

2016–2017 Annual Report on the Operation of the *Canadian Multiculturalism Act*

ABOUT CBC/RADIO-CANADA**Name:**

Name in English: Canadian Broadcasting Corporation

Nom en français : Société Radio-Canada

Name of person responsible for approving submission (on behalf of CBC/Radio-Canada):

Monique Marcotte

Title: Vice-President, People & Culture

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Jovane Drouin

Title: Manager, Diversity and Inclusion / Talent Acquisition

Telephone number: 613 288-6047

E-mail address: jovane.drouin@cbc.ca**Name of Multiculturalism Champion** (if one has been appointed):

CBC/Radio-Canada currently does not have a multiculturalism champion.

SIZE OF CBC/RADIO-CANADA

Please indicate whether CBC/Radio-Canada is large (500 or more employees) or small (499 employees or less).

Large: X

Number of staffed senior management (e.g., EX) positions: 70

Number of staffed non- senior management (e.g., EX) positions: 7,347

SELF-RATING GRID

| For Individual Indicator Self-Ratings | | For Overall Obligation Self-Ratings | |
|---------------------------------------|---|-------------------------------------|--|
| Rating | Definition | Rating | Definition |
| 4 = strong | Institution has fully met the indicator requirement | 4 = strong | Institution has met 80% or more of the indicators |
| 3 = satisfactory | Institution is well on the way to meeting the indicator requirement | 3 = satisfactory | Institution has met more than half of the indicators |
| 2 = opportunity for improvement | Institution has started work on the indicator requirement | 2 = opportunity for improvement | Institution has met under 50% of the indicators |
| 1 = support required | Institution has not met the indicator requirements | 1 = support required | Institution has not met any of the indicators |
| N/A | Institutional business lines do not exist for required indicator | N/A | Institutional business lines do not exist for any of the required indicators |

SECTION I: INSTITUTIONAL OBLIGATIONS

| Obligation 3.2(a) – ensure that Canadians of all origins have an equal opportunity to obtain employment and advancement in those [federal] institutions | | |
|--|---|--|
| Indicator | Evidence | Self-Rating (See <i>Individual Indicator Self-Ratings</i> pg. 3) |
| 1. Number of persons from each EE group in senior management/ executive positions | <ul style="list-style-type: none"> Indigenous peoples: 0 Members of visible minorities: 2 Persons with disabilities: 1 Women: 37 | 3 |
| 2. Number of persons from each EE group in non-senior management / executive positions; | <ul style="list-style-type: none"> Indigenous peoples: 151 Members of visible minorities: 824 Persons with disabilities: 178 Women: 3,564 | 3 |
| 3. Number of new hires* from each designated EE group; | <ul style="list-style-type: none"> Indigenous peoples: 13 Members of visible minorities: 121 Persons with disabilities: 16 Women: 383 | 3 |
| 4. Number of all staff (including senior management/ executives) participating in diversity and anti-discrimination/ racism training; | <ul style="list-style-type: none"> 7,280 | 4 |
| 5. Active promotion of events, such as an anti-racism week, that help to highlight and inform employees of what constitutes racism/ discrimination. | <ul style="list-style-type: none"> As announced in our 2015-2018 diversity and inclusion plan, we launched a new diversity training framework for employees. As part of the first phase of deployment, some of our talent acquisition team and Human Resources Business Partners took part in full-day unconscious bias workshops provided by an external vendor. Participants were exposed to the potential impact of unconscious bias in the employment life cycle. The workshops also helped to raise awareness of diversity management challenges and potential solutions that can be applied in the workplace. Additional workshops aimed at senior leaders and an employee town hall were also held. | 4 |
| 6. Clear communication of employee rights and the complaints process | <ul style="list-style-type: none"> In 2016-2017, we launched anti-bullying and anti-harassment training which was mandatory for all employees. In the previous year, training specific to managers was also provided. The Corporation | 4 |

| Obligation 3.2(a) – ensure that Canadians of all origins have an equal opportunity to obtain employment and advancement in those [federal] institutions | | |
|--|--|--|
| Indicator | Evidence | Self-Rating (See <i>Individual Indicator Self-Ratings</i> pg. 3) |
| related to discrimination. | believes training plays an important part in raising awareness to ensure a workplace that is respectful and safe for all employees. In order to adapt to the needs of its workforce, the Corporation developed realistic scenarios that were specifically geared towards addressing some of the challenges that employees might face in the workplace or in the field. In addition to the trainings, a number of job aids, links to all relevant policies and information on where to reach out if employees need informational or psychological support were also provided. | |
| 7. Number of complaints related to ethno-cultural, gender or religious discrimination that are heard and resolved in a timely manner. | <ul style="list-style-type: none"> The information is not captured by the categories requested. | N/A |
| Overall Rating for Section 3.2(a) (See <i>Overall Obligation Self-Ratings</i> pg. 3) | | 4 |

