



# DIVERSITY WORKS!

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## CRACKING THE CEMENT CEILING: THE PROGRESS OF VISIBLE MINORITIES IN CANADIAN WORKPLACES

### EDITORIAL

At the time of writing, it is National Aboriginal Day. I am reflective and honoured by the new opportunity that Diversity @ Work has been given as a company to work on an exciting initiative with aboriginal employment centres and employers in the London and surrounding area. On July 8<sup>th</sup>, 2008, Human Resources and Skills Development Canada (HRSDC), in partnership with Canada Post, will be hosting an “Aboriginal Employment: Building Sustainable Relationships” event. The objective of the day will be to build sustainable relationships. This, in turn, will lead to jobs for our aboriginal peoples.

The opportunity has lead to a great deal of introspection regarding my limited knowledge, lack of exposure and the resulting cultural assumptions I have made of our Aboriginal peoples. I reflected on the educational system that I was raised in, and wondered, how did I manage to get two university degrees without studying the culture and history of our Aboriginal peoples? To top it off, having grown up in London, Ontario, and



having had attended the separate school system, I had no exposure to First Nations people. I must have been 20 years old before I finally met and had a conversation with a First Nations woman in my Anthropology class at the University of Western Ontario.

Part of the journey of being an effective diversity consultant is constantly challenging your assumptions and confronting your biases. At times, this means entering into unfamiliar and sometimes uncomfortable territory to promote your

personal growth. Fortunately, I have been presented with several people who have helped me along my journey: Darlene Bellerose, formerly of No Kee Kwe, Cheryl Tremblay from Eagles Nest Consulting, and Dwight Powless from Canada Post. I feel very grateful to these individuals for helping me increase my awareness of our Aboriginal peoples. I look forward to meeting new people on July 8<sup>th</sup> that will help me to grow in this area.

## CRACKING THE CEMENT CEILING

(CONT'D FROM PG. 1)



*“Cement ceiling: the impenetrable barriers that visible minorities face, especially when it comes to obtaining senior leadership positions.”*



The key to productive diversity dialogues is: *having honest discussions that can lead to understanding*. My new friends have kept an open mind, listened, and provided me with information where I was lacking knowledge.

In addition, this is also Pride Month. We would like to remind our readers and employers that diversity also includes “gender” and “sexual orientation”. As employers, ask yourself: How does your company include gays, lesbians, transgendered, bisexual employees? Do your LGBT employees feel “safe”? Have you had any sexual orientation awareness training lately?

I would also like to thank the Aids Committee of London for helping me answer the question that you will find in the “Ask the Consultant” section. They are an incredible resource in our community, and are there to help individuals and employers alike.

During the last year, I have had the pleasure of meeting several members of the London Police Service who have attended our workshops. In this issue, you will notice an interview with Constable Peter Testa, the Diversity Officer for London Police Services. I must say that I have been very impressed with their commitment to diversity and to our community. London, Ontario is very lucky to have such a fine group of women and men who keep our community safe. Thank you!

### OUR FEATURE STORY

The Employment Equity Act (1993) can be attributed to the greater representation of designated groups and increased awareness of systemic discrimination in the workplace. Nevertheless, after more than 10 years following its enactment, the real test is whether workplaces are, indeed, supportive of the inclusion of visible minorities by creating bias-free opportunities for their advancement and development in the workplace.

Most of us have heard the phrase “the glass ceiling”. This phrase describes the barriers that women face in advancing in the workplace. But how many of us have heard of the phrase “*the cement ceiling*”? While attending a Conference Board of Canada event last year, I came across the term “cement ceiling” for the first time. I learned it is used to describe the impenetrable barriers that visible minorities face, especially when it comes to obtaining senior leadership positions. Whether you are a member of a visible minority or not, there are plenty of reasons as to why you should be concerned about their advancement in the workplace. If we examine this issue from a strictly statistical point of view, by 2011, 100% of our labour force will come from immigrants. 70% of this total will be visible minorities. This is a significant number, and if the talents of visible minorities are not fully realized and

capitalized, the effects on our workplaces and country could be devastating. Many sectors are already experiencing labour shortages and these are expected to get worse; however, hiring visible minorities will help fill those gaps. Given that a larger proportion of visible minorities hold university degrees in comparison to the Canadian born population, it makes good economic sense to recruit, hire and advance visible minorities in the workplace. In addition, there is a global competition for talent and innovation. Often times, our most talented visible minorities are lost to other countries. When Canadian visible minority talents are not utilized, we all lose.

