

Federal Institution Submission (FY 2005-2006)

on the Operation of

Section 3(2) of *the Canadian Multiculturalism Act*

**ANNUAL REPORT ON THE OPERATION OF THE CANADIAN
MULTICULTURALISM ACT 2005-2006**

SUBMISSION GUIDELINE & INSTRUCTIONS

This guideline helps federal institutions in preparing their *Federal Institution Submission* on the implementation of the *Canadian Multiculturalism Act*. It defines central concepts relating to multiculturalism, describes the main components of the *Act* as well as requirements and information sought from all federal institutions.

Your submission to the Annual Report is an opportunity to illustrate how your institution has supported the operation of the *Canadian Multiculturalism Act* in 2005-2006 and is meeting the needs of Canada's changing population. By sharing your initiatives and best practices, you can help other federal institutions find new and innovative ways to meet the *Act's* requirements and support the principles that underpin multiculturalism.

BACKGROUND

What is multiculturalism?

Canadian multiculturalism is both a fundamental belief and a set of policy tools embodied in the *Canadian Multiculturalism Act*. The *Act* embraces two fundamental principles:

- All citizens are equal and have the freedom to preserve, enhance, and share their cultural heritage.
- Multiculturalism promotes the full and equitable participation of individuals and communities of all origins in all aspects of Canadian society.

While **Canadian Multiculturalism** includes the principles of equal opportunity in employment, and the promotion of official languages, it goes beyond employment equity which focuses on the workplace in relation to four designated groups (women, Aboriginal peoples, persons with a disability, and members of visible minorities), and beyond official bilingualism, which protects the equal status and use of English and French in Canadian society through the *Official Languages Act*. Multiculturalism has a wider scope, encouraging the participation of all ethnocultural groups in the social, cultural, economic, and political life of Canada.

Definitions:

An **ethnocultural group** is a group that defines itself by at least one of the following: language or culture, religious affiliation, race, ethnic identity, ethnic origin, or the country/geographic region of origin.

Under the *Multiculturalism Act*, "**federal institution**" means any of the following institutions of the Government of Canada:

- (a) a department, board, commission or council, or other body of office, established to perform a governmental function by or pursuant to an Act of Parliament or by or under the authority of the Governor in Council, and
- (b) a departmental corporation or Crown corporation as defined in section 2 of the *Financial Administration Act*.

Under the *Employment Equity Act*, "**aboriginal peoples**" mean persons who are Indians, Inuit or Métis. "**Members of visible minorities**" mean persons, other than aboriginal peoples, who are non-Caucasian in race or non-white in colour.

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How is our Canadian context changing?

According to the 2001 Census data and 2017 projections studies (carried out by Statistics Canada):

- In 1981, one in twenty Canadians was a visible minority. In 2001, the figure was one in seven. It is projected that by 2017, **one in five Canadians will be a visible minority.**
- By 2017, **visible minorities will represent half of the population** in Toronto and Vancouver.
- **Chinese-Canadians represent the largest visible minority group in Canada.** The next largest groups are South Asian-Canadians and African-Canadians.
- **Arab- and Western Asian-Canadians are the fastest growing visible minority groups.**
- Religious diversity is increasing rapidly, with the **fastest growing religious affiliation being Muslim.**

Why develop an Annual Report on the Operation of the *Canadian Multiculturalism Act*?

Section 8 of the *Canadian Multiculturalism Act* states that: “The Minister shall cause to be laid before each House of Parliament, not later than the fifth sitting day of that House after January 31 next following the end of each fiscal year, a report on the operation of this Act for that fiscal year.”

The *Canadian Multiculturalism Act* sets out the Government of Canada’s multiculturalism policy as it relates to the obligations of federal institutions in Section 3(2) (http://www.pch.gc.ca/progs/multi/policy/act_e.cfm). The *Act* requires all federal departments, agencies, and Crown corporations to implement the policy, and to report annually on their initiatives. The submissions form part of the *Annual Report on the Operation of the Canadian Multiculturalism Act*, which is produced by the Multiculturalism Program (http://www.pch.gc.ca/multi/index_e.cfm) at the Department of Canadian Heritage. In addition to producing the Annual Report, the Program develops policies, programs, and services to aid in the understanding of cultural differences, combating racial discrimination, promoting a sense of belonging for all Canadians, and ensuring that government institutions are accessible and responsive to the needs of a multicultural population.

