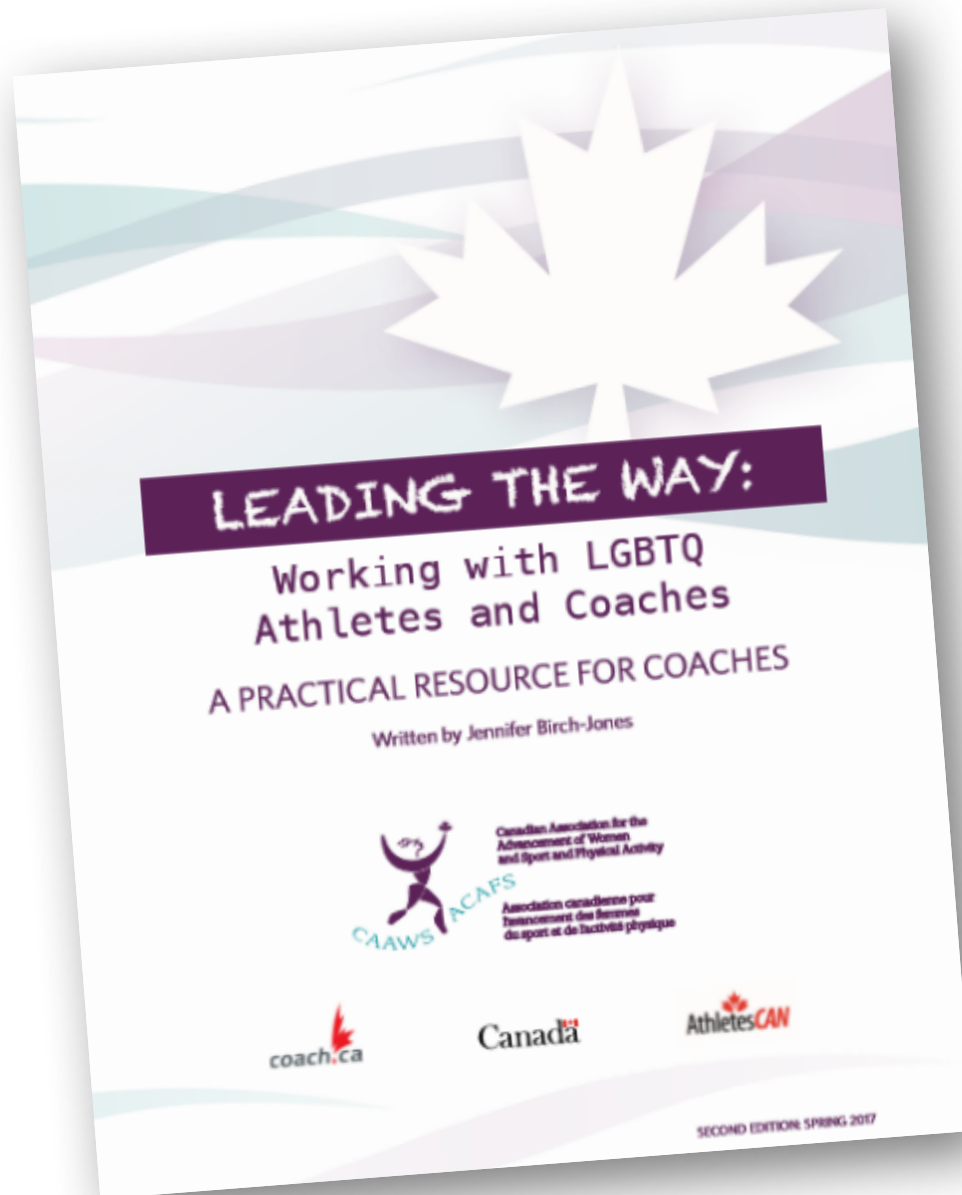
1. Effective Networking
2. Managing Conflict
3. Life Balance
4. Effective Communication
5. Influencing Change



## CAC – CAAWS Female Coach Mentorship Project



The Female Coach Mentorship Project (FCMP) is a two year project, that aims to develop a sustainable model of mentorship for female coaches who are interested in enhancing their skill set and optimizing their potential.



# Free Webinar

Thursday, June 15<sup>th</sup>

12:00-1:30 PM ET









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