Canadian employers have a lot of work to do when it comes to creating inclusive workplaces regarding recruitment, retention and advancement of visible minorities.

Consider the findings of two major recent studies:

Catalyst Canada recently released a groundbreaking study on the “*cement ceiling*” called “Career Advancement in Corporate Canada: A Focus on Visible Minorities – Critical Relationships” (2007). The study included responses from 17,000 managers, professionals, and executives employed in 43 companies across Canada. All of the respondents had worked in Canada for at least 20 years. Responses were

*Continued on pg. 8*

## ASK A CONSULTANT

### ASK THE DIVERSITY CONSULTANT

Dear Diversity @ Work:

An employee has recently disclosed to a member of the HR team that she has AIDS. Despite everything we know about AIDS and how difficult it is to catch, we can't help feeling uncomfortable. Our employee has kept this information from the rest of the organization. I am concerned that her potential absences and decline in health will create a lot of questions from her co-workers. We want to be supportive of her because she has provided our business with so much value over the years. We, of course, will respect her need for privacy. However, I do see this as a disability, and it could be very beneficial if the organization was educated about the illness so that we could be supportive. I would like to approach her about this. She has developed some very productive relationships in the organization, and I believe an awareness session could be helpful. What would you suggest?

*Helpful*

**Dear Helpful:**

I appreciate your question as it touches on so many issues, employee confidentiality, possible accommodation issues, as well as supporting your valued employee. So much has changed in the area of AIDS education and knowledge, since I had my own first experience of working with a co-worker who had AIDS, about 20 years ago. Thankfully, we have made some big strides, but not enough. To help me answer your question, I decided to present your situation to Shannon Dougherty, Director

of Support Services of our local AIDS Committee of London. What follows is her response to your question.

Firstly, it is important to understand an employee who is HIV+ does **not** have an obligation to report his/her status to anyone in the workplace. Furthermore, privacy laws prohibit human resources (HR) personnel from disclosing this kind of information outside the HR team.

People living with HIV/AIDS (PHAs) are entitled to the same level of privacy as everyone else in the workplace. If the employee disclosed her status as a cancer patient or as a diabetic, would we be compelled to address any of these questions? Probably not, despite the fact individuals living with cancer or diabetes can be as sick as someone living with HIV/AIDS.

Although the face of HIV/AIDS has changed, stigma and discrimination continue to affect PHAs. PHAs are often judged through the lens of morality as opposed to the lens of health. The PHA in question may suffer discrimination precisely because of her illness.

People often feel uncomfortable after learning someone with whom they have daily contact, either in their social life or in the workplace, is HIV+. This usually stems from a lack of fundamental knowledge about the virus. It is also based on the assumption they don't know anyone living with HIV.



The HIV virus cannot be transmitted through daily casual contact such as sharing kitchen utensils and keyboards. The virus is not present in bodily fluids such as saliva, sweat or tears. In fact, the only bodily fluids that one needs to be concerned with are: blood, semen, vaginal secretions or breast milk. Every workplace should be following universal precautions of first aid provision or spill clean up. Assuming the workplace does use universal precautions, no one is at risk of HIV infection.

An information session on HIV/AIDS would benefit employees. But, if it isn't the usual practice of the company, having such a session could raise unwanted questions and concerns, and possibly ignite hurtful gossip among employees. If it is a new practice, I would suggest a blitz of learning sessions focusing on different subjects every couple of weeks. HIV/AIDS could be included in this diverse slate of topics.

