

W **PROVINCIAL ADVISORY COUNCIL
ON THE STATUS OF**
WOMEN
NEWFOUNDLAND & LABRADOR

Hebron Public Review
Recommendations

INTRODUCTION

WHO WE ARE:

- ◉ The Provincial Advisory Council on the Status of Women was established in 1980 by the Government of the day and legislated through the *Status of Women Advisory Council Act*.
- ◉ Our current Council is comprised of 11 women from throughout Newfoundland & Labrador.

OUR MANDATE:

- ◉ We advise Government on issues affecting the status of women and raise awareness of women's issues within the general public.

OUR RECOMMENDATIONS:

- ◉ Our recommendations are informed by the expertise and experiences of our Council members, as well as feedback we receive from individuals and organizations within the community.
- ◉ We believe a Diversity Plan must expressly cover both the construction and operational phases of a project and include aggressive employment targets, as well as proactive measures that ensure women are recruited, educated, trained and qualified to fill any and all positions arising from the project.
- ◉ In addition to pillar specific recommendations, we are also generally recommending that the Hebron Diversity Plan include:
 - Construction and operational phase specific goals and measures;
 - A minimum target of women in trade related positions arising within the short-term (i.e. construction phase of the project);
 - Increased and enumerated targets for women's participation in historically under-represented occupational categories for the long-term;
 - Proactive measures to ensure women are trained and qualified to fill these positions (i.e. support for apprentices);
 - A business access and procurement strategy that includes proactive measures and targets to ensure women owned/ controlled/managed businesses are participating in the Project's supply chain.

GUIDING PRINCIPLES

- The Advisory Council is committed to work with and support the Hebron Project in its efforts to maximize the benefits to women, and all designated groups, while minimizing any potentially negative outcomes.
- We wish to acknowledge the 2008 Hebron Benefits Agreement that includes Gender Equity and Diversity Program measures and also recognize the efforts and plans of EMCP to date as outlined in the Diversity Plan.

RECOMMENDATIONS: GENERAL DISCUSSION

“Operator agrees that it will initially set such goals by *taking into consideration* the availability of women in particular occupational categories as identified by Statistics Canada in its Employment Equity Data Report” (*Hebron Benefits Agreement 2008*, section 5.11(c)(1)).

- ◉ The shortfall of the Statistics Canada information is that it is only published every 5 years (having last been produced in 2006).
- ◉ It also fails to reflect recent and ongoing investments in the Province with respect to women’s employment and labour market outlook.
- ◉ To set targets based on this information only serves to perpetuate women’s low and often lack of participation in many of the relevant occupational categories.
- ◉ EMCP must set aspirational employment targets, coupled with aggressive measures to ensure women are trained, recruited, hired and retained.

SKILLS DEVELOPMENT THROUGH COMMUNITY INVESTMENT

RECOMMENDATIONS:

- ◉ Strong promotional efforts and training supports need to be targeted at and available to women.
- ◉ Culturally sensitive promotional and educational opportunities.
- ◉ A specific effort is made to raise opportunity awareness amongst older women who are already in the workforce and perhaps considering a career change.
- ◉ Partnership with Council of Marine Professional Associates (COMPASS) and Marine Institute.
- ◉ Scholarships and other educational supports need to include the private colleges and apply more generally to also respond to the business, trade and technology needs of the Project.
- ◉ Negative Impacts and Response:
 - Housing, violence, crime and addictions

RECRUITMENT AND SELECTION OF QUALIFIED CANDIDATES

Proactive measures, specifically those which “increase participation of women, especially in non-traditional occupations” are necessary (NL *Labour Market: Outlook 2020*).

RECOMMENDATIONS:

- ◉ Advertising itself must be targeted at women and the other designated groups.
- ◉ Human Rights Act: “special program” options that allow employers to specifically recruit from disadvantaged or underrepresented groups.

DEVELOPMENT OF A SUPPORTIVE WORK ENVIRONMENT

RECOMMENDATIONS:

- ◉ Gender specific clothing and safety equipment are readily available to all employees.
- ◉ Use of workplace training as a means instilling a deeper diversity culture amongst employees, contractors and partners.
- ◉ Accommodation for female employees.
- ◉ Collective agreements and union partnership.
- ◉ On site 'diversity officers'.
- ◉ Child and family care.
- ◉ Flexibility in scheduling work is critical.
- ◉ Addiction and mental health supports.

MONITORING, REPORTING AND STEWARDSHIP

RECOMMENDATIONS:

- ◉ Targets!
- ◉ Diversity monitoring through an established body with diversity experience and knowledge.
- ◉ If possible report annually to the Minister Responsible for the Status of Women.
- ◉ Consult with community organizations annually.

BUSINESS ACCESS

How does the Project plan on achieving the business access piece for women?

RECOMMENDATIONS:

- ◉ 5% of all local business procurement areas go to women's businesses.
- ◉ Provide women in business the opportunity to self identify as women owned businesses.
- ◉ Determine the Project's definition of "women owned business".
 - Perhaps in line with national certification programs such as "We Connect Canada".
 - 51% owned, managed, controlled and operated by women.
- ◉ Identify and communicate information on supply and procurement opportunities for designated groups.
- ◉ Identify possible barriers in the procurement program that limit the participation of designated group members.
- ◉ Develop a business access strategy aimed at promoting a fully equitable supplier and procurement process for women.

CONCLUSION

- ⦿ Targets
- ⦿ Proactive Measures
- ⦿ Well-defined Business Access Strategy

This is an *OPPORTUNITY!*