



## **Female Hockey Development Guide**

**Female Hockey**

**“Join the Game”**



## **FEMALE HOCKEY** Information Objectives

**Upon reading this session you will be able to:**

- Identify specific opportunities in the female hockey.
- Have an increased awareness of the programs currently offered in female hockey.
- Have a better understanding of some differences between male and female athletes, coaches, officials and administrators.

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## MODULE: *Female Hockey*

### 1. FEMALE HOCKEY OPPORTUNITY TREE

#### *National Women's Team*

Senior National Team - Olympics (Quadrennial 2006, 2010, 2014)

Senior National Team - World Championships A and B Pool (Annual except Olympic years)

Under 22 National Team Programs (Annual)

#### *National Championships*

Eso Women's Senior National Championship (Annual Provincial Team Play-offs)

Under 22 Regional Team Program of Excellence (Biannual National Competition 2004, 2006, 2008)

Under 18 Provincial Program of Excellence (Quadrennial National Competition 2005, 2009)

Canada Winter Games – Provincial Program of Excellence teams (Quadrennial – 2003, 2007)

Canadian Interuniversity Sport - CIS Championships (Annual Regional Champion Club Team)

Aboriginal National Championship (Annual Provincial Program of Excellence Teams)

#### *Regional Championships*

Western Canadian Shield ((2) Senior & (1) Midget division – Annual Provincial Division Champion)

Central Shield ((3) Senior division - Annual - Provincial Division Champion Teams)

Atlantic Challenge Cup (Under 18 Provincial Teams - Annual Program of Excellence)

Canadian Interuniversity Sport CIS Play-offs (Division Championships - Annual)

#### *Provincial Championships*

Novice to Senior levels dependent on provincial development

Provincial Winter Games Programs (Annual – not available in all provinces)

Provincial Program of Excellence camps and clinics

Canadian College Team Provincial Championships (Alberta and Quebec)

#### *Recreational / Competitive (all ages)*

Novice to senior levels – Females where possible, are encouraged to play on female hockey teams

Female teams & leagues are not available at all levels in all leagues

In such cases, females have the opportunity to play on teams integrated in the male system

Hockey Canada Skills Camps

Chevy Safe and Fun Program



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*Learn to Play Program*

Initiation Program

*Introductory Program*

Esso Fun Day (One day hockey program)



## 2. Coaching Female Hockey

- **Coaching Development:**

- For detailed information on Coaching development visit Hockey Canada's website at [www.hockeycanada.ca](http://www.hockeycanada.ca)

- **Purpose of the Specific Female Coaching Program:**

- To encourage more females to coach.
- To understand the barriers that female coaches feel are in place and find ways to help them overcome the barriers.
- To identify specific coaching opportunities in the female game as outlined on the female hockey opportunity tree.
- To provide coaches with information to help them understand the general differences between male and female athletes.

- **Target Market:**

- Current Female Hockey Players
- Former Players
- Hockey Mom's

- **Where are we now?**

- As the number of female teams increase we are seeing a few more females coaching, but the trend is that there are more men getting involved in female hockey.
- We need to find ways to actively recruit invite and encourage women to get involved in coaching in order to provide females with same-sex role models.
- During the 2001 Program of Excellence female coaches workshop the coaches identified the barriers that they and other women have had to overcome to get involved in coaching.
- Their findings are supported by studies completed by the Canadian Association for the Advancement of Women in Sport; by Penny Werthner; Helena Leet-Pellegrini and Deborah Tannen. This information can be found in: Penny Werthner article for the Coaching Association of Canada's *Women in Coaching Program Journal* and from Deborah Tannen's 1990 book "*You Just Don't Understand: Women and Men in Conversation.*"
- The 5 recurring barriers and challenges are: confidence, limited role models, societal pressures, professional development and organizational structure. These obstacles are identified in more detail below.