Please see the following link for previous Annual Reports available online: (http://www.pch.gc.ca/progs/multi/reports/index_e.cfm).

What are Federal Institutions’ obligations under the *Canadian Multiculturalism Act*?

Pursuant to Section 3(2) of the *Canadian Multiculturalism Act*: All federal institutions shall:

- (a) ensure that Canadian of all origins have an equal opportunity to obtain employment and advance in those institutions;
- (b) promote policies, programs and practices that enhance the ability of individuals and communities of all origins to contribute to the continuing evolution of Canada;
- (c) promote policies, programs and practices that enhance the understanding of and respect for the diversity of the members of Canadian society;

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- (d) collect statistical data in order to enable the development of policies, programs and practices that are sensitive and responsive to the multicultural reality of Canada;
- (e) make use, as appropriate, of the language skills and cultural understanding of individuals of all origins; and
- (f) generally, carry on their activities in a manner that is sensitive and responsive to the multicultural reality of Canada.

Further, **Section 6(1)**, the ministers of the Crown, other than the Minister, shall, in the execution of their respective mandates, take such measures as they consider appropriate to implement the multiculturalism policy of Canada.

GUIDELINES TO COMPLETION OF THE SUBMISSION

How do I complete this submission?

- **Section I requests contact details.**
- **Section II (items 1-7) requires statistical information.**
- **Section III (items 8-26) requires descriptive responses based on the five subsections of Section 3(2) of the *Act*. Your answers should reflect new initiatives or new phases of existing initiatives that your institution undertook in fiscal year 2005-2006, (April 1, 2005 - March 31, 2006). (Note: you are also free to highlight initiatives that were started in a previous year but have not yet been highlighted in an Annual Report.) Please list initiatives relating to the general public in addition to your workplace, and those that involve members of ethnocultural groups in addition to visible minorities.**
- **Section IV (items 27-29) requests reporting on best practices.**
- **Submissions received after October 16, 2006 may not be included in the 2005-2006 edition of the Annual Report.**
- **The space for responses is prescribed on all questions. Please respect these directions.**
- **You may provide your submission in the official language of your choice. It is not necessary to provide your submission in both official languages, as the Annual Report will be translated in full before final production.**
- **Please spell out acronyms the first time they appear in your submission.**
- **Please send your submission electronically using the Word template found on the enclosed diskette.**
- **Once completed, your Federal Institution Submission on the Operation of the *Canadian Multiculturalism Act* should be sent to Stephanie Manson at Stephanie_Manson@pch.gc.ca.**
- **Questions? Need help with your submission? Contact Stephanie Manson at (819) 953-7279.**

**Federal Institution Submission Template for the
Annual Report on the Operation of the *Canadian
Multiculturalism Act 2005-2006:***

Section I: Contact details

Official Name of Federal Institution (please provide in <u>both</u> official languages): Canadian Broadcasting Corporation/Société Radio-Canada
Name of Multiculturalism Champion (if one has been appointed): N/A
Name of contact person if a Multiculturalism Champion has not been appointed: Patricia Antonucci, Director Workforce Diversity/Human Resources Policy
Address of Multiculturalism Champion or contact: 181 Queen St., Room 420, Ottawa ON, K1P 1K9
Telephone number of Multiculturalism Champion or contact: 613-288-6046
E-Mail Address of Multiculturalism Champion or contact: patricia_antonucci@cbc.ca
Name of person who has approved this submission on behalf of your institution: George C.B. Smith
(Name)
Senior Vice-President, Human Resources and Organization
(Title)

Section II: Statistical information

Number of employees in your federal institution (as of March 31, 2006): 7,212
Number of visible minority employees: 389
Number of Aboriginal employees: 91
Percent of employees who are bilingual: Cannot be provided. We are currently

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undertaking a two-phase project which includes the identification of positions which are designated bilingual (phase 1). Phase 1 will involve the identification of position incumbents who are bilingual.

1. Statement of the federal institution's vision, mandate and goal(s) in addressing issues related to the *Canadian Multiculturalism Act*:
 - CBC/Radio-Canada has a mandate to reflect Canadian culture. The 1991 Broadcasting Act states that the programming provided by the CBC should among others "be predominantly and distinctly Canadian and should reflect the multicultural and multiracial nature of Canada".
 - The notion of diversity is integral to both the Corporation's mission and vision which state respectively that CBC must "tell Canadian stories reflecting the reality and diversity of our country" and "reflect the remarkable regional and cultural diversity of our people".
 - Included in the key corporate priorities which guide the way CBC/Radio-Canada does business is recognizing the importance of regional reflection and the changing face of Canada.