Obligation 3.2(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

| Indicator | Evidence | Self-Rating <i>(See Individual Indicator Self-Ratings pg. 3)</i> |
|--|---|--|
| 8. Policies/ programs/ practices/ services are developed with “multiculturalism lens” (promote diversity, inclusion and equitable participation of cultural/ religious/ linguistic communities); | <ul style="list-style-type: none"> • Every year, we remind managers of the Diversity and Inclusion Fund. This \$175,000 fund helps managers reach their hiring targets of recruiting and retaining diverse candidates by allocating funding for internships and development opportunities. Out of the total number of Diversity and Inclusion Fund recipients since 2007, 51% were still employed at the end of 2016. • At CBC, we used the ECHOS program for its fifth year. This tool is used to gauge diversity in our radio and television content, capturing visible minorities, Indigenous peoples and persons with disabilities. A total of 110 radio and television shows are monitored. • A similar program, ECO, is used at Radio-Canada to track diversity in TV Entertainment and Drama. For News, Current Affairs and Radio, Radio-Canada has the capacity to do a minute analysis of every program thanks to its comprehensive and efficient archives system. By tracking on-air diversity, we can better understand how we reflect the communities that we serve and can adjust our course, as necessary. | 4 |
| 9. Partnerships with relevant bodies (provinces/ territories; stakeholder organizations) to promote diversity and inclusion in institutional business lines; | <ul style="list-style-type: none"> • Again in 2016-2017, Radio-Canada was a partner in the “Auditions de la diversité.” Six Indigenous or visible minority candidates were selected; they were each provided with 10 hours of individual video coaching to shoot a demo, as well 10 extra hours of theatre coaching to participate in general auditions for Théâtre du Quat’Sous. The event helped Radio-Canada identify emerging diverse on-air talent. • In May 2016, for the second year in a row, we launched the Mentoring Partnership with the Toronto Region Immigrant Employment Council (TRIEC) which brings together established CBC professionals with newly arrived skilled immigrants to build job-specific mentoring relationships, help build their professional networks in Canada and better leverage their skills in local markets. The program also offers real-life diversity and leadership learning for participating CBC volunteer mentors. | 4 |
| 10. Proportion of institutional programs/ services that have materials/ websites translated into multiple languages; | <ul style="list-style-type: none"> • CBC/Radio-Canada connects from coast to coast to coast and, in everything we do, we aim to bring the stories and voices that cannot be found anywhere else to Canadians. While we are not able to provide a proportion of our services that are available in multiple languages, we can mention that we are the only Canadian broadcaster to offer diverse regional and cultural perspectives in English, French and eight Indigenous languages. We also offer content in Spanish, Arabic and Mandarin, as well as both official languages, through Radio Canada International (RCI). Please click on the link to view the section of the RCI website dedicated to the 2017 Black History Month celebrations. | 4 |

| Obligation 3.2(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 | | |
|--|---|--|
| Indicator | Evidence | Self-Rating (See <i>Individual Indicator Self-Ratings</i> pg. 3) |
| | <ul style="list-style-type: none"> Radio-Canada continued to use Mosaïka, a diversity database used by content managers, to increase the on-air representation of collaborators from different cultural backgrounds and who speak multiple languages other than English and French. | |
| 11. Proportion of institutional programs/ services to the public that can access translators where needed; | <ul style="list-style-type: none"> Not applicable. Please see previous question for more information. | N/A |
| 12. Institution recognizes outstanding contributions by staff, citizens or organizations who actively promote diversity and inclusion (related to their business lines) of Canada’s diverse communities (cultural/ religious/ ethnic/ linguistic). | <ul style="list-style-type: none"> In February 2017, CBC marked the end of Black History Month with more than 400 guests at a cocktail reception for HERstory in Black, the Toronto-based digital photo series featuring 150 inspiring black women. The series was created by a CBC employee, who leads a network called How She Hustles. Over a period of more than two weeks, CBC profiled women from HERstory in Black on The National, News Network, Metro Morning, CBC Toronto News, our digital platforms and more. An interactive website was also created: cbc.ca/herstoryinblack. | 4 |
| Overall Rating for Section 3.2(b) (See <i>Overall Obligation Self-Ratings</i> pg. 3) | | 4 |

