

RALLY REPORT

A CALL TO REIMAGINE SPORT SO ALL GIRLS CAN PLAY

Investment & Growing the Fanbase

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Understanding girls' experiences is the first step in transforming the sport and physical activity system in Canada so that all girls can play. Rally Report 2024, developed in partnership with Canadian Tire Jumpstart Charities and global insight

consultancy IMI Consulting, aims to champion girls' voices, and support and inspire sport leaders with fresh insights into how they can reimagine sport and create more equitable, inclusive environments.

Brighton plus Helsinki Declaration Principles:

- Equity and Equality in society and sport
- Developing Participation

Target audience:

- Sports Administrators
- Sport Policy Makers

Background:

Rally Report 2024, provides a timely update on girls' participation rates in sport and physical activity in Canada. It offers critical insights into the benefits and barriers they experience, and where additional efforts and investments are needed.

Summary:

The research takes a deep dive into key elements of girls' experiences with sport that have been overlooked, namely body confidence and the menstrual cycle. Through it all, the aim is to centre the girls, having them describe—in their own words—how they experience sport and physical activity today and what obstacles they face. Throughout the report, the perspectives and experiences of girls come to life through direct quotes from the research.

[READ MORE: Rally Report 2024 - Canadian Women in Sport](#)

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<https://womenandsport.ca/rally-2024/>