2. A list of institutional policies and programs related to multiculturalism:
 - Human Resources Policy Non-Discrimination and the Duty to Accommodate
 - Human Resources Policy on Employment Equity
 - Human Resources Policy on Staffing
 - Human Resources Policy on Harassment
 - Program Policy on Stereotypes in CBC Programming
 - Program Policy on Sex-Role Portrayal
 - Program Policy on Multicultural Programming

3. Federal institution's activities to respond/support Canada's ethnocultural diversity in FY 2005-2006. (Select all of the following that apply and state title of event next to crossed box where applicable.)
 - x Held or participated in seminars to increase institution's knowledge about multiculturalism issues. Title of event: Leading Diversity workshops.

 - x Consulted with general public to identify gaps. Title of event: Diversity Summit, hosted by Radio-Canada in Montreal. Sixty representatives from educational institutions, minority Chambers of Commerce, community groups/ associations, employment organizations and other media were invited to participate.

 - x Developed partnerships with ethnocultural groups. Title of event: CBC Communications forged strategic partnerships with local ethnic communities and organizations across the country. This has resulted in the development of expert contacts and connections with those communities. It has also provided promotional support to local CBC diversity initiatives and has sought sponsorships of diverse community events.

 - x Added or enhanced policies and/or services to better reflect needs of ethnocultural communities. Title of event: No one event in particular. Continual progress is being made to better reflect the makeup of minority communities both in terms of programming content and the makeup of the teams who produce the on-air shows.

 - x Supported research on multiculturalism issues. Title of event: CBC purchased a comprehensive 'Study on Diversity in Canada' that informs on the social

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attitudes, perceptions, key social issues and media usage habits of Canada's fastest growing population groups in Vancouver, Toronto and Montreal. Among these groups are Canadians of Chinese, Black, South Asian, West Asian, Hispanic and Italian backgrounds.

Other. Please specify: _____

4. The federal institution has designated a Multiculturalism Champion (or senior official) responsible for advancing the principles of multiculturalism:

Yes

No (go to item 6 if no Champion is designated.)

Multiculturalism Champion is also responsible for Employment Equity:

Yes

No

5. List responsibilities assigned to Multiculturalism Champion or senior official for the implementation of the *Canadian Multiculturalism Act* in your institution.

- _____
- _____
- _____
- _____
- _____

6. Employees of this federal institution were offered, in FY 2005-2006, training sessions on cross-cultural understanding, fighting racism, or promoting diversity, either by providing such training in-house or enrolling employees in courses offered by an outside organization:

x Yes. If yes, how many employees participated in the session(s)?

More than 300 managers and leaders throughout the Corporation.

No

Title of session(s): 'Leading Diversity' workshops

Number of such session(s) in FY 2005-2006: Twenty-two.

Focus of training sessions included the following:

Combating racism

x Employment Equity

x Diversity issues/diversity awareness

Cross-cultural understanding

x Incorporation of diversity in new policies, programs and services

Discrimination

Communicating in a multicultural workplace

Other topics – Please specify: _____

7. During the FY 2005-2006, this federal institution has consulted with ethnocultural groups to ensure that their viewpoints were specifically included in the development and implementation of key policies, programs and services.

x Yes

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No

Number of consultations held during fiscal year: N/A

Please provide details: *New Faces/New Voices Rolodex* is an intranet database that is available to journalists and researchers system-wide. More than 400 new listings of expert sources from a variety of backgrounds have been developed to diversify not only the appearance of a ‘panel of experts’ but also the sources turned to for informed comment and analysis on-air.

French Services purchased and used Statistics Canada’s Census data on ethnic origin in support of a RCI project to serve specific cultural communities in Canada.

Section III: Descriptive questions (based upon the five subsections of Section 3(2) of the Act)

(Unless otherwise indicated, please restrict your responses to each of the following questions to one third (1/3) of a page and please type responses in **BOLD**.)

Section 3(2)(a) Equal Opportunity in Federal Institutions

“all federal institutions shall...ensure that Canadians of all origins have an equal opportunity to obtain employment and advancement in those institutions.”