| Obligation 3.2(c) – promote policies, programs and practices that enhance the understanding of and respect for the diversity of the members of Canadian society | | |
|--|--|--|
| Indicator | Evidence | Self-Rating (See <i>Individual Indicator Self-Ratings</i> pg. 3) |
| 13. Active multiculturalism champion; | <ul style="list-style-type: none"> • CBC/Radio-Canada currently does not have a multiculturalism champion. | N/A |
| 14. Active diversity champion; | <ul style="list-style-type: none"> • While CBC/Radio-Canada does not have a multiculturalism champion, it has an organization-wide diversity and inclusion governance. In early 2017, we created a Senior Executive Team Diversity and Inclusion Committee sponsored by the Corporation's President and CEO. Composed of the executive vice-presidents of English Services and French Services, the vice-president of Strategy & Public Affairs and chaired by the vice-president of People and Culture, it has three main objectives: <ul style="list-style-type: none"> ○ Align diversity and inclusion strategic goals with the Corporation's overall strategy. ○ Increase visibility and ongoing direction of diversity and inclusion initiatives. ○ Act as ambassadors to garner support and overcome obstacles in the organization. • In addition, there are diversity and inclusion directorates in English Services and French Services as well as a national management-union Joint Employment Equity Committee. • Priorities are focused on people (i.e., workforce), culture (i.e., workplace) and the brand (audiences and industry). The majority of activities referred to in this annual report are led by members of the Corporation diversity and inclusion teams. | 4 |
| 15. Other examples of support for events that promote diversity and inclusion | <ul style="list-style-type: none"> • Radio-Canada piloted the Programme de stages professionnels pour Autochtones, developed in collaboration with the First Nations Education Council, providing a one-year internship opportunity. Three Indigenous students from across Quebec were hired under the program, based in newsrooms in Quebec City, Trois-Rivières and Saguenay. • In September 2016, we held the third CBC Development Workshop for Diverse Creators. This outreach initiative helps us develop the diverse creator community and source more content from diverse creators. The 2016 edition, developed in collaboration by our CBC Diversity and Inclusion department and Arts and Docs, brought 15 diverse content creators, chosen from 152 applications from across Canada, to an intensive four-day training program with the objective of providing CBC with digital content. | 4 |
| Overall Rating for Section 3.2(c) (See <i>Overall Obligation Self-Ratings</i> pg. 3) | | 4 |

Obligation 3.2(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

| <u>Indicator</u> | <u>Evidence</u> | <u>Self-Rating</u> (See <i>Individual Indicator Self-Ratings</i> pg. 3) |
|--|--|--|
| <p>16. Collection of statistical diversity data to develop and/ or improve policies, programs, practices and services.</p> | <ul style="list-style-type: none"> • The CBC/Radio-Canada Research Department in Ottawa conducts its Media Technology Monitor (MTM) semi-annual survey which is based on interviews with 12,000 Canadians to track technology adoption and use across media platforms. Visible minority status is measured in this tracking survey and cross-referenced against media technology adoption and usage. Visible minority status is a standard demographic group reported in all of our reports, trending and demographic tables and data files available on the MTM public portal. A report is provided to look at how visible minorities are adopting and using media and technology and is available to all CBC/Radio-Canada employees and external clients (several who publish publicly). • The CBC/Radio-Canada Research Department also conducts its Mission Metrics survey which interviews 4,800 Canadians semi-annually to measure the Corporation’s performance in implementing its strategic plan. The survey measures visible minority status, as well as two audience perception metrics regarding diversity – the degree to which each CBC/Radio-Canada service used by the respondent “reflects the multicultural diversity of Canada” and “reflects [their] cultural background”. The results are reported in the Corporation’s bi-annual Report Card, which is presented to CBC/Radio-Canada’s Board of Directors and is available to the public in the Corporation’s Annual Report, Corporate Plan, and Financial Reports. • The CBC Research Department Toronto 2016/17 KPI Tracking Study tracks a series of questions regarding the network’s cultural diversity performance. Specific statements include: "has programs that reflect the cultural diversity of Canada", "has entertainment programming that reflects the cultural diversity of Canada" and "CBC’s The National reflects the cultural diversity of Canada". • CBC along with other organizations has partnered with Solutions Research Group (SRG) on the 2017 edition of SRG's Diversity In Canada syndicated study. The focus of the study is new Canadians who arrived in Canada in the past 10 years. The study is based on online interviews in six Canadian cities among 1,100 newcomers of Chinese, South Asian, Filipino, Latin American and Middle-Eastern backgrounds. | <p>4</p> |
| <p>Overall Rating for Section 3.2(d) (See <i>Overall Obligation Self-Ratings</i> pg. 3)</p> | | <p>4</p> |