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### A) **Confidence**

- **As a barrier:**

- Insecurity, intimidation, a lack of experience and technical expertise are all sighted by women as reasons for not attending coaching clinics or for putting off attending the clinics. Barriers now for women in coaching are rarely external. In 1990, Sport Canada published "The Gender Structure of National Sport Organizations." Authors, Ann Hall, Dallas Cullen, and Trevor Slack discussed two points of view in research about making changes to the under-representation of women in leadership roles. That study points out that "the person-centered or individualistic approach, attributes women's limited representation to factors that are perceived to be internal to women themselves. Women are assumed in actuality or in the perception of themselves and others, to lack the proper training, motivation, and skills to succeed."
- Even for women that are inwardly confident of their technical knowledge have a tendency to downplay it (Helena Leet-Pellegrini). She set up pairs of women, pairs of men, and mixed pairs, with one in each pair set up as the "expert." She found that, on average, the individual with expertise talked more, but men experts talked more than women experts did. She also found that the women did not use their expertise as power, but rather tried to downplay it. The men in this study, whether declared as experts or not, were more inclined to attempt to dominate or challenge the other individual, and fight for control and status through the conversation. Therefore, what may look like lack of confidence on the part of many women may be a reluctance to appear boastful or the reluctance to have her opinion questioned. This lack of confidence is one reason why women that have knowledge of the game still find it difficult to attend all male coaching clinics and why those that do, often tend to sit quietly through the clinic.
- Another example identified from the cross section of Canadian Coaches is females that lack confidence tend to protect the knowledge they have acquired in fear of being passed over by another female for a limited number of coaching positions.

### Ways to incorporate Confidence Building

- **Mentorship programs**

- Provide safe networking and learning environments.
- Female only courses and conferences emphasizing behavioural competencies such as teachability, technical game knowledge, interpersonal and communication skills.
- Networking through the database on the Coaches Club female hockey webpage - question and answer page.
- Being evaluated and getting constructive feedback at team, league, association, and provincial levels.
- More experiences that build confidence (working with mentor coaches).
- More preparation and experience at lower levels.
- Being provided with an appropriate turnkey curriculum and program (Esso Fun Day Program Manuals, Initiation Program Manuals and Skills Manuals).
- Celebrating and recognizing successes.
- Being aware that the ebb and flow of athlete and female coach self-confidence is linked directly to past performances and the relationship with the coach or mentor coach. When they were working well alongside their coach, had a trusting and respectful relationship, and had confidence in the training program, then they also described themselves as confident. (Tannen)



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### **B) Limited Role Models**

“Women need, among other things, mentors, visibility and networking. For a Woman to be successful, mentors are more important than talent and hard work”, as found by Sheila Wellington, first woman secretary and vice-president at Yale University from the book *Be Your Own Mentor: Strategies From Top Women on the Secrets of Success*

#### • **Barriers**

- Very few female coaches
- Very few female mentors
- Limited amount of exposure for female mentors
- Limited media attention

### **How to Develop Women in Leadership Roles**

In hockey we need to educate and train female course conductors, we need to train female coach mentors and we need to run coaching clinics that target active female hockey teams as a group.

- Host female only or female hockey only coaching clinics (even as a break out room at the clinic).
- Target female specific leagues and teams – go to them instead of having them come to you.
- Encourage female players of all ages to assist on-ice with programs such as Esso Fun Day and Initiation Programs.
- Profile your female role models and mentors so they are visible in the organization and community.
- Do presentations and recruitment drives at High Schools, Universities and club teams - with video and/or role models.
- Set up Mentoring opportunities at provincial evaluation camps at elite level to gain experience.
- Invite other less experienced coaches to attend elite evaluation camps.
- Identify who the mentors are - ensure contact information is out there for coaches to access.
- Provide guest coach opportunities at local and provincial run events.
- Offer workshops that specifically target the hockey mom.
- Increase awareness/ publication of the rewards and opportunities in coaching.
- Run introductory to coaching clinics that cover a wide range of sport with sport specific information opportunities.
- Run events with “Bring a Buddy” type themes for all ages that help create comfort for the new person.
- Track memberships and create an “in the loop” mailing list that goes out to all players, officials, parents and coaches in the female game.
- Educate via media, public relations, video, and psa’s.
- Public Relations blitzes with Posters, Brochures, and Videos etc.
- Hockey Canada, Branches, Leagues and associations need to find more ways to disperse information - websites could assist with the delivery of important information.



