

DIVERSITY AND INCLUSIVITY

Creating Meaningful Change

How to Include Diversity and Be Inclusive at Your Facility

Get to know your facilities and community

On a Canadian national level

- 64% of curlers are male and 36% are female
- 77% of curlers indicated their ethnicity as white

Understand your local community

- A major barrier to creating a more inclusive facility is lacking understanding of the local community and its make-up. This barrier can easily be overcome by researching local demographic and community groups, such as schools, community centres, after-school programs, etc. It is important to understand where your facility is located and who makes up your local community.
- Check the [Statistics Canada 2016 Census](#) for information about your community.

Understand your facility and its members

- Understanding your facility's demographic can allow you to compare your community's diversity to your facility's diversity. You can identify where your facility is successfully reflecting the community and where there are gaps.
- Check out the [Canadian Paralympic Diversity and Inclusion Self-Assessment Tool](#)
- Visit the [Canadian Women & Sport website to use the Gender Equity Self-Assessment Tool](#)



Challenge the stereotypes

- Make no assumptions about the race, culture, sexuality, or any other characteristics of a “typical” curler. Often this is done unconsciously. Breaking of stereotyping first requires becoming aware of its existence.
- Consider seeking out and “reaching out” to local community-group leaders and start an open conversation. First understand the interests and values of their group and then understand if curling might be an interest. Why they may not have tried the sport of curling? What are the barriers for them and how can you work to overcome them?
- Reaching out and “outreach” are the two terms that will define how we welcome and include interest in Curling to all individuals, and truly demonstrates how inclusive and welcoming we are as a sport.

Take action to become an even more inclusive facility

Educate

- Have the option for existing members, employees, boards and committees to learn more about inclusivity and diversity as well as how they can be a part of a positive change. Workshops are great options to create a safe space to discuss these topics. How can the facility break down barriers? Invite local ethnic community leaders to share their experiences on such matters.
- Break down WHY certain terminologies and/or actions are inappropriate or offensive. It is important to make sure people understand why they shouldn't behave a certain way rather than just making it a “rule” that they comply with, but don't agree with. You can be a real agent for change this way.
- The more you educate, the more you illustrate the facility's inclusive plans, thereby providing a clear picture for members about zero-tolerance situations. *While it may be necessary to identify inappropriate behaviour, it is even more important to shine a light on examples of positive behaviours in your facility.*

First impressions are everything

- A lack of inclusivity can result in an uncomfortable first impression for some new members, making it difficult to keep them.
 - Even though curling facilities are known for being very warm and welcoming, it's not always seen that way by newcomers.
 - A newcomer could be facing barriers that have not been considered. Some curlers may be thinking “curling is for everyone”, while some newcomers could be thinking “curling isn't made for me”.
 - An easy first step is to look at changing what is on the walls or adding relevant information to your bulletins or newsletters that will help all feel welcomed and encouraged.
 - Examples include the poster included in this resource package, other imagery to illustrate the diversity in your facility, such as new inclusion and diversity plans or policies, or any information that newcomers might find helpful such as a “curling 101” video and links to online resources (i.e. <https://www.curling.ca/basics/>).
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New perspective

- The key to understanding the needs of potential new community group members is to first understand them and then look at your facility through their eyes. What would their experience look like? What might turn them away from becoming a member at the facility? How can you solve this barrier?
- Look at a newcomer's experience from every angle. How might they view your marketing and decision-making? What do they see when they enter the facility? What do they experience when they go into the ice shed? What needs or barriers might be present at each stop?
- As it is difficult to see beyond your own perspective, it may be helpful to ask a new member or a local ethnic community leader to walk through the facility with you and tell you what they see.

Create a new role for welcoming and reporting

- A small team made up of facility members and/or employees could be welcoming officers. They could be the main point of contact for new members. A group of friendly faces who are prepared to not only answer any questions but seek greater input and engagement from newcomers. They could provide orientation sessions to introduce newcomers and their families to curling and the layout of the facility.
 - Ensuring your welcoming officers are comfortable and well prepared is a key first step—we strongly encourage taking advantage of the value-added impacts of the various free or inexpensive training available (some link options below) even as a refresher.
 - Create a confidential reporting system where an individual can bring forward their concerns in a safe and anonymous environment. This will make reporting issues easier and the anonymity allows for individuals to be comfortable to speak up.
 - For example:
 - Anonymous Reporting Box
 - Online Anonymous Report Form
 - Dedicated phone line to call and leave a report
 - Check out some free or inexpensive training resources for education and training:
 - [The Canadian Diversity Initiative - Course Catalogue](#)
 - [Canadian Centre for Diversity and Inclusion-Webinars](#)
 - [Sport for Life](#)
 - [Unconscious Bias eLesson](#)
 - [Ontario Human Rights Commission - eLearning](#)
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Revisit facility policies