| Obligation 3.2(e) – make use, as appropriate, of the language skills and cultural understanding of individuals of all origins | | |
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| <u>Indicator</u> | <u>Evidence</u> | <u>Self-Rating</u> (See <i>Individual Indicator Self-Ratings</i> pg. 3) |
| 17. Number of front-line or regional staff who are multilingual (other than both official languages). Alternatively, how does your institution leverage linguistic diversity and cultural competency in your programming and policy, for example to provide better services? | <ul style="list-style-type: none"> • In 2016-2017, our self-identification questionnaire, known as our “cultural census”, continued to be available on the Corporation’s internal website and was an integral part of the on-boarding process for new employees. We also conducted a national campaign to raise awareness of the tool and its completion rate. • The questionnaire is divided into two parts, with Part I covering employment equity groups and Part II dealing with questions that are not covered by the Employment Equity Act, but that are as important in fostering an inclusive workplace such as non-official languages spoken. • Please see question 10 for more details. | 3 |
| 18. Use of “cultural experts” in the development of programs, policies, and services for diverse communities/ populations. | <ul style="list-style-type: none"> • Please see questions 5 and 15 for examples. | 4 |
| Overall Rating for Section 3.2(e) (See <i>Overall Obligation Self-Ratings</i> pg. 3) | | 4 |

Obligation 3.2(f) – generally, carry on their activities in a manner that is sensitive and responsive to the multicultural reality of Canada

| <u>Indicator</u> | <u>Global Self-Rating</u> <small>(See <i>Overall Obligation Self-Ratings</i> pg. 1)</small> | <u>Global Rating Rationale</u> |
|---|--|---|
| <p>Overall self-rating for reporting institutions of the accumulated activities under Sections 32 (a) to (e), taking into account all areas of implementation of the <i>Multiculturalism Act</i>.</p> | <p>4</p> | <p>As amply illustrated in the preceding sections of this report, CBC/Radio-Canada aims to ensure that diversity and inclusion are integral to our organization. Here are additional examples reinforcing that vision:</p> <ul style="list-style-type: none"> • Employee Resource Groups (ERGs): Supporting more of these employee-led groups became a priority for us in 2016-2017. They help strengthen the voices and identities of our workforce. ERGs for people with disabilities and LGBTQA employees were created, and there was interest at the end of the year for more groups to be established by women in tech and Indigenous, Biracial and People of Colour. • Emerging Leaders Development Program: This new program was launched in 2016-2017. While there are already several leadership courses within CBC, this program is specifically for visible minorities, Indigenous peoples and people with disabilities who will be part of our next generation of CBC leaders. • CBC Breaking Barriers Film Fund: In November 2016, we introduced this new \$7.5M film fund which supports the production of feature films from underrepresented Canadian creators, specifically: Women, Indigenous peoples, persons with disabilities and visible minorities. |

SECTION II: ADDITIONAL INPUT

Challenges and Areas of Cooperation

- In 2016-2017, People and Culture refreshed its strategic plan, placing greater emphasis on diversity and inclusion to reflect the greater priority it is being given by leadership.
- We also reframed our diversity and inclusion strategy to ensure it is fully aligned with a new integrated culture strategy, having set out clear goals relating to our people (workforce), our culture (workplace) and our brand (audiences and industry):
 - Attract, hire, develop and retain a diverse workforce that reflects the country and communities we serve.
 - Create and sustain inclusion to enable an engaged and outcome-creating culture.
 - Nurture a citizen-centred brand that includes, reflects and serves diverse Canadian audiences.
- The implementation of our 2015-2018 diversity and inclusion plan continues to be instrumental for the Corporation to remove employment barriers for the four designated groups and focus its efforts to become even more representative of the diverse Canadian population and more relevant for the communities that we serve.
- In 2017-2018, the Corporation will continue with the next phase of *A Space for Us All*, the strategy that drives the public broadcaster toward 2020. It sets out the objectives of better reflecting Canada's diversity in the workforce and enhancing opportunities for partnerships with more Canadians. As such, CBC/Radio-Canada is continuously evolving to include a range of faces, voices, experiences and perspectives, in both our content and our workplace.
- Our employment systems, practices and policies will continue to be reviewed with a focus on ensuring an inclusive, engaged and outcome-creating workforce.
- CBC/Radio-Canada will remain involved in a number of partnership initiatives promoting diversity and inclusion. These include our ongoing active-participant role in the Federally Regulated Employers – Transportation and Communications (FETCO) subcommittee on employment equity. This subcommittee works cooperatively with a number of federal institutions and shares issues and best practices with other employers subject to federal legislation.