The employee living with HIV/AIDS should be consulted and given the opportunity to participate in the education process. This may empower her and allow

*Continued on pg. 4*

*“People living with HIV/AIDS (PHAs) are entitled to the same level of privacy as everyone else in the workplace.”*



*Evelina Silveira  
Diversity Consultant*

## ASK A CONSULTANT, CONT'D FROM PG. 3



*“If you let the aboriginal community know what the expectations are with respect to interviews and resumes, they will match those expectations..”*



her to bring her “whole” self to work. But, she may decline and feel any discussion about HIV/AIDS is a threat to her anonymity. It must be her choice. In the event she is supportive of an education session, she should be asked to participate, but only according to her comfort level.

The education session should consist of HIV basics to put to rest any concerns employees may have about contracting HIV/AIDS through casual contact in the work place. It should also include a prevention message featuring a discussion about risky activity and how to protect yourself. The session would be well served by contacting your local AIDS Service Organization (ASO) and booking a PHA who will speak openly, share his or her experience and bring a human face to the disease. Once people hear a person’s story and can ask questions in an open and supportive environment, they begin to more fully understand the disease and set aside some of their preconceived and prejudicial notions about who is living with HIV/AIDS.

*Dear Ask the Consultant:*

I would like my business to be recognized as being socially responsible and contribute to the well-being of my community. I am hearing a lot of buzz about hiring aboriginal workers. What is the buzz about? How can I go about expanding my recruitment process to make sure that the aboriginal community hears about my company’s job postings?

*Puzzled*

*Dear Puzzled:*

With all the talk about diversity these days, one group of people seems to be consistently left out of the discussion—our aboriginal peoples. Perhaps this is due to outdated information and stereotypes that persist nationwide concerning aboriginal people. It could also be due to hiring practices outside the aboriginal community in regards to advocating and providing employment opportunities. Putting aside the social/historical and moral reasons to consider hiring aboriginal people, are some practical business reasons. Take, for example, the fact that the aboriginal population is younger than their non-aboriginal counterparts. They can supply a young workforce, at a time when our mainstream population is aging; we’ll be faced with even a stronger labour crunch when the baby boomers retire. Who will be looking after the elderly baby boomers?

The education levels of our aboriginal peoples have increased substantially over the years, with many seeking training in the skilled trades—an area where Canadian companies are often recruiting from overseas to fill these gaps. For more information on the Business Case for Hiring Canadian Aboriginals, see the Diversity Works! issue

<http://www.diversityatworkinlondon.com/images/newsletters/Summer%202007.pdf>.

Now, the second point is: how do you reach aboriginal people about your job

postings? Like any kind of outreach to diverse communities, building a trusting relationship is important. Relationship building requires time and patience, and the willingness to be open to suggestions and hearing how the other side experiences your service, product, or business. I do not say this to steer you away from pursuing relationship building in the aboriginal community, or in any diverse community for that matter; it is a matter of being culturally sensitive and aware that relationship building does not happen overnight.

You may want to consider meeting with local band councils and aboriginal employment centres in your community. As Dwight Powless (Canada Post, Aboriginal Relations Advisor), recently explained to me, “If you let the aboriginal community know what the expectations are with respect to interviews and resumes, they will match those expectations. We don’t expect employers to change their criteria for us, because we want to be able to show them that we can meet their expectations”. It is a good practice to explain in your written materials and websites how you would like people to apply and what style of interview and resume you are seeking. Include sample questions and resumes on your website. This is also very useful for other members of the public who are interested in joining your team. Congratulations to you for wanting to become a more

*Continued on pg. 5*

## ASK A CONSULTANT, CONT'D FROM PG. 4

inclusive and socially responsible business.

*Sincerely,  
The Diversity Consultant*

### ASK THE ELOCUTION TEACHER

*Dear Elocution Teacher,*

I immigrated to Canada a few years ago (5 to be exact) and am suffering from language discrimination. Surprisingly, my native language is English. The problem is that English-speaking Canadians still don't understand me. So, in as much as I speak the language fluently and make every effort to be understood, people tend to get frustrated with me. More importantly, I get discriminated at my work. I work at a call centre and have to call people on a daily basis. I never thought it would be as stressful as it has turned out to be. People blatantly tell me on the phone to speak English – well, I am!

