

# 2023-2024

## COMMITMENT TO OPPORTUNITY, DIVERSITY, AND EQUITY (CODE) REPORT

### THE CHAMBER'S DEI COMMITMENT

In the past year, The Winnipeg Chamber's efforts demonstrated our continued commitment to making progress with respect to DEI. For instance, The Chamber implemented inclusive hiring practices and changed policies. Staff review all job postings with a DEI lens and share job postings with a wide range of employment agencies in an attempt to welcome diverse applicants. The Chamber adopted an inclusive holiday policy where staff get time off for religious or spiritual reasons in addition to the usual vacation days. Additionally, Chamber staff participated in monthly DEI training.

#### 50-30 Challenge:


The Chamber is part of the 50-30 Challenge, an initiative of the Government of Canada and other organizations. The "50-30" are diversity targets: gender parity (50%) on boards and senior management and 30% representation from other equity-deserving groups in these roles.

The Chamber aims to have a workforce, board, and speakers representative of the community. Last year, women and equity-deserving groups were well-represented among The Chamber's senior leadership team and board members, surpassing the 30% goal. Women were well-represented among the staff (52%), senior management (67%), board members (63%), and speakers (60%). Other equity-deserving groups were also well-represented among The Chamber's senior leadership team and board members, surpassing the 30% goal.\*

\*The "50-30" are diversity targets: gender parity (50%) on boards and senior management and 30% representation from other equity-deserving groups (e.g., Indigenous, racialized, 2SLGBTQIA+ community, individuals with a disability) in these roles.

### CODE EVENTS

There were **528 attendees** at the **10 CODE events**, which included 5 workshops, the Coalition Forum, the Conference, and 3 CODE 101s. This represents a modest decline in attendance compared to the previous year.

 **50%** of attendees indicated their learning increased "a great deal", which is up from 35% the previous year.

\*based on post-workshop Zoom polls

**65%** of CODE Coalition members rated CODE events as "very helpful."

#### CODE event attendees gained:

- new knowledge;
- practical skills, tips, tools, and resources;
- a greater understanding of DEI issues; and
- an opportunity to reflect on how well their organization is doing.

Most attendees planned to share what they learned with a colleague (87%) and implement something they learned at work (79%).

#### Examples of what CODE event attendees said they learned...

"Was great to hear from three different types of organizations and their DEI journey. Many of the barriers faced by them have been faced by our organization so it is nice to know we aren't alone."

"How a slight change in wording can make such an impact, such as instead of saying "qualifications", something like "the successful candidate may bring."

"...the most significant take-away for me was to focus on making a genuine and consistent effort to continually seek feedback, evaluate your progress, and be flexible to adjust or change your plan as needed."



## ORGANIZATIONS MAKING PROGRESS

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Many organizations and businesses have moved beyond just starting their DEI journey. In fact, 40% have implemented DEI strategies, including changing their policies and hiring practices. This is up from 36% in 2022/23 and 26% in 2021/22. Truth and Reconciliation (72%), reviewing and updating current practices and policies (61%), and staff training (61%) are the three most common DEI areas organizations focused on last year. These statistics were compiled from the post-event surveys.

The CODE Coalition is a peer learning group of Winnipeg organizations that share a commitment to furthering diversity, inclusion, and equity in the workplace. Member organizations commit to: C1) continuous learning, C2) creating and implementing a diversity and inclusion strategy, and C3) measuring progress. CODE Coalition members are supported in making progress towards the commitments by The Chamber through CODE programming and resources.

### Here are a few highlights from the annual reports submitted by Coalition members in 2024:

- 91% of Coalition members set DEI goals for the reporting period
- 83% rated their progress towards continuous learning (C1) as good or excellent
- 58% rated their progress towards creating and implementing a DEI strategy (C2) as good or excellent
- 56% rated their progress towards measuring progress (C3) as good or excellent

See the *CODE Coalition Annual Report* for a comprehensive summary of the CODE Coalition members' DEI activities, successes, and challenges.

## CODE RESOURCE HUB

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We've been tracking views and downloads from the CODE Resource Hub for two years:

- The most viewed resource is the Truth and Reconciliation Roadmap (viewed 2018 times); it has been downloaded 101 times.
- Based on survey results, 95% of people read the resource they downloaded, 78% shared it with their colleagues, and 69% applied what they learned from the resource in some way.
- 52% of CODE Coalition members rated the CODE Resource Hub as "very helpful."



## COMMUNICATIONS

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Between September 2023 and June 2024:

- The Chamber shared 55 CODE-related posts on their social media platforms. These posts were viewed 71,936 times and liked 1,471 times across 4 platforms.
- Seven CODE e-newsletters were distributed, with an average of 37% of recipients opening them.





## NEWCOMER EMPLOYMENT HUB

The Newcomer Employment Hub connected newcomer jobseekers to meaningful job opportunities with inclusive employers, and fostered relationships between employers and newcomer-serving organizations. The Hub included a virtual job board, training and support to use it, and outreach, engagement, and educational activities. A unique feature of the virtual job board was the AI technology that matched jobseekers to job postings based on the information included in jobseekers' profiles and the information contained in the job postings. When a match occurred, jobseekers were invited to apply for the job.

Under The Chamber, **301 employers** (including 45 CODE Coalition members), **3420 jobseekers**, and **15 newcomer-serving organizations** joined the Hub. Most of the jobseekers had some form of post-secondary education. 143 employers posted at least one job; the majority were for permanent (full time, 61%; part-time, 12%), and mid-level or lower-level (89%) positions. Because the Hub was on the Magnet platform, which contains other job boards, the jobseekers also had access to and were matched with job postings outside the Hub. In total, **515,043 invitations** were sent to the jobseekers and they submitted **4,400 applications**. Since employers and jobseekers were not required to input information into the Hub about interviews and hires, it is not possible to determine how many jobseekers were hired through the Hub. However, based on a survey, among 86 jobseekers who had applied for a job, **21% were invited for an interview**, and of them, **35% were offered the job**.

The Chamber hosted several hiring events, including two Engage and Employs and a Newcomer Job Fair. These events provided jobseekers with opportunities to practice speaking with employers about their interests and qualifications, increased their awareness about career opportunities in their field, and inspired them to apply for jobs. Jobseekers appreciated having a job board and events that were specifically for them.

The Manitoba Government, in partnership with Economic Development Winnipeg, took over the Newcomer Employment Hub on April 1, 2024. Efforts are still needed to overcome the organizational and system-level barriers newcomers face in finding and maintaining employment, such as transportation challenges, childcare, credential recognition, permits, among others.

For the first time I had a real job opportunity, because of the Newcomer employment event. Interviewers were not worried about my language skills, but my potentiality and how I can contribute to the companies."

– **Jobseeker at the Newcomer Job Fair**

The hub is very effective platform for me to find job opportunities. I strongly recommend it!

– **Jobseeker**

...we are firm believers in taking opportunities to provide opportunities. The support and resources being offered added to our existing recruitment/workforce development toolkit. Joining the HUB made good sense.

– **Employer**