

# DIVERSITY AND INCLUSIVITY

Creating Meaningful Change

## Why is Diversity Important in Curling and Your Facility?

The Canadian Curling community is strong, successful, and welcoming. And, it's a group that can grow even stronger and more sustainable with increased inclusivity and diversity. The Canadian population demographics, from an aging population to immigration, are rapidly changing. Taking steps to encourage the involvement of people of all ages, from a variety of cultures, ethnicities, and races in curling provides growth opportunities, as well as new perspectives and ideas for all involved.

Potential benefits of such efforts include:

- Improved cross-cultural communication;
- New volunteer base and board members that can provide fresh insight and ideas;
- Stronger community engagement and deeper relationships.
- Opportunity to promote your facilities' values (i.e. equality, diversity, inclusion, respect, defining ethics, etc.);
- New potential partnerships and opportunity to expand the curling market resulting in new revenue streams;
- Improved membership;
- Improved facility sustainability;
- An expanded fanbase;
- A raised level of play; and
- Fun and dynamic experiences in a safe environment.

Over the years, communities across Canada have been transformed by immigration. By 2030, immigration will account for all of Canada's net population growth, according to a 2014 report by the Institute for Canadian Citizenship (ICC). Newcomers to Canada have introduced their culture, heritage, and traditions, including their sporting passions that are not typically traditional Canadian sports (e.g. curling, hockey, skating, etc.). It is anticipated that participation and popularity in these traditional Canadian sports may drop while new sports such as table tennis, cricket, and badminton start to grow. According to the ICC, 0% of new citizens played curling before immigrating to Canada and only 5% have tried it once in Canada.

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These new citizens, together with already established Canadians from diverse backgrounds and their communities, are significant areas of untapped opportunity.

Curling can be adapted to fit anyone who wants to play. So how do we get more people who want to play? *Changing the perception of a “stereotypical curler” is a critical piece of attracting more people who want to play.* The current image of the conventional curler has been identified as a barrier to attracting a diverse membership, therefore efforts to broaden this image to include all newcomers (all ages, ethnicities, abilities, gender identities, incomes, etc.) is a cornerstone to “rebranding” the sport of curling.

The intent of this resource kit is to commit a vision of these opportunities to an action-based approach that can inspire a place to start or enhance the systems already in place, and promote consistent action going forward.



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/>



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