Introduction

The Anti-Racism in Sport Campaign

Winnipeg is a diverse and multicultural city, where 40% of the population identifies as First Nations, Métis Nation, Inuit, Black, or Racialized. While that diversity and multiculturalism has built a strong and resilient city, many Winnipeggers continue to face racism and discrimination in all aspects of their lives, including their participation in sport.

Vision

To address and eliminate racism in sport in Winnipeg through education, awareness, actionable policy, accountability, and the removal of barriers to participation in sport in Winnipeg faced by First Nations, Métis Nation, Inuit, Black, Racialized, and religious minority communities.

Principals and Objectives

The Anti-Racism in Sport Campaign seeks to increase, promote, and engage in discussions on anti-racism in sport about the presence of all levels of racism in sport in Winnipeg and its impact on people’s lives, and raise awareness, address, and eliminate racism and discrimination experienced by First Nations, Métis, Inuit, Black, Racialized, and Religious Minority communities in sport in Winnipeg.

This campaign seeks to help people identify and disrupt all forms of racism through multiple activities that includes research, school presentations, stakeholder training, a public awareness campaign, and an Anti-Racism in Sport Accord.

Hosted by Immigration Partnership Winnipeg (IPW), the Anti-Racism in Sport Campaign includes more than 25 partner organizations, agencies, and educational institutions operating in Winnipeg, Manitoba.

Immigration Partnership Winnipeg

Immigration Partnership Winnipeg (IPW) is a local immigration partnership hosted by the Social Planning Council of Winnipeg. We are governed by a Council of community leaders from a diversity of sectors. By engaging stakeholders, identifying needs and priorities, and bringing collaborative action, we work to create a more inclusive and welcoming community for all newcomers, immigrants and refugees in Winnipeg.

Funding

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Acknowledgements

We want to acknowledge that the land on which this project takes place this research was conducted is Treaty 1 Territory, the traditional territory of Anishinaabeg, Cree, Ojibway-Cree, Dakota, and Dene peoples, and the home land of the Métis Nation, and that our water is sourced from Shoal Lake 40 First Nation. By incorporating the Truth and Reconciliation Commission’s Calls to Action, specifically, 89 and 90, the Anti-Racism in Sport Call to Action Accord endeavours to address barriers to participation and inclusion of Indigenous peoples in, policies, programs, and initiatives for physical activity and sport, through policies, programs, and initiatives.

The development of the Anti-Racism in Sport Call to Action Accord would not be possible without the support and encouragement from Immigration Partnership Winnipeg, the host of the Anti-Racism in Sport Campaign, and the partner organizations and members of the campaign’s Advisory Committee and Working Groups:

• Amanda Daurie (Sport Manitoba)*
• Amanda Doerksen (Youth Agencies Alliance)
• Amber Reid (Returning to Spirit)
• Andrew Collier (Winnipeg Goldeyes)*
• Angela McKay (Treaty Relations Commission of Manitoba)
• Bree Cruise (Sport Manitoba)
• Cadin Dupasquier (Manitoba Aboriginal Sport and Recreation Council)*
• Carolyn Trono (Winnipeg Newcomer Sport Academy)
• Clayton Sandy (Independent)
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• Trevor LaForte (Winnipeg Aboriginal Sport Achievement Centre)

* These members also made up the Accord Working group and we appreciate all the time, thoughtfulness and expertise they brought to the development of the Accord.

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The Anti-Racism in Sport Call to Action Accord

The Anti-Racism in Sport Call to Action Accord was developed from the findings of the Exploring Experiences of Racism and Anti-Racism in Sport in Winnipeg Research Project, and with advisement of the Anti-Racism in Sport Campaign Accord Working Group and Advisory Committee.

The objectives of the Accord are to:

- Increase awareness - creating an inclusive space, encouraging accountability, increasing diversity, and increasing representation at varied levels of sport
- Tangibly addressing racism as a sport community
- Identifying and removing barriers and policies that promote and sustain the exclusion of First Nations, Métis Nation, Inuit, Black, Racialized, and religious minority communities
- Assist in making anti-racism education and training mandatory for sport organizations in Winnipeg and their stakeholders

Organizations are encouraged to sign-on to the Accord and be accountable for its implementation by reporting their progress annually. The creation of the Anti-Racism in Sport Call to Action Accord involved the development of commitments, tools, resources, and training for participating organizations.