Do you have any advice for me? What could possibly be the reason for English speaking people to not understand other English speaking people? I understand we all have accents, but I can verify that most Canadians can understand someone from Britain, Australia and even the southern United States!

*Sincerely,  
Frustrated.*

*Dear Frustrated,*

First and foremost, you are not alone! Your frustrations are incredibly valid and often overlooked in today's society. Communication is

fundamental, and for you, your income. Understanding and being familiar with the underlying issues can greatly relieve some of your frustrations; however, this is but one component. It takes two to communicate; so as much as you are doing your part, the receiver must also be educated in the ways of worldly English.

To begin, English is an official language for many countries, including Pakistan. The major differences, however, lie in the phonetics and intonation of the language.

Phonetics are simply the sounds we create in any given language. They are always written in the form of a symbol, and never a letter. Most people would never admit to knowing what a phonetic symbol looks like, but they are quite common. Open your dictionary. You will find "symbols" following the word you want to look up between slashes or brackets. These symbols tell you how to pronounce the word. In addition, it will also show a dark apostrophe, indicating word stress in syllables.

Why symbols and not letters you ask? Any letter can have various sounds. For example, the vowel "A" doesn't always sound like an "A". Sometimes it can be short, long, or not pronounced at all. The way you use the vowel A in "hat" is different than in the word "father", for example.

Pakistani English, Canadian English, British English, even South African English are all unique. Each has their own dialect and therefore their own

sounds, or symbols. What you need to do is familiarize yourself with the Canadian symbols and how they are pronounced.

Furthermore, intonation and stress are vital. Intonation and stress refer to where we place emphasis in words and sentences. For example, the word "interesting". This word has 4 syllables, if you were to tap it out slowly. However, most people pronounce it more like "in-tres-ting", which has 3 syllables, not "in-ter-est-ting". In addition, we say, "IN-tres-ting" and not "in-TRES-ting". The letters in capitals highlight the stress. Try to say the two words above and notice the difference. Now imagine saying it at normal speaking pace and that every other word uses a different stress. It can be a great challenge!

By following a pronunciation class, you will familiarize yourself with the sounds, stress and intonation in Canadian English. Being aware of how Canadians pronounce their words will make it easier for you to be understood, in addition to understanding fellow Canadians. Through practice and perseverance, you should notice a difference. In terms of getting others to understand this will be your greatest challenge; however, knowing that you are being proactive in being a more productive communicator should give you the confidence boost you need.

*Sincerely,  
The Elocution Teacher*



*"Being aware of how  
Canadians pronounce their  
words will make it easier  
for you to be understood,  
in addition to  
understanding fellow  
Canadians."*



*Leah Straatsma  
Elocution Instructor*

## AN INTERVIEW WITH: CONSTABLE PETER TESTA - DIVERSITY OFFICER, LONDON POLICE SERVICE

**D@W: PLEASE EXPLAIN THE ROLE OF THE DIVERSITY OFFICER FOR LONDON POLICE SERVICES?**

The Diversity Officer program was implemented with a view to promoting a common professional approach toward building harmonious relationships between the London Police Service and our diverse communities within the City of London. The Diversity Officer seeks to establish community partnerships with our diverse communities, identify their needs and assist in response to those needs. These developed partnerships are intended to continue to support, promote and address cultural diversities and improve public confidence through their development and effective maintenance. In addition, the Diversity Officer is responsible for developing processes that will recruit, retain and promote the diversity of our organization in order to best reflect the community we serve. The roles and responsibilities of the Diversity Officer also include the following:

- Liaise with our diverse communities
- Attend events hosted by our diverse communities
- Represent the LPS on councils and committees in relation to matters of

- diversity
- Provide resources related to diversity to members of the LPS and the community
- Facilitate diversity education and training to members of the LPS
- Provide consultation and education on local police procedures, the role of police, individual rights and other legal issues
- Consult and liaise with members of the community and social agencies
- Facilitate access to services offered by the LPS
- Assist with the recruitment, retention and promotion of diverse talent

**D@W: HOW DID THIS ROLE COME ABOUT?**

The Diversity Officer program was initiated in July of 2006. The program was implemented in response to a constantly changing climate in the City of London and the realization that to nurture a professional relationship with all citizens we serve, citizens must trust their police service.