8. **Recruitment:**

In fiscal year 2005-2006, what initiatives did your institution undertake to support increasing the number of employees of different ethnocultural backgrounds within your institution?

To achieve a workforce that reflects the make-up of Canadian society, hiring goals were set by CBC’s key TV and Radio managers to improve the overall representation of diversity groups. The goals were supported by diversity strategies, intended to result in significant changes to CBC’s on-air presence as well as in the development of diverse staff.

CBC English Services produced a recruitment video/DVD that is an essential tool used to attract diverse candidates to work at the CBC. It is shown at conferences, career fairs, in schools and universities visited by CBC staff as well as on www.CBC.ca/jobs. The DVD is intended to show that the CBC values and encourages a diversity of perspectives, offers an opportunity to do meaningful and highly creative work and provides an incredible range of opportunity and career mobility. A similar video will be produced by the French Network in 2006/07.

9. **Promotion:**

In fiscal year 2005-2006, what initiatives did your institution undertake to promote employees of different ethnocultural backgrounds within your institution?

As part of the performance management and development process, a succession planning exercise has been in place at CBC/Radio-Canada for senior management for a number of years now. In some areas, succession planning has been extended to other levels of management. The Corporation’s workforce data for 2005 showed that promotion rates for three of the diversity groups including women, Aboriginal People and visible minorities were greater than their representation rate.

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10. ***Retention:***

In fiscal year 2005-2006, what initiatives did your institution undertake to retain employees of different ethnocultural backgrounds within your institution?

The HELP (Help Energize Local Projects) Fund and other internship programs in existence at the CBC serve to strengthen diversity candidates' skills and competencies base to enable them to compete successfully for job opportunities or to bridge employment until vacancies arise for which they're qualified.

11. ***Diversity training and enhanced awareness of Multiculturalism:***

In fiscal year 2005-2006, what initiatives did your institution undertake to train employees on diversity issues, and raise their awareness of multiculturalism?

Twenty-two 'Leading Diversity' workshops were delivered to more than 300 CBC managers and leaders throughout the Corporation. The workshops were designed to provide participants with the necessary knowledge, skills, tools and strategies to lead and communicate effectively with staff about diversity and to address challenges they are currently experiencing. Plans are underway to deliver a similar program in 2006/07 to Radio-Canada leaders and managers.

12. ***Culture that embraces diversity:***

In fiscal year 2005-2006, what initiatives did your institution undertake to foster a corporate culture that embraces diversity?

CBC/Radio-Canada was named one of the winners of the 'Top Employers for Workplace Diversity' awards by the Canadian Immigrant Magazine. Winners were selected by an independent panel of judges involved in the business and human resources sectors.

The Corporation's Employee Assistance Program is a confidential counseling service, provided to all employees, retirees and their families. The services are available in both official languages and in Inuktitut in the North. Counseling services cover family, legal, financial and work-related issues. Recently, multi-lingual capacity was added to the list of selection criteria for suppliers providing counseling services.

Workplace accommodation initiatives covered a wide spectrum of measures including granting flexible hours, compressed work weeks, self assigned schedules, part-time employment or job sharing for employees with child and elder care responsibilities, or those returning to work from an illness or injury who required flexibility to attend to medical needs. It is a common practice to accommodate employees' religious needs by adjusting work schedules.

13. ***Diversity in your institution:***

How does your institution benefit from having a multicultural workforce?

CBC/Radio-Canada recognizes the value of hiring diverse talent that enriches our daily working lives. A diverse workforce is important to all of us because it not only reflects the communities we live and work in but also results in programming that mirrors the changing landscape of Canada.

The programming units have worked diligently to recruit members from multicultural communities to work in reporting and producing roles. By doing so, new relationships have been forged with local communities, resulting in stories brought to air that reflect the perspectives and viewpoints of people from different ethno-cultural backgrounds.

14. ***Other:***

In fiscal year 2005-2006, did your institution undertake other initiatives that fall within Section 3(2)(a) Equal Opportunity in Federal Institutions, but not within one of the subtopics listed above? Please be specific.

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As new policies and systems are introduced, they are to be reviewed by the Equity/Diversity Office together with its Human Resources Business Consulting partners prior to approval by the Senior Management Committee and the Board of Directors. Revised staffing and accommodation policies which strengthen and support diversity principles will be submitted for approval in the coming year.