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### **C) Societal Pressures**

#### • **Barriers**

- Old Boys Club (Male domination within the game)
- Coaching Hockey is a man's job
- Family Responsibilities
- Perception of a woman's ability (Parental attitude toward females coaching hockey)

#### **Ways to overcome the societal pressure barriers**

- "Courage does not always roar, sometimes, it is the quiet voice at the end of the day saying, "I will try again tomorrow!" Anonymous
- Continue to market and show successful female coaches involved in sport.
- Put women in coaching roles that highlight their strengths.
- Put women in roles to mentor other coaches.

### **D) Professional Development**

#### • **Barriers**

- Clinics currently geared to male coaches in male hockey
- Limited information on female coaches and athletes
- Limited coaching development opportunities
- Lack of mentorship specifically for female coaches

#### **Ways to overcome development barriers**

- Offer female hockey coaching clinics.
- Appoint a mentor to work with each coach.
- Set up Mentoring opportunities at provincial evaluation camps at elite level to gain experience. Invite other less experienced coaches to attend elite evaluation camps to work with experienced coaches.
- Identify who the mentors are - ensure contact information is out there for coaches to access.
- Provide guest coach opportunities at local and provincial run events.

### **E) The Organization**

#### • **Barriers**

The following points are taken from Canadian Journal for Women in Coaching Online "Changing the Andocentric World of Sport - July 2001"

- "The lack of qualified women with the right experience is the key factor in women's under representation."
- "Organizations resist new models of team coaching or co-coaching."





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- “We continue to perpetuate the thinking and behaviors that say emotion and intense feeling are to be avoided in the coaching process.”
- “We, almost without exception, continue to have only one head coach of many of our national and provincial teams.”
- “We continue to hire coaches on the sole basis of technical expertise, while almost universally ignoring the importance of effective interpersonal skills.”
- “Women are often isolated, receive little support, and have limited opportunity.”
- “Only a handful of National Sport Federations are able to meet the federal government’s expectation of having women as 25% of their coaches.” Rose Mercier & Penny Werthner
- “In order to have impact, programs need to run longer than a single fiscal year combined with other organizational and institutional changes.”

### Ways to begin to overcome organizational barriers:

- “We need to move beyond thinking that women are the problem or that men are the problem.”
- Structures of organizations are not neutral; there is an invisible gender-biased view of reality.
- We need to provide opportunities and sessions where women (the often-silent minority) can hear the voices of other women coaches.
- “It will take visionary organizations and individuals within the organizations to rethink how coaching can equally fit the life patterns and needs of both women and men.”
- We need to continue to hear the voices of the minority to find the answer.

### 3. Communication with Female Athletes

- Understanding differing conversational styles and reflecting on how you, as a coach, speak and listen will help you be more effective coaching and interacting with both female and male athletes and colleagues.
- The focus for female coaches and athletes is on speaking (what gets said and how it is said) and on listening (what gets heard and why). The key for both male and female coaches is that they need to hone their listening skills. Do not make assumptions but step back, ask questions of each of your athletes to find out what they are thinking and feeling, and really listen as they speak. What they say and what they mean may differ.

### Guidelines for understanding gender differences in athletes (Tannen 1990 and CAAWS 1993)

(Tannen notes this is not an exact science, but it tends to be the general way we learn our conversational styles.)

#### • **Females**

- Prefer small working groups.
- Base identity on socialization and relationships with others – use talk to create connections.
- Need a safe environment in order to express themselves freely.
- Moral judgment is based on respect for others, so generally express their morality through compassion and charity.
- Generally more empathic.
- Excel in verbal skills – not only want to know the “how” but the “why.”
- React to how something is said rather than just the verbal message.



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- Female athletes and coaches tend to use the word “we” and males tend to use the word “I”. This is extremely important for mentors to note especially in situations when the “I” message is more appropriate.
- Developing relationships is often more important than the game itself.
- Tendency to focus more on process versus final result.
- Tend to express emotions more openly and freely – therefore it is critical to establish standards of acceptable behavior at the start of the season.
- Individual meetings versus group feedback is very important when dealing with confrontational issues.
- With female athletes, be careful not to single out the intense, driven athlete as the “perfect” athlete in a group of females because it will isolate her.
- Girls are concerned with body image. Coaches must be careful to avoid linking “thinness” with being “healthy and fit” – It is essential to avoid comments regarding body size and weight.
  
