



## Building an **Inclusive** Canadian Workforce

### Background

From 2015 - 2018, the Restigouche CBDC along with **key partners**, developed Hire for Talent, a campaign aimed to increase employer awareness about how people with disabilities are a talented part of the workforce.

A part of the campaign, a free employer toolkit, a **website and videos** were created to help employers tap into this talent pool during their search for skilled workers.

The campaign reached over 77,000 employers across Canada.

### Project Description

This new National project will build on the existing Hire for Talent campaign by bringing together supported employment service providers and organizations representing employers, to hold activities to help workplaces become more inclusive.

In collaboration with key partners, the Restigouche CBDC will also develop and launch new tools to help more employers connect with service providers, identify funding sources to make their work places more accessible and browse other inclusive employers.

### Objective

To create a new National Employer Support Network to extend the reach of supported employment service providers in employer networks across Canada, to raise the profile of people with disabilities within the employer community and to promote the benefits of inclusive workplaces.



## Key Activities:

### **I. New Hire for Talent Tools**

The new tools will be hosted on the Hire for Talent website. They will include the following information:

- (1) Programs and funding for workplace accommodations,
- (2) Supported employment service providers,
- (3) Successful inclusive employers.

These tools will provide easy navigation for employers across Canada to acquire information specific to both their province and/or region.

### **II. National Network & Activities for Employers**

Partnering employment service provider organizations will be matched to Community Futures and Chamber of Commerce offices, to host workshops and/or information sessions for employers. These activities will help increase the opportunity for the delivery of supported employment services.

A minimum of 65 workshops will be coordinated throughout the project.

### **III. Promotion**

The project will be promoted:

- At employer events across Canada,
- On social media
- Through print material (brochures, information cards, etc.)

These promotional efforts will help raise employer awareness about inclusive workplaces.

## National Advisory & Collaborative Committee

The advisory and collaborative committee will provide expertise and recommendations to the Restigouche CBDC project team regarding the overall success of the project, advise the project team on its activities and review outputs.

Representing all regions in Canada, the committee will be made up of 12 members from supported employment agencies, organizations or associations, as well as, employer representatives. The committee will engage their respective networks and will have an important role in promoting project activities.

## Timeline of Activities



**Project Start-Up**  
(Months 1 - 5)



**Development**  
(Months 5 - 17)



**Employer Activities**  
(Months 17 - 22)



**Project Closing**  
(Months 23 - 24)

## Expected Project Outcomes



Increased employer awareness about the benefits of integrating people with disabilities into the workplace;



Increased employers' interest in and access to supported employment service providers;



Increased employer engagement in learning more about workplace inclusion.