

# What We Heard: A Collective Narrative

## from women coaching and officiating in Alberta in 2025

The story of the experiences shared by the survey respondents created the below 13 themes. The themes have been woven together to provide a collective narrative representing the motivations, challenges, and desires shared by respondents.

1

**WE LOVE SPORT**

2

**WE VALUE SPORT**

3

**WE ARE INSPIRED BY THE  
COMMUNITIES SPORT CAN  
CREATE**

4

**WE ARE WILLING TO  
MAKE SACRIFICES TO BE  
INVOLVED IN SPORT**

5

**WE DESIRE CHANGE**

6

**WE EXPERIENCE  
EVERYDAY LANGUAGE  
THAT IS HARMFUL AND  
DEMEANING**

7

**WE HAVE BEEN TREATED  
POORLY BY OTHER  
COACHES, OFFICIALS, AND  
ADMINISTRATORS**

8

**WE EXPERIENCE VERBAL  
ATTACKS FROM PARENTS,  
SPECTATORS, AND  
ATHLETES**

9

**WE ARE DEEPLY IMPACTED  
BY THIS LANGUAGE AND  
THESE BEHAVIOURS**

10

**WE KNOW THESE IMPACTS  
ARE MAGNIFIED FOR  
MEMBERS OF EQUITY-  
DENIED COMMUNITIES**

11

**WE KNOW THE CURRENT  
SPORT CULTURE  
CONTRIBUTES TO WOMEN  
QUITTING**

12

**WE KNOW THAT WOMEN  
QUITTING HAS A NUMBER  
OF OTHER NEGATIVE  
EFFECTS**

13

**WE NEED TO CHANGE  
THE STORY**