- **Male**
  - Prefer highly structured games in large groups.
  - Base identity on competition.
  - Learn to use words to negotiate their status by displaying abilities and knowledge.
  - Use talk to emphasize status.
  - Use “I” messages more than “we” messages.
  - Appear to have higher level of self confidence.
  - Moral judgment is based on universal principals like justice and equity.
  - Tend to be less concerned with others.
  - Excel in visual skills.
  
- **Asking Questions**
  - "The Athlete's Page" is prepared for ACTION by Athletes CAN.
  - Danièle Sauvageau, found both male and female athletes ask questions. Men’s questions are often related to *how* they are going to do something, partly, Danièle feels, because they have been playing hockey for so long.
  - Women often need to know *why* the team is doing a particular type of training or *why* such a decision is being made, and the questions are often related to their role on the team and their role in relationship to their teammates.
  - Danièle’s observation supports Tannen’s findings that women strive for connectedness and closeness in their lives.
  - Tannen adds another dimension to thinking about questions when she writes "although asking the right questions is one of the hallmarks of a good manager, how and when questions are asked can send unintended signals about competence and power." Many boys are socialized to be aware of the power dynamic of asking a question; the asker can be seen to be in a "one-down" position. "Men who believe that asking questions might reflect negatively on them may, in turn, be likely to form a negative opinion of others who ask questions in situations where they would not." This is often the case when a woman coach asks questions in clinics or of her mentor coach, thus opening herself up to being perceived as having a weakness or not know very much.
  - Penny Werthner explains In "Communicating with Clarity," one of the skills that is important for Mentor Coaches when working with female coaches was to assist them in giving a clear and



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concise message using "I." This kind of message requires you to state the issue and take ownership for what you feel and what you need. In situations, such as team building, females tend to find it easier using "we" messages in a much more appropriate and necessary environment. Within such a context, both male and female coaches and female and male athletes need to put their egos and personal needs aside, use "we," and work towards helping each other, which will, in turn, ensure growing into a fully functioning team.

### 4. Officiating Development

- **Officiating Development:**

- For detailed information on Officiating development visit Hockey Canada's website at [www.hockeycanada.ca](http://www.hockeycanada.ca)

- **Purpose of Program**

- To encourage more females to take up officiating.
- To provide supervision opportunities for female officials in order for them to improve and progress to the level they aspire to.

- **Target Market**

- Current officials
- Current and former female hockey players
- Female athletes

- **Where are we now?**

- The numbers of female officials are growing.
- We have a large gap between the development of the female player and the development of the female official.

- **How to incorporate**

- Refer to previous section – "Overcoming barriers in coaching."
- Each Branch has added a position called a Development Coordinator for Female Officials that works directly with the Provincial Referee in Chief and Female Council Representative.
- This Coordinator is responsible for overall female officiating development in the province and for tracking all of the female officials in the province and for following up with their local or zone Referee in Chief.



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- Provide opportunities where possible for the female officials to work all levels they are qualified for of female hockey in the Branch in order to be a role model for other females and to develop their skills in the female game.

### 5. Female Hockey and Education Options

- For detailed information on Female Hockey and Education Options visit Hockey Canada's website at [www.hockeycanada.ca](http://www.hockeycanada.ca)
- **Purpose of Program**
  - To provide a basic guide to assist females in making informed education and hockey decisions.
  - To provide a list of questions to ensure that the athletes are in the drivers seat when making decisions related to their future.
- **Target Market**
  - Current female hockey players, officials and coaches
  - High school guidance counselors
  - Parents of female athletes
- **Where are we now?**
  - The numbers of female hockey scholarships is on the rise.
  - We have a large discrepancy related to the information athletes gather prior to accepting scholarships in Canada and the United States.
- **How to incorporate**
  - Athletes and their parents need to take active roles in gathering information on programs and schools they are interested in.
  - Hockey Canada has added a workbook to the website to assist parents and athletes as they begin to gather pertinent information about their future.

