



**British Columbia
Table Tennis Association**
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BCTTA 2023 New Promotion Campaign

In 2023, BCTTA will carry out a series of campaigns to promote table tennis to specific communities, namely indigenous communities, LGBTQI2S+ communities and new immigrants to BC. Below is a general guideline to help BCTTA launch the campaign:

Purpose:

- encourage, support, or enhance the participation of indigenous communities, LGBTQI2S+ participants and newcomers to BC.

Benefits:

- Attracting people from more communities to sport and physical activity enhances the revenue base and increases the market segment to which the sport appeals;
- Fully representing the population base and tapping the resources of every member results in a larger, stronger and more effective organization;
- People from more communities can provide BCTTA with an important, larger talent pool of administrators, coaches, board members and officials;
- Being inclusive of all individuals in sport attracts public interest and private investment which in turn attracts more members to BCTTA;
- Working together, all genders and communities can learn to build equal partnerships, increase knowledge sharing and better support each other;
- Awareness and advocacy on these issues will create a safer environment which does not tolerate harassment, bullying or abuse of any kind and therefore improve the safety of sport for all;
- Sport and physical activity can provide opportunities for people to understand and respect their bodies which fosters a healthy lifestyle and mitigates health issues;
- By fulfilling its legal responsibility to treat everyone involved in BCTTA fairly and making a commitment to gender equity, BCTTA will be better able to mitigate risk.

Operations

As part of its commitment to having gender equitable operations, BCTTA will

- Ensure that all participants are portrayed equitably in promotional materials and official publications, and that gender-inclusive language is used in all communications;
- Ensure that Individuals have no barriers to participation on the basis of gender and race in BCTTA's programs, training, and other opportunities;
- Handle any instance of discriminatory behaviour or harassment on the basis of gender according to BCTTA's policies for complaints and dispute resolution.

Programming

As part of its commitment to equitable programming for Individuals, BCTTA will

- Commit to the equitable allocation of resources, financial and otherwise, and the provision of services for girls and women.
- Ensure that the achievement of equitable opportunities is a key consideration when developing, updating, or delivering programs and policies.
- Collect gender-based data to monitor and evaluate the participation of Individuals from a variety of gender and race communities.
- Ensure Individuals are neither disadvantaged nor denied access to programming on the basis of gender and race.

Campaign Activities

As part of its commitment to equitable programming for Individuals, BCTTA will

- Reach out to indigenous communities by sending promotional materials and organizing exhibition events at indigenous communities;
- Reach out to LGBTQI2S+ communities by advocating LGBTQI2S+ equality on our website;
- Reach out to newcomers to BC by spreading promotional materials at the airport and local new immigrant agencies.
- Organize tournaments or events targeting Indigenous communities, LGBTQI2S+ participants and newcomers to BC only.

Our goal is to organize 1-2 events targeting the above-mentioned communities in 2023.