**D@W: WHAT WOULD YOU SAY ARE THE MAJOR ACCOMPLISHMENTS?**

Accomplishments are achieved often between our service and the community. It is within the daily interactions and community building

efforts which the service holds as accomplishments. Whether it is a meeting with a community group or leader to introduce the program, discuss diversity related issues, entertain opportunities for partnerships, develop initiatives or to maintain relationships, the London Police Service has enhanced the relationships with many of the diverse communities of London. The Diversity Officer continues to be involved in diversity awareness through training and education and sits on a variety of local and provincial committees in relation to matters of diversity.

**D@W: WHAT ISSUES DO YOU BELIEVE CONTINUE TO BE A CHALLENGE?**

As the City of London continues to develop, so too does the need for organizations and citizens within the city to understand these changes. Some new citizens living in London may not be comfortable with the delivery of services from their former police agency and we are dedicated to deconstructing those earlier experiences and building trusting relationships. The London Police Service exercises bias-free policing to all citizens and recognizes the value of recruiting, retaining and promoting the best diverse talent. When members of any community

*“The Diversity Officer seeks to establish community partnerships with our diverse communities, identify their needs and assist in response to those needs.”*



## AN INTERVIEW WITH: CONSTABLE PETER TESTA - DIVERSITY OFFICER, LONDON POLICE SERVICE, CONT'D FROM PG. 6

feel that they cannot approach the police for any reason, there is an issue.

**D@W: LESBIAN, GAY, BISEXUAL AND TRANSGENDERED GROUPS ARE OFTEN LEFT OUT OF THE DIVERSITY EQUATION, IN WHAT WAYS HAS THE LONDON POLICE SERVICE ENGAGED THESE GROUPS AND CREATED A MORE INCLUSIVE WORKPLACE ENVIRONMENT FOR THEM?**

Diversity is an inclusive term. Taken in its broadest context, diversity refers to the notion of appreciating and valuing individuals and their uniqueness and includes, but is not limited to, such apparent attributes as: colour, gender, age, physical disability, race, ethnicity, physical appearance, and communication style. Diversity to varying degrees also includes invisible attributes such as: career experience, culture, educational background, family status, national origin, thinking style, opinion, gender identity, socio-economic status, religion, language, and sexual orientation. The London Police Service is committed to engaging all its employees, sworn and civilian to achieve their goals and aspirations while supporting all for their individual characteristics.

Over the years, the London Police Service has conducted a number of outreach efforts specifically to the LGBT2Q community such as: being active participants in the Pride Festival, block training to all uniform members on issues related around transgendered/intersexed individuals, attending "Open Closet" discussion groups, as well as currently examining a program which the Ottawa Police Service, as well as the Peterborough Police Service have in place whereby a member of their service act as a liaison on a LGBT2Q community committee.

**D@W: WHAT DOES IT TAKE TO MOVE FROM AN "EMPLOYMENT EQUITY" TO A DIVERSITY AND INCLUSION" MINDSET?**

While organizations must be committed to treating all individuals equally, they must also appreciate and encourage individual's specific development of qualifications that will enable them to reach their fullest potential and in doing so, also benefit the organization. Whether it is additional institutional learning, secondments with other organizations, lateral movement, or field training as some examples, organizations must allow its employees to foster a welcoming work place which appreciates diversity in all its forms. This move from employment equity to an

inclusion model takes time, patience and resources. By permitting its employees to grow personally and professionally the organization will foster a more inclusive, welcoming, and successful work place.

