



How To - Engaging Newcomers & Minority Groups

In 2022, Nordiq Alberta and Strathcona Wilderness Centre was awarded a grant from the Nordiq Canada Equity Initiative, funded by Sport Canada's Community Sport for All Initiative. This grant was used to support the Newcomers Cross Country Ski Experience Project in the upcoming ski season. Six sessions, each 2 hours in length, were run having a total of 151 newcomers participate. This document is to help provide some tips, tricks, and information on how to engage and create opportunities for newcomers and other minority groups to participate in nordic skiing in your community. The end goal is to create more diversity and inclusion within our ski community.

Connecting to newcomers and minority groups

Contact organizations within your community to plan an event to introduce nordic skiing. The lead person in the organization can contact members to see if there is interest and recruit participants. Decide with the lead person if families, adults, or school groups will be included.

Setting a date, location and securing equipment

Set a date, find a location, and secure equipment for the event. Have an alternative date in case of extreme cold weather.

Getting instructors and volunteers

If you received a grant, you likely received funds to pay instructors. If not, you can ask instructors in your club if they would be willing to donate their time and talent. A few extra volunteers to assist with equipment and being available during the lesson is helpful. Refreshments following the session are always a plus for participants.

Decide how you want to run your event

Do you want one session to introduce the sport by having a short lesson and a short ski tour? Or do you prefer to offer a lesson series for the designated group? This is something you can discuss with your instructors and your volunteers in your club.



Transportation

You can discuss with your organization contact if transportation will be necessary to get the participants to the session.

Day of the event or series

Welcome participants and get them fitted for skis as soon as they arrive.

Get them on the snow and try out their equipment in advance of the lesson. Volunteers can help with equipment and getting participants warmed up. If you have refreshments after the event, this is a good time to tell participants about your club's activities and opportunities for skiing. Through conversation you can find out how participants enjoyed the sessions and challenges they may have faced.

Follow up

After the event, survey the participants to see how they enjoyed the event. Find out if they had any challenges and what obstacles might prevent them from participating again.