

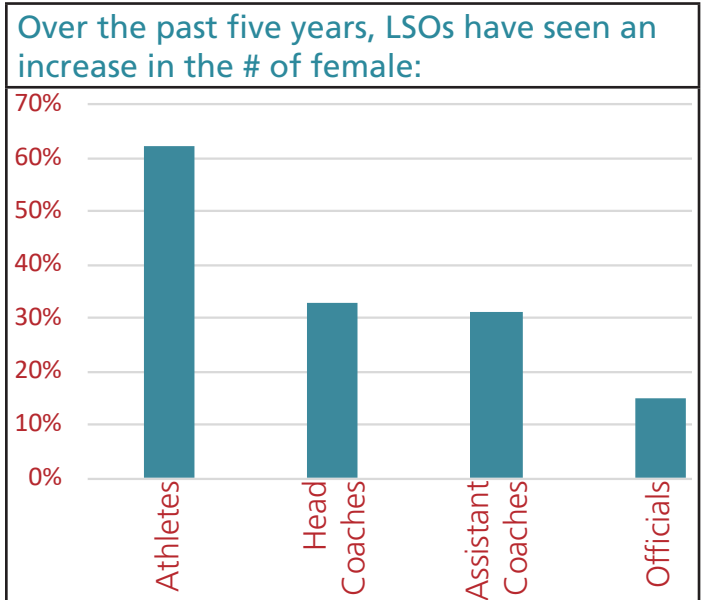
WOMEN & GIRLS IN SPORT ENGAGEMENT PLAN

The Town of Aurora, in partnership with Canadian Women & Sport and Local Sport Organizations (LSOs), undertook a project within the Sport Plan to develop a comprehensive plan to address gender equity in sport in Aurora.

KEY SURVEY DATA







The following highlights some data that came out of a survey completed by the Town of Aurora and 14 Local Sport Organizations.

Town of Aurora taking several steps to address gender equity:		
20 Female Leaders in 2020		
Focus groups with newcomers and culturally diverse groups		
Hosting a Female Leaders in Sport Summit		
In Town delivered, sport related programs, more males participated in programs for all age categories:		
Children	Youth	Adults



GENDER EQUITY PLAN

Focus going forward will be to address the identified priority gaps.

 <p>PROMOTE FEMALES IN SPORT</p>	 <p>INNOVATIVE PROGRAMMING</p>	 <p>INNOVATIVE FEMALE RECRUITMENT & RETENTION</p>
<ul style="list-style-type: none"> ⚡ Increase news media coverage / local recognition ⚡ Showcase and develop role models ⚡ Share best practices 	<ul style="list-style-type: none"> ⚡ Increase participation in various levels of programming 	<ul style="list-style-type: none"> ⚡ Recruit and retain female athletes, coaches and officials (ACO)
 <p>AWARENESS</p>	 <p>INNOVATIVE PARTNERSHIPS</p>	 <p>GOVERNANCE STRUCTURE</p>
<ul style="list-style-type: none"> ⚡ Research and promote funding opportunities for women and girls in sport ⚡ Create awareness of sport opportunities for women and girls in the Town of Aurora 	<ul style="list-style-type: none"> ⚡ Leverage partnerships with existing businesses and/or organizations with shared interests ⚡ Increase access to facilities for all participating athletes (for all ages and abilities) 	<ul style="list-style-type: none"> ⚡ Create an Equity and Inclusion Committee/ Council ⚡ LSOs endorse gender equity within their mission and vision and constitution at their AGMs