

## Winnipeg's Anti-Racism in Sport Campaign

Winnipeg is a diverse and multicultural city, where 40% of the population identify as First Nations, Métis, Inuit, Black, Racialized, or religious minority. 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. The **Anti-Racism in Sport Campaign** seeks to address, disrupt and eliminate racism and discrimination in sport experienced by First Nations, Métis, Inuit, Black, Racialized, and religious minority communities in Winnipeg.

### Who We Are

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.

### Campaign Activities

Winnipeg's Anti-Racism in Sport Campaign is a city-wide anti-racism campaign that will run from April 2021 until March 2022. Funded by the Canadian Heritage, the campaign seeks to disrupt all levels of racism, from micro-aggressions to and systemic racism, through a multifaceted approach that includes: a research project, junior high school presentations, training for sport stakeholders, a public awareness campaign, and an Anti-Racism in Sport Accord. The campaign partners with diverse Winnipeg-based partners and stakeholders to address racism and discrimination in sport in our city.

**Research:** Researchers from the University of Manitoba will conduct research and collect data on lived experiences of racism and discrimination in sport, root causes of racism in sport, and existing anti-racism initiatives and resources to help inform our campaign activities.

**School Presentations:** With a team of prominent professional sport figures and community sport leaders, the presentations will target middle school students, teachers and school administrators to point out the negative impacts of racism and discrimination in sport. They will educate students on how to identify racism and discrimination, and promote inclusion in sport, inside and outside of school.

**Training for Sport Stakeholders:** We will provide presentations and workshops for key sport stakeholders with education and training on how to identify, address and eliminate racism and discrimination in sport. This includes incorporating Truth and Reconciliation Commission's Calls to Action, specifically, 89 and 90, to address barriers, policies, programs, and initiatives for physical activity and sport, and that they are inclusive of Indigenous peoples.

**Public Awareness Campaign:** A city-wide public awareness campaign implemented through social media, public advertising, mainstream media and key events. The campaign will include key messaging and imagery for those involved in sport that raises awareness about experiences of racism and discrimination, promotes inclusion and multiculturalism.

**Accord:** We will develop an Anti-Racism in Sport Call to Action and Accord which includes a statement and the development of tools and resources for participating organizations. The Accord will host an annual event whereby organizations can sign-on to the initiative and be accountable to implementation.