



# VANCOUVER 2010

## STRENGTHENING THE ROLE OF WOMEN AND YOUTH



### THE OLYMPIC MOVEMENT - WOMEN AND YOUTH

The goal of the Olympic Movement is to place sport at the service of humanity, and to contribute to building a peaceful and better world. To better achieve this objective, the International Olympic Committee (IOC) adopted Agenda 21, a collection of guiding principles focused on promoting sustainable development.

Based on Agenda 21 from the 1992 United Nations Earth Summit, the IOC created its own action plan "Sport for Sustainable Development," committed to improving socio-economic conditions, conserving and managing resources and strengthening the role of major groups including youth, women and indigenous people.

The Olympic Movement, which has already played a pioneering role in promoting the involvement of women in sport, contributes to the global campaign to strengthen the role of women by adopting the following objectives in its Agenda 21:

- Pursue its efforts to promote women's sport;
- Treat traditionally female sports disciplines in the same way as all others;
- Promote women's education, particularly through the creation of regional sporting activity centres which also serve as educational centres;
- Develop social measures such as crèches or day nurseries to facilitate women's involvement in sport;
- Ensure equal media coverage and economic treatment of women's and men's sporting performances;

<sup>1</sup>United Nations, Convention on the Rights of the Child. Approved by the United Nations General Assembly in 1989 under Resolution 44/25. The Convention affirms that the rights of children require special protection and calls "... for continuous improvement of the situation of children all over the world, as well as for their development and education in conditions of peace and security."

- Encourage the access of women to positions of responsibility in sport's governing bodies; and
- Develop joint actions with the international bodies concerned.

In order to strengthen the role of youth, the IOC's Agenda 21 established objectives to:

- Encourage access to education and integration into working life for all young athletes;
- Ensure that, within sporting bodies, young people are involved in the making of decisions which concern them;
- Make use of the capacity for mobilization demonstrated by young people in the activities arranged by the Olympic Movement;
- Condemn and combat the violations of human rights of which young people are particularly likely to be victims;
- Declare its endorsement of the United Nations Convention (Resolution 44/25) on children's rights and apply it;<sup>1</sup> and
- Develop joint activities with specialist international bodies.

Vancouver 2010 Bid plans incorporate the objectives of the Olympic Movement and the United Nations with regards to women and youth. The 2010 strategy frameworks for women in sport and youth participation are part of an overall commitment to maximize the 2010 Winter Games' opportunities and legacies for the benefit of all Canadians.

As part of the Vancouver 2010 Bid's commitment to sustainability and social responsibility, several work groups have developed strategy frameworks aimed at creating opportunities and lasting legacies for all British Columbians. This information piece focuses on the Bid's plans to strengthen the role of women and youth by hosting the 2010 Olympic and Paralympic Winter Games.

### WOMEN IN SPORT

#### STRATEGY FRAMEWORK SUMMARY

The Vancouver 2010 Bid and its Member Partners promote Canada's progressive policy on women in sport. Working with Canadian women in sport leaders, the Bid has developed a strategy framework to advance the role of women through sport and the 2010 Winter Games. If Canada is awarded the 2010 Winter Games, this framework will guide the Organizing Committee of the Olympic Games (OCOG) in its planning, programs and actions.

The strategy framework focuses on:

- leadership
- awareness
- participation
- access
- research

#### COMMUNITY LEGACY

Implementation of the strategy during the organizing phase (2003-2010) will coordinate and build upon existing efforts to increase participation in sport and physical activity by girls and women of all ages and backgrounds.

Our successes - in the areas of leadership, access, participation, awareness and research - will lead to:

- Increased participation levels in sport and physical activity by women of all ages and backgrounds
- Greater opportunities for women in decision-making roles
- Role models for girls and women
- Partnerships that enhance women's and sports organizations
- Greater participation for women in future Olympic and Paralympic Games and increased support behind international efforts to advance the role of women

### YOUTH

#### STRATEGY FRAMEWORK SUMMARY

The Vancouver 2010 Youth Work Group, led by youth, has consulted with hundreds of their peers across BC to build a strategy framework for youth participation in the 2010 Winter Games. If Canada is awarded the 2010 Winter Games, this framework will assist the future Organizing Committee of the Olympic Games in building and implementing an extensive youth participation and legacies plan.

The strategy framework focuses on:

- Events, culture and heritage
- Athlete and sport development
- Access and inclusion
- Education and awareness
- Employment and volunteer opportunities
- Community involvement and tourism
- Participation in the Organizing Committee of the Olympic Games
- Youth legacies

#### COMMUNITY LEGACY

Application of the framework during the organizing phase (2003-2010) will ensure that the 2010 Winter Games address the hopes, concerns and dreams of Canadian youth.

Our successes will leave legacies for our youth that will include:

- Personal and community development
- Greater experience and opportunity in sport, arts and culture, and business
- National spirit and unity
- Global understanding and friendship



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## VANCOUVER 2010 WOMEN IN SPORT - FOCUS AREAS

### LEADERSHIP

Great leaders share the qualities of vision, commitment, energy and openness. Our framework celebrates the reality that such qualities can be found in all people, regardless of race, culture, gender, disability, religion, or income. By supporting efforts to increase the numbers of women involved in sport administration, management, media, coaching and officiating, the 2010 Winter Games will promote equity in sport.