Section 3(2)(b) Capacity Building

“all federal institutions shall...promote policies, programs and practices that enhance the ability of individuals and communities of all origins to contribute to the continuing evolution of Canada”

15. Consultations:

In fiscal year 2005-2006, what consultations with ethnocultural communities did your institution undertake that resulted in better delivery of services to them and all Canadians? Please be specific about how the consultations resulted in better service delivery.

The ‘Diversity in Canada’ Study, mentioned earlier, presents findings from surveys of over 3,000 Canadians living in Toronto, Montreal and Vancouver. Given the Corporation’s interest in understanding diversity, the results of this study are extremely relevant as they allow a look at potential audiences both from a communications and marketing point of view, as well as from a programming perspective. It is especially useful given that one of the major areas it investigates is media use among the various groups.

16. Empowering and engaging communities:

In fiscal year 2005-2006, what actions did your institution take to enable members of ethnocultural communities to participate and be fully represented in Canadian society? Please be specific about how the actions led to increased participation or representation.

In May 2005, CBC Communications set up a meeting entitled “CBC and You” with CBC producers and leaders in Calgary’s key Diversity groups. The objective was to establish relationships with a variety of communities and to examine issues that connect people. As a result, CBC has developed expert community contacts.

During the last federal election campaign, Radio-Canada organized a citizen’s forum which included representatives from Canada’s multi-cultural groups ensuring their views and perspectives on critical subjects were heard.

In Vancouver, CBC used various means to connect with diverse communities. For example, CBC Vancouver partnered with the Asian community to lead the Asian Canadian writer’s workshop, celebrated Asian Heritage Month, and promoted *Flavours of Vancouver* (ESL schools). French Radio gave studio time to 18 singers from diverse backgrounds to record demos for a province-wide singing competition. Because this number exceeded the usual six or seven diverse competitors in past years, this was considered a successful outreach initiative.

17. Services for newcomers:

In fiscal year 2005-2006, what sort of services and/or programs did your institution provide to help newcomers better integrate into Canada’s economy and society?

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CBC Ottawa Radio has a number of sponsorships with organizations including the Ottawa Centre for Immigrant Services. As well, Ottawa has been the instigator of an ESL website, using CBC archived material. This project is now being expanded and another site for FSL is being created.

18. *Other:*

In fiscal year 2005-2006, did your institution undertake other initiatives that fall within Section 3(2)(b) Capacity Building, but not within one of the subtopics listed above? Please be specific.

The CBC Halifax Regional Reflections Committee is a voluntary group of managers and staff which promotes Diversity objectives internally and externally through education and awareness raising, and using best practices that are diversifying programming. Members regularly participate in multicultural events in the community. In 2005, the University of King's College, CBC, and the Tourism Industry Association of Nova Scotia partnered to celebrate Diversity in their community.

CBC Windsor aired a series on the 'Changing Face of Windsor', combined with a reception for those involved. As a result of their efforts, they received an 'Award of Excellence' from the New Canadian Centre for Excellence.

Section 3(2)(c) Enhancing the Understanding of and Respect for Diversity

"all federal institutions shall...promote policies, programs and practices that enhance the understanding of and respect for diversity of the members of Canadian society."

19. *Serving a diverse public:*

In fiscal year 2005-2006, what initiatives did your institution undertake to improve federal services for ethnocultural groups?

The Community Snapshots Project (Understanding Canada's Diversity) involved creating and compiling "snapshots" across the country using demographic information, audience research data and input from community members. A national profile was produced as well as regional profiles in over 30 locations. These snapshots are providing TV and Radio programmers with an accurate picture of Canadian communities, which they can use to shape programming to better reflect audiences.

A series of Learning Lunches were delivered in Toronto by Audience Research to help staff learn more about the demographic changes taking place in Canada. They were based on information collected through the Community Snapshots project and psychographic research.

Editorial board sessions are delivered in Toronto to senior and executive producers from Radio, TV, and on-line News and Current Affairs. The boards were initiated in the autumn of 2004 and during the course of the season run every two weeks pending special and/or unforeseen events. The editorial boards feature speakers who reflect the diversity of voices, opinions, politics and ideas not only in Canada but throughout the world. Topics have included discussion about the Muslim Diaspora in Canada and immigration issues, to name a few.