These include:

- Anti-Racism in Sport Policy Template
- Organizational Audit Guidelines
- Collecting Race-Based Data Guidelines
- Literature Review and Focus Group Research Report
- ARISC Resources on our website
- Middle School Presentations (1 hour)
- Introductory to Anti-Racism Literacy and Action (3 hours)
- Anti-Racism in Sport training for Sport Decision Makers (6 hours)
Accord Commitments

The Accord commitments will help assess, acknowledge and intentionally address the anti-racism issues within our sport organizations. They are basic actions that require goals to guide organizations to becoming anti-racist organizations. Seeking to continue to grow as an organization is a value that should be embedded into the organization while working towards their anti-racism goals. This will contribute to ensuring Winnipeg sport is a safe space for all.

1. Education & Training
   a. Our organization is dedicated to continual learning about racism and anti-racism.
      - Yearly workshops provided for all levels, including coaches, referees, participants, board members and staff.
      - Support and empower officials to address racist behaviours from players, fans, coaches and other officials.

2. Accountability
   a. Our organization will enforce, embed and uphold a zero tolerance anti-racism policy, a statement and as part of the vision.
      - To address every instance of racism.
      - Instill an internal reporting mechanism on racist instances.
      - To record instances of racism within the organization.

3. Awareness & Action
   a. Members of our organization will work together to create safe and inclusive spaces for all First Nation, Métis Nation, Inuit, Black, Racialized and religious minority communities in Winnipeg.
      - Collect race-based data annually within our organization
        - Participants, coaches, referees, board members and staff.
      - Have more representation at all levels.
      - Fund anti-racism programming and opportunities at all levels within the organization.
      - Be an anti-racist leader and advocate within the sport system for change.

Overall recommendation

The signatories encourage the creation and use of an independent third-party reporting mechanism to collect data on incidents of racism, and advocate for appropriate, measurable, and timely addressing of the issues.
Partnership Guide

What is the Accord?

The **Anti-Racism in Sport Call to Action Accord** is a commitment for organizations to dedicate themselves to work towards becoming an anti-racist and inclusive organization, and to be accountable by providing a framework and reporting process. The Accord a living document that will evolve and adapt to the issues facing First Nations, Métis Nation, Inuit, Black, Racialized, and religious minority communities in Winnipeg in sport. The Accord serves as a means of strengthening the sport community’s stance against racism in sport in Winnipeg, and acts as a support for organizations on their journey of anti-racism.

Racism in Winnipeg Landscape Overview

The following describes findings from the Anti-Racism in Sport Campaign research project that was conducted in partnership with the University of Manitoba’s Faculty of Kinesiology and Recreation Management and the Faculty of Arts: *Exploring Experiences of Racism and Anti-Racism in Sport in Winnipeg* (Brown et al., 2021).

Racism Within the Sport System

The research reflected that most participants, Racialized or not, reported that racism exists in Winnipeg, and existed in their sport. There have been repeated failures in addressing reported incidents of racism, reducing barriers faced by First Nations, Métis Nation, Inuit, Black, Racialized, and religious minority communities in Winnipeg in sport and the lack of representation throughout the sport system by managers, coaches, referees, and other persons responsible for organizing sports in Winnipeg. This has driven many players from sport and recreation. There is a **culture of rejecting and ignoring racist incidents when they are reported**. Instead, sport bodies either refuse to acknowledge the problem, or when it is discussed, point to policies that supposedly reject racism rather than addressing the larger problem. There is no system to recruit and welcome new players from all communities into most sports in Winnipeg. This failure to recruit has also meant that there is a shortage of potential coaches and referees—who are largely recruited as former players—so the management of team sports is largely white and born in Winnipeg. This poses long term challenges for recruitment into these important roles. Research outside of Winnipeg confirms that most amateur sports are facing a shortage of coaches and officials.