### 6. Female Hockey Development Program Overview

- **Experience A Dream Program**
  - One lucky player in each community has the opportunity to be a part of Team Canada and experience a dream. There are a couple of levels for this program. The young player would be presented with an autographed Team Canada Jersey, she would be introduced to the public, be provided with VIP Seating to watch the game and after the game, the guest player and a family



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member would be invited back into the dressing room. One of the players presents the experience a dream player with an autographed Team Canada item.

- **Esso Fun Day**

- A Fun **INTRODUCTORY** to female hockey program for the **FIRST** time female hockey player, coach, official, and administrator to hockey's basic skills.
- A one day four hour camp format with on and off ice activities open to females of **All AGES**.

- **Initiation Program**

- A program that makes a child's first team experience with hockey a safe and positive experience by introducing the game's basic skills in an atmosphere of fun and fair play.

- **Hockey Canada Skill Development Camp**

- Hockey Canada's Skills Development Camps provide players with an opportunity to enhance their fundamental skills in a positive, learning environment through on-ice fundamental skills, with time scheduled for life skill enhancement in areas such as respect, fitness and teamwork.
- The Camps are one and two-day events, open to girls playing in the Atom and Pee Wee divisions (10-13 years of age).

- **Coaching**

- a) **Program**

- Our goal is to get more girls and women involved in the coaching programs in Canada and ensure that they are given the opportunities to grow in the programs. Coaching opportunities range from recreational all the way to high performance.

- b) **Guest Coach Program**

- Guest coaches are given an opportunity to walk through the pre-game skate practice with one of the National Team Coaches. The guest coach will then either be provided with a specific off-ice practice task to perform during the practice or if the guest coach **MAY** be given an opportunity to take part in the practice on ice. The Guest Coach would take part in the pre-game coaching clinic and then be given a task and watch the pre-game warm up with one of the coaches and will observe the pre-game speech. During the game, the guest coach is given an observation task to complete and will report in between periods to one of the coaches.
- At the end of the game, the guest coach will share observations with one of the coaches and listen to Team Canada's wrap up.

- c) **Program of Excellence Coaching**

- A minimum of one female coach from each province will be selected to participate in the Program of Excellence Training and Development Seminar. These provincial role models are leaders in their area in assisting with the mentorship and development of other up and coming female coaches.



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- **Leadership / Role Model Development**

- The focus of these programs is to bring in a number of the current role models playing the game to put them through coaching, officiating or leadership training with programs such as introductory to coaching program, NCCP Coach Level or Level 2 Officiating. A second focus is on Leadership development in the areas of provincial Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis) that exist in their female programs and work to explore ways to overcome the obstacles and grow the program.

- **Female Officiating**

- a) ***Guest Official Program***

- Participants are selected through their Provincial Referee-In-Chief. Prior to the game they have an opportunity to visit with senior officials and to participate in the officials' warm-up as well as the Team Canada pre-game on-ice ceremonies.
  - Participants, sit with a game supervisor throughout the game to be given the opportunity to ask questions and to learn from their role models on ice. The guest officials also take part in the intermission and post-game discussions.

- b) ***Development Coordinators for Female Officials***

- Each province has a coordinator that works with the Referee in Chief and female council chair for the sole purpose of ensuring that the female hockey officials in each area are given the opportunity to develop through supervision and mentorship.

- **Esso Schools Program**

- The Esso Schools program is offered to children in grades 4-6.
- The program links Education and Sport through a series of curriculum based unit plan educational activities pre, post, and during the event. The program includes: a new on-line program for the teacher as well as fun interactive activities for the students. The highlight for some schools is the opportunity to experience an educational field trip to attend a major Provincial, National, or International hockey event. Special overtime sessions are provided to award winning classrooms to attend break out sessions at the arena during the Championship.
- By providing this unique opportunity to children at a young age, we are building a foundation for a child's personal growth, allowing them to experience the passion of sport and the opportunities within.
- The Esso Schools Program is a vehicle that demonstrates the benefit of education and sport in the holistic development of a child.

- **Chevy Safe N Fun Parent Education**

- The Chevrolet Safe and Fun are 1 day camps targeted for parents, as well as girls and boys playing at the beginner and recreational level. Parents are given a seminar, complete with a manual outlining the Safe and Fun Program. Meanwhile, their players are placed in on ice situations where they are challenged to perform fundamental skills in an enjoyable and positive environment.