20. *Celebrating Canada's cultural heritage:*

In fiscal year 2005-2006, what initiatives did your institution undertake to celebrate Canada's cultural heritage among employees and/or the general public?

A number of initiatives took place throughout the Corporation. For example, in the West, in partnership with the Asian Heritage Committee, CBC Regina staged an outreach event involving more than 150 key stakeholders. CBC

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Edmonton partnered with Canadian Heritage on the Black History Month display at CBC studios.

Sponsorships in Quebec included the Asian Heritage Festival, the Black Theatre Workshop and many cross-cultural projects with Radio-Canada including the ‘Bottine Souriante’ Concert, ‘Blue Metropolis’ and the CBC Literary Awards/Prix littéraires. CBC was also a sponsor of the February African Heritage Month initiative in Nova Scotia.

21. *Fighting racism and discrimination:*

In fiscal year 2005-2006, what initiatives did your institution undertake to fight racism and discrimination?

Forty Human Resource Managers and Consultants took part in a two-day training session when the new Canadian Media Guild collective agreement was implemented. There was a significant section on ‘Respect in the Workplace’, Harassment and Investigation techniques.

Additionally, a pilot session about managing with the new collective agreement was held in August 2006 for 35 media and corporate managers and a section was devoted to ‘Respect in the Workplace’ which also included a component on Harassment and the Human Rights Code. It is intended that this session will roll out to 650 managers before April of 2007.

Lastly, the ‘Leading Diversity’ sessions, mentioned earlier, included a section on what is covered by the Canadian Human Rights legislation and there was discussion/education on discrimination.

22. *Other:*

In fiscal year 2005-2006, did your institution undertake other initiatives that fall within Section 3(2)(c) Enhancing the Understanding of and Respect for Diversity, but not within one of the subtopics listed above? Please be specific.

N/A

Section 3(2)(d) Research and Data that Support the Development of Relevant Federal Policies, Programs and Practices

“all federal institutions shall...collect statistical data in order to enable the development of policies, programs and practices that are sensitive and responsive to the multicultural reality of Canada.”

23. *Collecting information and funding research projects:*

In fiscal year 2005-2006, what research did your institution conduct or fund with a multicultural component?

Please see the ‘Community Snapshots Project’ referenced above and ‘Study on Diversity in Canada’ previously mentioned.

24. *Dissemination:*

In fiscal year 2005-2006, how were these data used, by your institution or another group, to better understand and serve ethnocultural groups?

The results of the ‘Study on Diversity in Canada’ were shared through presentations given to Radio and Television senior managers, executive and senior producers in Vancouver, Toronto and Montreal. This information not only provides a better understanding of culturally diverse Canadians on a

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number of dimensions but also highlights the degree to which they differ from the general population. It also allows comparisons among the three major markets surveyed.

25. Other:

In fiscal year 2005-2006, did your institution undertake other initiatives that fall within Section 3(2)(d) Research and Data that Support the Development of Relevant Federal Policies, Programs and Practices, but not within one of the subtopics listed above? Please be specific.

French Services conducted their annual surveys *Baromètre de la Télévision française* and *Les francophones et la radio* among Canadian francophones, as well as a survey on the programming of CBF and CBFX in Montreal. These surveys included questions to identify 1st generation and 2nd generation Canadians, and assess their interest for various types of content as well as their usage of TV/Radio and Radio-Canada services. These surveys also included questions on perceptions vis-à-vis Radio-Canada television and radio services: reflecting ethnic diversity, helping understand other cultures, information on what is happening elsewhere in the world.

CBC/Radio-Canada Research & Strategic Analysis asked about ethnic background as part of its annual QRS survey. This information can be cross-referenced against various media usage and Performance Indicator questions.

Corporate Communications conducted stakeholder research that asked about the importance and performance of CBC/Radio-Canada in terms of reflecting the multicultural nature of Canada and providing programs of interest to many different groups of people.

Section 3(2)(e) Language Skills and Cultural Understanding of Individuals of all Origins

“all federal institutions shall...make use, as appropriate, of the language skills and cultural understanding of individuals of all origins.”

26. Maximizing Employee Language Skills:

In fiscal year 2005-2006, what initiatives did your institution undertake to incorporate the cultural insights and/or language skills of staff from multicultural backgrounds to improve policy-making functions, enhance service delivery, and/or expand business opportunities?