**D@W: WHAT ADVICE WOULD YOU GIVE TO AN ORGANIZATION THAT IS CONSIDERING CREATING A DIVERSITY OFFICER ROLE?**

Organizations are at an advantage when they are able to acknowledge and value differences in thought, experience, culture, and perspective. The selection process for the proper candidate should be one that is careful and deliberate. Once the individual has been selected they should be provided autonomy and the proper tools to act, and achieve the collective vision. The creation of this type of environment inspires the individual to reach their highest potential and provides community partners and stakeholders internally and externally with the highest level of professionalism and service excellence.

*"Organizations are at an advantage when they are able to acknowledge and value differences in thought, experience, culture, and perspective."*



## CRACKING THE CEMENT CEILING (CONT'D FROM PG. 2)



*“It is important to note that visible minority women face the double barrier of gender and colour when it comes to career advancement opportunities.”*



solicited from both visible minorities and white-Caucasians. The results were quite revealing and should raise an alarm for businesses who are striving to retain talent and become inclusive.

Among the findings:

- Visible minority managers, professionals and executives experience lower rates of career satisfaction over their Caucasian counterparts.
- Visible minority respondents see barriers that hinder their advancement, citing lack of fairness in the career advancement process, inequality in performance standards, and fewer opportunities for higher profile assignments.
- Fewer visible minority respondents believed that their organization was committed to cultural diversity.
- Visible minorities feel excluded from critical relationships that are key to career advancement, citing lack of culturally appropriate networks, mentorship and champions within the organization.

It is important to note that visible minority women face the double barrier of gender and colour when it comes to career advancement opportunities. Even though there have been large gains for women in the workforce, many of the networking opportunities inside and outside the office continue to be gender-based. Visible minorities are not a homogeneous group, nor is it their experience in the

Canadian workplace. The 2001 census data shows that blacks, Latin Americans, and Filipinos are less likely to be represented in management and scientific positions. Considering the growing number of black and Latin Americans immigrating to London, their absence from these positions could have a huge impact, should the trend continue. With fewer role models and mentors, these groups face a greater likelihood of being left behind when it comes to career advancement. It makes good business sense to examine the barriers that these groups face in such areas as: recruitment, selection, performance evaluation, retention and career development.

### BEST PRACTICES: ENSURING THE SUCCESS OF CANADIAN VISIBLE MINORITIES IN THE WORKPLACE

1. Implement diversity training and awareness programs regarding:
  - *Bias-Free Hiring Practices*
  - *Cross-cultural*
  - *Communication*
  - *Having Productive Diversity Dialogues*
  - *How to Start a Mentoring Program*
2. Ensure that your company has a Zero Tolerance for Racism policy, and that it is communicated to all levels within your organization. Keep employees updated about workplace harassment and bullying issues. Education is powerful!
3. Examine your company's promotional materials. Are there images of visible minorities throughout your

company's literature, training materials, etc? This is one way to convey your openness and support for visible minorities in your company.

4. Initiate an Employee Network for Visible Minorities. Have them craft a business plan that will help other visible minorities succeed and excel in the workplace.
5. Design a mentoring program for people in the workplace with barriers. Did you know that a mentoring program is considered one of the most effective ways to support the development and advancement of workers?
6. Communicate the criteria for advancement in your organization and ensure that all advancement decisions are based on structured and consistent evaluations.

### RECOMMENDED READING

“Career Advancement In Corporate Canada: A Focus on Visible Minorities – Critical Relationships”. November 2007. Christine Silva, Monica Dyer, Lilly Whitham  
<http://www.catalyst.org/publication/50/career-advancement-in-corporate-canada-a-focus-on-visible-minorities-critical-relationships>

“The Voices of Visible Minorities – Speaking Out on Breaking Down Barriers.” September 2004. The Conference Board of Canada. Bente Baklid.  
<http://www.conferenceboard.ca/documents.asp?rnext=781>

## MESSAGE BOARD



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### **COMING SOON! Fall/Winter 2008**

**Elocution Classes for Foreign-Trained Professionals** will be available in Toronto in addition to London, Ontario.

Diversity @ Work in London is in the process of **hiring 4 Foreign Business Development Advisors** to help market products and services to consumers from: China, Latin America, The Middle East, and the Indian Subcontinent. These advisors will also provide instruction in the etiquette of doing business in these regions.