Racism in Sport Spaces

Whereas sport is supposed to be a healthy space, most participants report a culture of exclusion and racism, making these spaces unsafe for many children, youth, and adults in Winnipeg. This feeling of sport being an unsafe space for First Nations, Métis Nation, Inuit, Black, Racialized, and religious minority communities was influenced by the prevalence of covert and overt displays of racism by various representatives throughout the sport system in Winnipeg.
Systemic Racism and Sport
The research shows that participants’ experiences of racism in sport are mirrored in the findings of other studies elsewhere in Canada. In other words, racism is a systemic problem in Winnipeg and in Canadian society as a whole, influencing the demonstration of racism that is reported in the sport context. As one research participant noted based on discussions with someone from the previously mentioned affected populations, simply ‘adding more Brown people’ to sport does not address the deeply embedded structures that prevent reporting and addressing the root causes of racism. With racism being attributed to the fabric and DNA of Canadian society, there is a need for an intentional and holistic approach by sport organizations in Winnipeg to address racism within their operations and spheres of influence.

The Impact of Racism for Continued Sport Participation
With research participants highlighting the negative emotional and psychological impacts felt as a result of the level of racism experienced in sport in Winnipeg, forcing some to even exit sport, it is imperative that steps be taken to ensure that all participants within sport in Winnipeg are protected and treated with dignity and respect.

Vision Towards Anti-Racism
Anti-racism is the active process of identifying and eliminating racism by changing systems, organizational structures, policies, and practices, attitudes, so that power is redistributed and shared equitably (NAC International Perspectives: Women and Global Solidarity)

An anti-racist is an individual who WORKS to learn:

• How racism affects the lived experience of First Nations, Métis Nation, Inuit, Black, Racialized, and Religious Minorities

• How racism is systemic and has been part of many fundamental aspects of society throughout history and can be manifested in both individual attitudes and behaviours as well as formal and informal practices within institutions

• How their actions can be changed to embody being anti-racist and moving beyond knowledge to action.

• How to, and commits to, turn learning about anti-racism into action.
What does it mean to be a partner to the Accord?

Partners to the Accord are expected to set goals based on the Accord commitments as they are basic actions that will guide organizations to becoming a fully anti-racist organization. Seeking to continue to grow as an organization is a value that should be embedded into the organization while working towards their anti-racism goals. This will contribute to ensuring Winnipeg sport is a safe space for all.

Annual Reporting

Every year each partner will report on their goals to the Anti-Racism in Sport Campaign and create new goals for themselves for the following year. Goal-setting is an important part of this initiative as it involves the intentional development of an action plan designed to motivate and guide the organization toward the goal of becoming anti-racist.

Tools & Resources

The Anti-Racism in Sport Campaign has developed tools and resources to help support organizations achieve their Accord goals. These include:

**Anti-Racism in Sport Policy Template:** Provides organizations with a guideline/template that would be helpful in creating their own anti-racism policy, whether choosing to create one from scratch or using the provided example as their own policy.

**Organizational Audit Guidelines:** Is an internationally recognized Equity, Diversity, and Inclusion (EDI) assessment tool that gives organizations a guideline for conducting a thorough audit under the guidance of an experienced EDI professional.

**Collecting Race-Based Data Guidelines:** Provides organizations with steps and a rationale for collecting sensitive demographic data from, and in conjunction with, under-represented populations.

**Literature Review and Focus Group Research Report:** The research described in this report was conducted to inform the Anti-Racism in Sport Campaign’s public awareness campaign, school presentations, training presentations and workshops, and the development of an Anti-Racism in Sport Accord. The research involved 12 online focus groups involving 39 participants who take part in sport in Winnipeg as athletes, coaches, officials and/or service providers. Through these focus group discussions, participants provided their insights via their lived experiences as members of Winnipeg’s sport community.

The **ARISC Resources** on our website provides videos, articles, and other material that can be used to learn more about anti-racism.
What can signatories do as part of the Accord for each commitment?

- **Education and Training**
  
  o The Anti-Racism in Sport Campaign has developed three types of anti-racism in sport training:
    
    ▪ **Middle School Presentations** (1 hour) - A team of prominent professional sport figures and First Nations, Métis, Inuit, Black, Racialized, and religious minority community sport leaders, present to middle school students to point out the negative impacts of racism and discrimination in sport. They educate students on how to identify racism and discrimination, and promote inclusion inside and outside of school. The content of the presentation is geared towards middle school students and there is no cost to this presentation. For more information: [www.antiracisminsport.ca/school-presentations/](http://www.antiracisminsport.ca/school-presentations/)
    
    ▪ **Introductory to Anti-Racism Literacy and Action** (3 hours)
      