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- The goal is to stimulate thought among parents, and drive the message of respect and responsible behaviour in and around the arena and home. For the children, the players become part of Team Canada for the camp duration, participating in all of the activities as a team.

- **Breakfast of Champions Program**

- Hockey Canada, along with the sponsorship of General Mills, offers the Breakfast of Champions to select schools within areas where a Hockey Canada approved Regional / National / or International Championship event is hosted.
- This program is an opportunity for players taking part in the Championship to be a role model for children in a local school. The format of the program runs from approximately 8:30 am-9:30 am; Players are in the designated classes ready to serve your students; As students eat breakfast, players mingle throughout the class discussing the upcoming Championship, hockey in general, hockey trivia for prizes; The grade focus is at the discretion of the school, but typically the target group is children in grades 3 – 6.

## 7. Female Hockey Statistics 2001-2002 Season

- **Players**

- 54,563 Total Registered Female Hockey Players.
- Equivalent to approximately 10 % of the 532,435 registered players in total for Hockey Canada.

- **Officials**

- 1,025 Total Registered Female Officials.
- Equivalent to approximately .04 % of the 26,583 registered officials in total for Hockey Canada.

- **Coaches**

- 803 Total Registered Female Coaches.
- Equivalent to approximately .04 % of the 20,612 registered coaches in total for Hockey Canada.
- Advanced II Female Hockey Coaches: Melody Davidson, Karen Hughes, Julie Healy, Nancy Wilson, Danièle Sauvageau, Shannon Miller, and Diane Boles.

## 8. Role of Hockey Canada's Female Council

Hockey Canada's Female Council is an elected volunteer group that represents each province. The council is striving towards a common goal, the betterment of the Female Program in Canada and around the world encompassing elements such as coaching, officiating, administration and athlete development. The council provides direction and leadership for the growth and development of the Female Hockey Program and for Females in the Male Hockey Program.



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### 9. Provincial Contact List

To find out more about your provincial programs and your provincial contact check into the links below:

Saskatchewan Hockey Association  
[www.sha.sk.ca](http://www.sha.sk.ca)

Hockey Nova Scotia  
[www.nshockey.org](http://www.nshockey.org)

Hockey Alberta  
[www.hockey-alberta.ca](http://www.hockey-alberta.ca)

Hockey New Brunswick  
[www.nbaha.nb.ca](http://www.nbaha.nb.ca)

B.C. Amateur Hockey Association  
[www.bcaha.org](http://www.bcaha.org)

Hockey Newfoundland and Labrador  
[www.nlha.nf.net](http://www.nlha.nf.net)

Manitoba Hockey Association  
[www.hockeymanitoba.mb.ca](http://www.hockeymanitoba.mb.ca)

Prince Edward Island Hockey Association  
[peiha@pei.sympatico.ca](mailto:peiha@pei.sympatico.ca)

Ontario Women's Hockey Association  
[www.owha.on.ca](http://www.owha.on.ca)

Hockey North  
[www.hockeynorth.org](http://www.hockeynorth.org)

Hockey Quebec  
[www.quebec.qc.ca](http://www.quebec.qc.ca)

### 10. FEMALE HOCKEY - Resource List

#### Readings and Websites

- Hockey Canada Website - [www.hockeycanada.ca](http://www.hockeycanada.ca)
- Hockey Canada - Coaching Program Female Supplement
- Hockey Canada - Esso Fun Day Operations Manual
- Canadian Association for the Advancement of Women in Sport: [www.caaws.ca](http://www.caaws.ca)
- Coaching Association of Canada - Women In Coaching Website: [www.coach.ca](http://www.coach.ca)
- Canadian Journal for Women in Coaching: [www.coach.ca/women/e/journal](http://www.coach.ca/women/e/journal)
- Understanding the Differences between how men and women communicate
- Changing the Andocentric World of Sport
- Women in Hockey Website: [www.whockey.ca](http://www.whockey.ca)
- Women's Educational Equity Act Resource Centre at EDC - 25 years of Title IX
- The Cyber Journal of Sport Marketing
- Putting Gender Issues on the main stage of contemporary sport
- Bill C-54