



# BOWLS CANADA BOULINGRIN

## Gender Equity Policy

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### Definitions

1. “Gender Equity” - The principle and process of allocating resources, programs and decision-making fairly to both males and females without discrimination on the basis of gender.

### Preamble

2. Gender equity is an integral part of BCB’s day to day operations. The nature of BCB permits full and equal participation by males and females in the sport of lawn bowling.
3. Bowls Canada Boulingrin endeavors to ensure that benefits for all members, regardless of gender, will be consistently applied.
4. Where possible, BCB will establish gender equity goals and will monitor its own progress towards those gender equity goals as well as providing leadership and assistance to divisions in monitoring the progress towards those goals. Selection for individual participation in any area of BCB must address qualifications of the individual first. BCB will ensure that qualifications are not gender-biased and do not unduly restrict equitable participation of either gender.
5. The Association shall implement policies and establish targets to achieve equitable female representation on the Board of Directors, Committees, National Team, and at all levels within the sport.
6. BCB, as a leader in the world of bowls in its vision and policies on gender equity, assume a responsibility to educate and work with international bowls federations toward greater international gender equity in the sport of bowls.

### Purpose

7. BCB is committed to the achievement of gender equity. BCB will seek to incorporate the principle of gender equity into all planning, budgeting, programming, communication and marketing activities, at both the developmental and the elite level of Canadian lawn bowling.

### Objectives

8. BCB will:
  - a. Ensure that all BCB members, be they women or men, have equal access to a complete range of opportunities and resources within all aspects of its sport programs and its sport management.

Staff, Board and Committees

- b. Achieve gender balance in the appointment of all committees, task forces and other decision-making or decision-influencing bodies, and in seeking nominations for and appointments to the Board.
- c. Include gender equity as a stated value that is accepted and promoted on nominating and selection committees.
- d. Provide opportunities for all staff to advance to senior decision-making levels and receive equitable remuneration.
- e. Ensure equal opportunities exist for all staff to receive professional development to move towards senior levels of decision-making.
- f. Publicly declare the BCB to be equal opportunity employers and respect and implement the principle of pay equity in relation to salaried and contract employees.

Media Relations

- g. Produce all written and visual materials in a gender-inclusive manner portraying active, positive images of sport.
- h. Ensure that both genders are portrayed in an equitable way in all promotional and marketing materials and communication activities.
- i. Develop a communication plan that gives media visibility to both genders including athletes, coaches, events and sports.
- j. Use gender-appropriate language and positive, active visuals in all publications, graphics, videos, posters and on web-sites.
- k. Ensure both genders are visible as spokesperson for BCB.

Policies, Governing Documents and Third Party Contracts

- l. Develop, update and deliver all policies, programs and services ensuring the concerns and needs of both genders are identified, promoted and supported.
- m. Exercise influence with external agencies to encourage gender equity.

Programs, Activities and Events

- n. Provide equitable opportunities to participate and complete for both genders.
- o. Fund programs and services equally for both genders.
- p. Encourage both males and females to act as role models for young participants; believing it is essential that both genders to be viewed as leaders within lawn bowls.
- q. Ensure that all BCB programs have both female and male service providers available to both male and female athletes.
- r. In all coaching programs and services, create special opportunities to advance the number and levels of women in coaching.
- s. When planning educational sessions, consider the balance of female and male presenters.