### ACCESS

The privilege of living in Canada is based in great measure on our country's commitment to equal access to opportunities for all. Our framework focuses on creating equal access for women and girls in sport and physical activity.

### PARTICIPATION

Barriers to participation need to be removed, and greater exposure and variety of offerings need to be provided in order

to engage more girls and women in sport. Our framework focuses on facilitating and encouraging participation in sport among women of all ages and backgrounds.

### AWARENESS

Change begins with awareness. Our framework promotes the positive contribution that women's and girls' involvement in sport and physical activity makes to their individual physical, intellectual and social well-being, and to Canada's overall health and economic capacity.

### RESEARCH

Research can make us reconsider ideas that have become so constant that they can seem beyond question. Research can also equip us with the expertise to successfully initiate and manage positive change. Our framework recommends greater research on women's participation and leadership in sport and physical activity.

As the head coach of Canada's gold-winning women's hockey team in Salt Lake City, the first coach in Quebec's major junior men's league, and the first woman analyst of Quebec's Hockey Night in Canada, Danièle Sauvageau is breaking new ground for women in sport. She and other leaders in women's hockey have contributed to an explosion in this sport, which has grown by nearly 90% in Canada since the year before its Olympic debut at the 1998 Games.

"The Olympics are about nations uniting and people celebrating for a common goal. To include everyone, and make the Games an accessible event, means to create a bond within a country. It's saying, World, we (Canadians) care about each other, in every walk of life and want to show the importance of every individual in this amazing event."

- Jennica Rawstron, 17, Langley

"In educating the youth about the Olympic history and ideals, we can help promote participation not only in physical activity but also the cultural part of the Games. The youth have a vision that this feeling of spirit and participation can be kept alive long after the Games have finished."

- Teryn Buna, 17, Kelowna

Danièle Sauvageau, head coach of Canada's gold-winning women's hockey team in Salt Lake City



## VANCOUVER 2010 YOUTH PARTICIPATION - FOCUS AREAS

The 2010 Youth Work Group identified eight key areas in which increased focus and support would help achieve their participation and legacy objectives. Below are just a few of their recommendations for each focus area. These recommendations will be important input into the planning process of the Organizing Committee.

### EVENTS, CULTURE AND HERITAGE

- Showcase our country's artistic talent and cultural diversity, while generating more cultural exchange with other countries to build global awareness, understanding and friendships
- Create opportunities for Aboriginal youth to showcase BC's diverse Aboriginal culture through dance, song, art, and traditional sports

### ATHLETE AND SPORT DEVELOPMENT

- Support community recreation centres, accessible athletic programs and physical education in schools in order to improve Canada's health and help our athletes to succeed
- Increase promotion and support for Paralympic sports and athletes
- Increase awareness and training programs for career options in sport

### ACCESS AND INCLUSION

- Distribute free or affordable tickets through schools, non-profit organizations, community groups, and agencies for at-risk and underprivileged youth
- Provide affordable access to all Games legacy facilities, with particular consideration for youth with physical or mental disabilities, youth who are at-risk, and/or come from a low-income family.

### EDUCATION AND AWARENESS

- Educate children and youth on the history, values and ideals of the Olympic Movement and the Olympic and Paralympic Games
- Develop a curriculum on the history of Canadian sport, with a focus on Aboriginal sport and the evolution of Canadian sports
- Sponsor athlete forums where students have opportunities to meet with elite athletes and ask questions about the Olympic and Paralympic experience and high performance sport

- Provide information to the public and through the school system on opportunities to sponsor and accommodate/billet high performance athletes

### EMPLOYMENT AND VOLUNTEER OPPORTUNITIES

- Establish an Olympic Employment and Volunteer Centre providing information on networking, Games orientation sessions, skills profiles, training, internship, co-ops and international exchange opportunities
- Offer employee/volunteer succession programs that include orientation on how staff can use their 2010 Winter Games experience to work on future Olympic and Paralympic Games and other major events

### COMMUNITY INVOLVEMENT AND TOURISM

- Equip youth to take a lead role in encouraging their communities to build tourism, cultural programs and events, and to enhance community spirit throughout BC
- Implement a sustainable transportation plan for Whistler and Vancouver, making transit affordable for youth
- Involve youth in 2010 Winter Games tourism marketing efforts as strategists, international ambassadors, and as local hosts to tourists

### PARTICIPATION IN THE ORGANIZING COMMITTEE OF THE OLYMPIC GAMES

- Create specific roles for youth throughout the planning and hosting of the 2010 Winter Games through a 2010 Winter Games Youth Council
- Establish youth roles on the OCOG in particular areas of interest – environmental, social and economic sustainability

### YOUTH LEGACIES

- Ensure Games are environmentally sustainable and that high environmental standards are maintained after the Games
- Establish post-Games plans for enhanced youth sport and physical activity programs throughout BC
- Create a lasting memorial to Canadian athletes to celebrate and honour Canada's hosting of the 2010 Winter Games