**Diversity@Work**  
in London



### **5 Reasons to subscribe to or advertise with Diversity!**

**One** and only online newsletter dedicated to diversity in the workplace. Delivering a snapshot of how diversity works with news, best practices, management tips, profiles and a nod to the diversity champions.

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**Five** All of the above.

For more reasons, go to [www.diversityintheworkplace.ca](http://www.diversityintheworkplace.ca).

# Did You Know?

Visible minorities are individuals who self-identify as being non-Caucasian in race or non-white in colour and exclude Aboriginal persons. Visible minorities are not a homogeneous group as they can include cultures such as: Chinese, Black, South Asian, Arab, West Indian, Southeast Asian, Latin American, Middle Eastern and Japanese.

Although the term “visible minorities” is frequently used in Canada, it has come under fire by the United Nations as “racist”. In some Canadian cities, the term “visible minority” will no longer be an accurate descriptor for people of colour as white-Caucasians will be outnumbered. Some people prefer the term “people of colour”. Sondra Thiederman, in her book *Making Diversity Work*, has recommended using the term “emerging groups”.

## STATISTICS CANADA 2001 CENSUS DATA

**16.2** - The percentage of the population that is a visible minority.

**27.4** - The growth rate of the visible minority population between 2001 and 2006, compared to a 5.4 per cent increase for the population as a whole.

**30.2** - The percentage of visible minorities born in Canada.

**52** - The percentage of Canada's black population with Caribbean origins.

**54.2** - Percentage of Canada's visible minority population that lives in Ontario.



**Diversity@Work**  
in London

Diversity @ Work in London is growing again!

### FOREIGN BUSINESS ADVISORS REQUIRED (4)

### MIDDLE-EASTERN, LATIN AMERICAN, INDO-PAKISTANI AND CHINESE

We are currently searching for Business Development Advisors who have worked and lived in the Middle East, Latin America, India, Pakistan or China. This is an excellent and exciting opportunity for a foreign-trained professional with a background and education in one of the following areas: corporate business, trade, banking, diplomacy, foreign relations, marketing and communications, education or law.

The successful candidate would be bilingual, speaking English and one of the following languages: Mandarin, Arabic, Urdu, Punjab, Hindi, or Spanish. The position entails conducting public presentations to large English speaking audiences on the topics of: foreign business etiquette, ethnic marketing and social customs related to the respective region. Furthermore, the Foreign Business Development Advisor will work closely with the manager on various consulting contracts on an as-needed basis.

#### Requirements:

- Excellent communication skills
- Outstanding public speaking/presentation skills
- Understanding of adult learning principles
- Computer skills (PowerPoint, Word, E-mail, Internet)
- Ability to work independently
- Strong knowledge of cultural contacts and associations in the London area
- Impeccable business ethics and a commitment to customer service excellence
- Ability to travel in the London and Southwestern Ontario region

If you have the required skills, experience and education and share our vision of inclusive workplaces, please submit your resume to: Evelina Silveira, Diversity @ Work in London, 142 Clarke Road, P.O. Box 35008. London, ON N5W 5Z6.

# RELIGIOUS AND CULTURAL DATES IN 2008

*(Please contact us if you have any special dates you would like included)*

**This calendar includes only significant dates that fall during the week and that require schedule changes in work.**

## July 2008

1	Canada Day	11	Imamat Day (Isalm Ismali)
9	Martyrdom of the Bab (Baha'i)	11	Wassana (Buddhist)

## August 2008

1	Lugnasad (Wicca)	16	Raksha Bandham (Hindu)
4	Civic Holiday (Canada)	20	Asma (Baha'i)
6	Hiroshima Day (Canada & USA)	23	Now-Ruz (Zoroastrian)

## September 2008

1	Labour Day (Canada & USA)	30	Eid-ul-fitr (Isalm)
1	Ramadan begins (Isalm) through to Sept. 30	30	Rosh Hashanah (Jewish)
1	Parkash (Sikh)		



**Diversity@Work**  
in London

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