

November 6, 2007

By email

Rebeccah Bornemann
15 Eddy Street
Gatineau, Quebec
K1A0M5

Re: Policy Engagement on Diversity and Sport

Dear Rebeccah,

I'm writing to follow up on your interest in engaging a group of sport leaders to consider policy advancement related to Diversity and Women in Sport.

In the past two weeks, a group of early leaders have self-identified through the Sport Matters Group and expressed their interest in contributing to shared approaches to policy development and implementation on the subject of diversity in sport. Last week, we met by teleconference to discuss how we could make the most meaningful contribution and to respond to your interest in policy engagement.

The group has a number of important considerations that we wished to share with you:

1. That the subject of how sport can best contribute to a diverse Canada **merits a sustained effort** that will benefit from on-going engagement between the government of Canada and leaders in the sport sector. There are many ways for sport to contribute to diversity which makes this opportunity, in our view, into a long term policy process.
2. That policy progress on the advancement of women in sport is **one of many** important parts of a diversity policy framework. While "Women in Sport" is not of the same kind as "Diversity in Sport," it is a critical policy area that continues to warrant our attention as a sector, and our initial attention as an early leaders group. From our perspective, the group's activities will be one of many activities that will promote the modernization of the policy on the advancement of women in sport and which will reflect on policy development and consultation which has already taken place.
3. That **identifying additional entry-points** for the diversity policy framework is an important part of the policy process (sometime called issue identification), and something which will benefit from an early intervention. Developing a shared understanding of how we think about diversity in sport will greatly enhance our ability to contribute to a diverse Canada through sport.

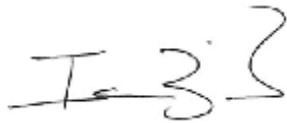
4. That the early leaders group will seek out a **widening range of diverse perspectives** over time for inclusion in the group which will increase the capacity of the group to contribute and which will result in an on-going fluidity in the composition of the group.

5. That we strongly encourage you to **reach out beyond** the Ottawa-Gatineau region in order to involve a diversity of views. This is both doable and cost effective given that we now enjoy the benefits of online technologies of co-operation that support the engagement of people across the country and abroad in a cost effective manner.

6. That the **principles of meaningful engagement**, as expressed in the *Code of Good Practice on Policy Dialogue*, should guide our collaboration.

As a group, we look forward to taking the next steps in this process, to increasing our understanding about diversity and sport, and to initiating a productive dialogue on Canadian sport's contribution to a diverse society and citizenry.

With best wishes,

A handwritten signature in black ink, appearing to read 'Ian Bird', with a stylized flourish at the end.

Ian Bird

On behalf of the early leaders group of Susan Kitchen (Coaches Association of Ontario), Erin Kasungu (Sport Matters Group), Jasmine Northcott (AthletesCAN), Karin Lofstrom (Canadian Association for the Advancement of Women in Sport and Physical Activity), and Denise Pittuck (Sports Officials of Canada).