- Create new inclusive policies and programming (some examples are below). Continuously be re-evaluating your diversity and inclusion plan. What is your facility doing well? What needs more attention? Who in the local community can you talk to for insight?
 - Consistently revisit your facility's mission, vision, and values. Keep them updated for your facility and your members.
 - The vision statement should be structured with both achievable goals and steps as to how your facility is going to attain these goals. Look to include the diversity you want to see in your facility.
 - Address what your facility is going to do on a daily basis to achieve the vision of diversity and inclusion (e.g. encouraging ideas and innovation from all members of the facility, improving community engagement and partnership with ethnic groups.)
 - Check out Curling Canada's mandate and mission as a starting point: <https://www.curling.ca/about-curling-canada/what-we-do/our-mandate-and-mission/>
 - Look to introduce new policies or modify existing ones with an intentional purpose to protect and make all members, new and old, feel safe.
 - If not already in place, it is recommended to add a non-discrimination policy to your membership by-laws, focusing on sexual orientation, gender identity, race, ethnicity, etc.
 - Ensure people are aware of the codes of conduct and zero-tolerance policies surrounding racism and discriminatory acts.
 - Share any new articles, research, or codes of conducts on notice boards, newsletters, or other best internal channels to get the message across.
 - Check out Curling Canada's code of conduct and ethics: <https://www.curling.ca/files/2019/05/Code-of-Conduct-and-Ethics.pdf>
 - Check out a guide to developing codes of conduct by the Canadian Centre for Ethics in Sport: <https://cces.ca/sites/default/files/content/docs/pdf/cces-developingcodes-e.pdf>
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SAMPLE TEMPLATE: CODE OF CONDUCT POLICY

(Adapted from Work in Culture Sample Code of Conduct)

The [name of facility] has a legacy of providing a caring and supportive environment for its employees, members, and volunteers together with outstanding services and quality programming for its patrons. The [name of facility] is dedicated to maintaining and enhancing an environment free of harassment, discrimination, and intimidation for employees, members, and volunteers.

The [name of facility] strives to provide a wide range of services in safe, accessible and welcoming surroundings. The Code of Conduct is intended to promote a harmonious and respectful working/sport/recreation/leisure environment; to prevent disruptions to service and to maintain the security of the [name of facility's] property.

Employees, members, and volunteers are expected at all times, on and off the ice, to:

1. Treat one another and the public with dignity, respect, and hospitality;
2. Act with honesty, integrity, and professionalism;
3. Observe high standards of appearance and conduct;
4. Make an effort to avoid conflicts of interest; and
5. Conduct themselves in a manner that reflects positively on our public image, and fully supports our mission and mandate.

All individuals participating in [name of facility] activities are asked to cooperate and participate in maintaining a positive environment through treating all individuals with respect and dignity.

Threatening, abusive, discriminating or harassing language or behaviour towards an employee, member, or volunteer of the facility is prohibited and where it may occur is to be reported immediately to a [name of facility] supervisor or senior staff member.

Willful, deliberate or reckless damage to (name of facility) equipment and property or theft of property may result in prosecution.

Policy reviewed and approved on _____ (date).

- Check out Work in Cultures Inclusive HR Toolkit to see other policy templates and tips for writing policies: <https://workinculture.ca/Resources/Inclusion-in-the-Creative-Workplace/Inclusive-HR-Toolkit/Visioning-Diversity-and-Inclusion/Policy>
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Be deliberate with your communication and marketing

- It is important that current marketing materials such as; signage, posters and brochures, are inclusive and diverse in their representation to offer people of any ethnicity, race, disability, gender, age, and sexuality, a relatable sense of welcome within the curling community.
- Attending various community events can introduce your facility to a broader representation of your community. Becoming actively engaged in the community, outside of the curling facility, can foster opportunities to build rich cross-cultural relationships and new authentic reciprocal partnerships.
- Curling Canada is committed to creating more readily available marketing resources, for use at all levels of our sport, that reflect greater diversity in our sport and across our curling community. **See the Inclusive and Diverse Marketing Ideas and Assets section for social media imagery and details on how to include diversity with your marketing.**

Create or expand programs to welcome new communities

- As your marketing engages a new community of curlers, it is important to provide various registration options. Is there enough versatility in the leagues and bonspiels/events offered for newcomers to try or participate in?
- Beginner programs for adults and children are key to introducing them to curling in a comfortable setting. Having resources like the buddy program, Curling 101, or community curling nights can create a fun atmosphere as well as encourage new community members to share their culture with the facility.
- Look to promote opportunities for new members to be involved off the ice as well through paid or volunteer positions and committees.
- For new ideas to introduce to your facility, check out the inclusive program ideas for your facility section.

Beginning with small steps in the right direction, we at the community facility level and Curling Canada as a whole, can welcome a wider demographic into our house. For more resources, information, and the full Diversity & Inclusion Kit visit <https://www.curling.ca/diversity/>



This resource kit was made possible thanks to the World Curling Federation's Development Assistance Programme.