      - This interactive session is designed for all sport stakeholders (coaches, administrators, officials, parents, athletes, and board members). This free training module is 3 hours (1/2 day), delivered virtually via Zoom or in-person. Workshop participants will gain knowledge in the following areas:
        - An introductory understanding of anti-racism literacy
        - Current state of racism and sport in Winnipeg
        - Skills and tools on how to be an anti-racist in sport
    
    ▪ **Anti-Racism in Sport training for Sport Decision Makers** (6 hours)
      
      - This interactive session is designed for all sport decision makers (league administrators, board members, and provincial sport organizations). This free training module is 6 hours (full day), delivered virtually via Zoom or in-person. Participants will have the unique opportunity in working with trained facilitators in developing one the Anti-Racism in Sport Campaign tools. Workshop participants will gain knowledge in the following areas:
        - An introductory understanding of anti-racism literacy
        - Current state of racism and sport in Winnipeg
        - Skills and tools on how to be an anti-racist in sport
        - An understanding on how to implement the Anti-Racism in Sport Campaign tools within their organization.

- Incorporate anti-racism training into all educational modules for the organization.

- Review the effectiveness of anti-racism training content on an annual basis.

- The Anti-Racism in Sport Campaign encourages organizations to also participate in other training opportunities and has several training resources online at [www.antiracisminsport.ca](http://www.antiracisminsport.ca)
- **Accountability**
  - **Policy Development**
    - A great start for an organization is to create and implement an anti-racism in sport zero tolerance policy. A zero-tolerance policy means that every incident will be addressed, reported and acted upon, instead of some policies and practices that wait for the incident to happen several times before addressing the issue.
  - **Statement**
    - Organizations can also develop their own anti-racism in sport statement that they can refer to within their policy. While we encourage organizations to have a statement, the actions supporting the statement are what makes the statement impactful, not only the words it uses.
  - **Vision**
    - Incorporating an anti-racism vision to the organization’s vision or bylaws is also another way to reach the organization’s anti-racism goals by keeping it front and centre of their mandate.
  - **Reporting**
    - Annual reporting on how far the organization has gone to achieve their anti-racism goals is a fundamental part of accountability for the organization. A survey will be provided to each participating organization 60 days in advance of the annual meeting so that sufficient time is allocated to collect responses and develop a report for the past year. An annual meeting for all signatories will be called for organizations to re-affirm their commitment and to create new goals for their organizations.

- **Action**
  - **Data collection**
    - Through collecting race-based organization data, organizations will be able to determine if their initiatives towards anti-racism have had an impact on the community they serve. This can be done through registration forms or general surveys with the members/participants of the organization, including: staff, board, athletes, coaches, officials, etc.
    - **Equity Diversity and Inclusion (EDI) Audit**
      - Organizations can go through an EDI audit to identify what progress they have made in relation to becoming an advocate in relation to EDI, identify what areas are in need of improvement, create action plans for embedding EDI in the organization, and create opportunities for dialogue and learning in relation to EDI.
 Programming
 - Intentionally funding programming by partnering with community organizations and equity deserving communities to reduce barriers to participation in sport. Funding programming isn’t limited to dispersing funds, but can also be done through scholarships, bursaries, tournaments, removal of fees, provision of equipment and/or transportation for equity deserving communities.
 - Invite varied community organizations to participate in general discussions about how the organization can support them through the removal of barriers to participation in their sport.

FAQ

How will the information signatories provide as an organization be used?
Information provided to the campaign as part of the reporting tool will be published as part of the annual report.

How will signatories be supported in achieving the change expected of them by signing onto this Accord?
The Project Consultants of the Anti-Racism in Sport Campaign will be able to support the signatories by providing guidance and consultation to help organization meet their goals by providing training or working to understand how to use the tools developed for the Accord.

Are organizations expected to make these changes immediately?
Understanding that capacity will always impact the amount of work that can be done on the commitments, creating attainable goals to work towards the commitments is important. We are not expecting organization to implement all of the commitments in one year, but work towards a plan that is sustainable for the organization to follow.

Will signing onto the Accord give SPCW, IPW, or the ARISC team power to make decisions related to what happens in the organizations that sign on?
No, each organization creates and implements their own goals. Support from the ARISC Project Consultants can be requested if required to help organizations set goals or work through the tools and resources.

For more information or to sign on to the Anti-Racism in Sport Call to Action Accord, please email the Anti-Racism in Sport Campaign at info@antiracisminsport.ca