CBC/Radio-Canada has a database that lists languages spoken by its employees who are willing to share their expertise with their colleagues. The list which is constantly changing as employees add their skills, is accessed through the Corporation's intranet site.

Section IV: Best practices

27. Considering your responses to the preceding questions, in fiscal year 2005-2006, which best practice would you like to showcase as an example of how your institution furthered the principles of the *Canadian Multiculturalism Act*?

Best Practices

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Internship/Scholarship Programs

HELP Fund

The purpose of the HELP Fund is to provide financial assistance for internships and on-the-job developmental opportunities for diverse candidates. One of the eligibility criteria to be considered for funding support, is the identification of a mentor whose role is to provide coaching and feedback to the intern. In 2005/06, 28 internships were supported by the HELP Fund. Projects included internships in on-air, technical and support roles in both English/French Television and Radio departments. Since 1999, almost 50% of the interns have been retained in continuing roles.

New Voices

English Radio's 'New Voices' initiative has resulted in bringing different voices to air, presenting people and stories who sound different and who bring a different perspective on matters. This has served to enrich English Radio's programming and sharpened its reflection of the country and also resulted in broad outreach and recruitment for occasional, casual or freelance workers. This past year, the HELP Fund and 'New Voices' initiatives partnered to provide eight internships to members of diverse groups.

B.C. Scholarship Program

The *Canada Now* three-month internship program is designed to provide work experience to British Columbia journalism students or recent graduates. Every year, two internships are offered. Over the last five years, 60% of the interns from diverse backgrounds have retained employment at CBC.

Peter Gzowski Radio Internships

English Radio continued the Gzowski internship program in 2005/06. This program looks for candidates who are curious, creative and engaged with their community. Each year, four graduating students are selected for internships at CBC. Since the inception of this program in 2003, five visible minority women continue to work at CBC in varying capacities.

Recruitment Initiatives

Focused recruitment efforts by CBC managers have produced tangible results as summarized in the following.

A senior recruiter working for CBC English Network Services has as one of her mandates, to identify and attract talent from a diversity of backgrounds to the Corporation. Her participation at career fairs and targeted recruitment efforts has resulted in the hire of visible minority candidates to perform producing, on-air reporting and journalistic roles. Through her monthly newsletter *Connections*, she shares information with hiring managers and the Human Resources community about top candidates, some of whom come from diverse backgrounds.

CBC's western locations were successful in attracting diverse candidates for work opportunities. For example, British Columbia's targeted recruitment efforts resulted in diversity hires in production related roles as regular employees, casuals, freelancers and on contract as backfill.

The Calgary and Edmonton Plants were successful in recruiting individuals from all the diversity groups to work in the Radio, Television, Communications and Sales departments. To date, CBC Manitoba has recruited and trained nine visible minority people as freelancers and casual staff for backfill positions in Radio to build future talent resources.

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CBC Ottawa recruited eight people from diverse backgrounds on short-term contracts. All their hiring boards include at least one strong diversity candidate.

Five diversity candidates were hired by Radio-Canada International on a contractual basis as researchers and hosts.

The Maritime locations are diverse through their on-air presentation, hiring visible minorities for regular and casual roles.

28. Last year, in your submission to the Annual Report 2004-2005, we asked in the call letter: “What steps will your organization take to advance the *Canadian Multiculturalism Act* in fiscal year 2005-2006?” Of the initiatives you cited in your response last year, which ones did you implement in 2005-2006? If cited already in this submission, please indicate the relevant section(s). Please elaborate more fully on developments not previously discussed in this submission.

The Corporation continued to recruit candidates of diverse backgrounds for employment. The Staffing Policy currently states that “when recruiting from external sources, the hiring manager must ensure representation from Employment Equity groups in the external candidate base”.

29. In the fiscal year of 2006-2007, what specific initiatives will your institution pursue to further advance the *Canadian Multiculturalism Act*? (Please keep in mind we will ask you to report on this for the 2006-2007 Annual Report.)

CBC/Radio-Canada managers will seek to increase the representation of diverse candidates within their respective workforces through continued targeted recruitment and selection practices.

More training on Diversity will be done including recruiting and managing techniques. Modules on cross-cultural understanding will be included in this training.

Sponsorship and outreach initiatives focused on multiculturalism will continue. We will also continue to connect with our communities through our partnership coordinators who are located in every region across Canada.

We will pursue the nomination of a Multicultural Champion.