

THE NEXT BIG ACTION

At UNMATCHED 2024, we turned to our Network of Champions to ignite the next transformative steps for advancing women and girls' sports—and you delivered.

Amid a wealth of impactful ideas, we distilled your responses into a set of focused, achievable actions. We believe that when a united community commits to purposeful 'small' actions, they create the momentum that drives the Next Big Action.

Together, we're building a future for women and girls in sport, one meaningful step at a time.



NATIONAL
BANK

Game.Set.Equity.
UNMATCHED CONFERENCE





SPOTLIGHT IDEA: PURPLE FLAG

Attendees discussed the idea of the 'Purple Flag' which can be adopted in any of the Next Big Actions

What is it?

The '**Purple Flag**' is a term introduced by JustWork co-founders Kim Scott and Trier Bryant in their TED Talk about ways to reduce workplace bias. They use a **Purple Flag** to call attention to words or behaviours that might be offensive without judgement.

How to implement it

In the workplace or on the field, members can call out '**Purple Flag**' if they hear or notice harmful comments or behaviours. Once this is said, all discussions and activities will come to a halt and members will discuss what was said/done and how it may be harmful to marginalized communities.



Ensuring the Success and Sustainability of Professional Women's Sport in Canada

1

Building Representation in and around the Game

- Use social media to amplify stories of women in multiple areas of sport (from playground to boardroom).
- Implement a mentorship program with older and younger participants.
- Establish women and girls sport clinics in your community.



Barriers to Accessing Sport for Marginalized Youth in Canada



2

Creating Accessible Sport Programs

- Apply for grants to reduce the cost of participation.
- Introduce an equipment library that accepts donations for new and gently used gear.
- Offer flexible program times.



Challenges in Retaining Girls in Sport and Physical Activity in Canada

3

Implementing a Reimagined Sporting Experience

- Offer non-competitive sport participation options for those new to the game.
- Implement flexible uniform standards and cultural accommodations.
- Designate a space for gender-affirming and accessible changerooms.



Ensuring a Safe Environment for People who Work and Play in Sport



4

Building a Culture of Accountability to Equity

- Establish a 'Code of Conduct' with participants and leaders that outlines desired behaviour for an enjoyable sporting experience.
- Promote an open and supportive environment by having a Sport Safety advisory council.
- Ensure there are accessible and anonymous reporting systems in place.

THANK YOU TO OUR SPONSORS

PRESENTING SPONSOR



AIRD BERLIS



SHERRY SHANNON-VANSTONE



the greater



NATIONAL BANK

Game.Set.Equity.
UNMATCHED CONFERENCE

