

# New Media Manitoba Employment Diversity Program

For Diverse Hires Within Manitoba's Interactive Digital Media Industry

## Introduction

The New Media Manitoba Employment Diversity Program will offset the costs incurred by Interactive Digital Media (IDM) companies in Manitoba when hiring individuals from underrepresented groups for skilled roles in the IDM sector. This initiative is designed to help increase diversity in the IDM industry and help companies secure talented new staff. The duration of the program is January 2020 to March 31, 2022.

The New Media Manitoba Employment Diversity Program will pay up to 50% of an underrepresented individual's salary when hired at a Manitoban IDM company, to a maximum total of \$7,500 per individual hired. New Media Manitoba (NMM) reserves the right to cap the number of employees hired through this program per company at its discretion. Please note that applications will be processed on a first come, first served basis, pending availability of program funds.

In addition to subsidizing a portion of salary costs as defined above, NMM will also meet with both the company and the newly hired employee, if deemed necessary, regularly throughout the duration of the initiative to ensure that both parties are experiencing a positive and productive working relationship, in an effort to ensure the new hire will stay on board long-term, thereby increasing the company's strength in the market and improving the diversity of Manitoba's IDM industry.

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## Program Guidelines

### Eligible Applicants

This program is open to interactive digital media production companies. The applicant must:

- Work in the area(s) of mobile app development, video game development, virtual and/or augmented reality development, computer animation, special effects development, web development, interactive installation development, or in another interactive digital capacity.
- Possess comprehensive liability insurance, or, will otherwise obtain comprehensive liability insurance prior to hiring new staff they are using the application to hire;

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4: Definition includes those who have immigrated to Canada within the past five (5) years.

- Comply with legislation: All applicable federal and provincial human rights and labour legislation, regulations, and any other relevant standards including the Occupational Health and Safety Act and the Employment Standards Act.
- Be Manitoba-based;
  - Have a permanent establishment in Manitoba which serves as head office and base of operations (i.e. applicant is eligible to pay corporate income taxes in Manitoba; and Manitoba address is listed as a head office in T2 filing);
  - Companies with more than 365 days of operation must be able to demonstrate that they had a permanent establishment in Manitoba for at least one year prior to the deadline.
- Be a Canadian-owned organization
  - as defined in the Investment Canada Act.
- Be incorporated in Manitoba or federally or prepared to incorporate immediately if their application is successful;
- Be a private sector, for profit company

The following companies are ineligible:

- Companies that are primarily engaged in marketing, design and branding service work for clients;
- Companies that are associated with an organization that is not in good standing with New Media Manitoba;
- Not-for-profit and public sector entities; and
- Companies that hold a broadcast license or that have an ownership association with a company that holds a broadcast license.

New Media Manitoba reserves the right to limit access to this initiative to one new hire per company or associated company per fiscal year. At least one of the participating representatives at each activity must be a decision maker at the executive level within the applicant company. Companies are advised to choose applicant(s) best suited to take advantage of this opportunity.

To be eligible, new hires must:

- Be planned to work full-time with the applicant company (sales agents, external consultants, etc. are ineligible);
- Be hired to work within Manitoba;
- Be Canadian citizens or landed immigrants / permanent residents; and
- Be Manitoba residents.

In certain cases, to support the growth and expansion of Manitoba's Interactive Digital Media industry, applications will be accepted from new companies. New companies must:

- Have an executive team with the experience and commitment required to deliver and commercialize an IDM project including at least one owner or full-time employee with a

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minimum full-time equivalent of two years of professional experience in the interactive digital media production industry;

- Be prepared to incorporate immediately if their application is successful; and
- Meet the relevant eligibility criteria for established companies on incorporation, or,
- Other forms of ownership structures may be considered on a case by case basis.

New companies should contact New Media Manitoba in advance to determine their eligibility.

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## Terminology

New Media Manitoba acknowledges that the range of individuals referenced under the phrase “underrepresented groups” is vast. Care has been and will continue to be taken to avoid homogenizing these groups as a singular entity in our efforts to help Manitoban IDM companies secure talented new hires. This initiative operates on the basis that while each group faces unique challenges, collectively, underrepresented groups face barriers to entering the workforce in traditional STEAM (Science, Technology, Engineering, Arts, and Mathematics) fields. The New Media Manitoba Employment Diversity Program aims to address barriers in the IDM sector by providing companies with support and incentive to hire underrepresented groups and to retain that talent for years to come through an in-depth application review.

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## Definitions

For the purpose of this program, underrepresented groups include:

- Individuals of diverse and marginalized gender, and agender persons (*women (cisgender women, transgender women), transgender men, two-spirit persons, non-binary persons.*)
- Individuals living with physical or intellectual disabilities<sup>1</sup> (*persons who have a long-term or recurring physical, mental, sensory, psychiatric or learning impairment and who:*
  - *(a) consider themselves to be disadvantaged in employment by reason of that impairment, or*
  - *(b) believe that an employer or potential employer is likely to consider them to be disadvantaged in employment by reason of that impairment,*
  - *and includes persons whose functional limitations owing to their impairment have been accommodated in their current job or workplace; (personnes handicapées)*)
- Aboriginal peoples<sup>2</sup> (*persons who are Indians, Inuit or Métis*)
- Visible minorities<sup>3</sup> (*persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour*)
- Newcomers to Canada<sup>4</sup>

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## Application Process

It is the applicant company's full responsibility to undertake all recruiting initiatives when searching for candidates for whom they'd like to use this program to hire. New Media Manitoba is not responsible for recruitment of talent, including but not limited to: soliciting and reviewing applications, vetting candidates based on job postings from employers, managing a database of talent, etc.

If requested by the applicant company, NMM may post a job vacancy on the NMM website and in our email newsletter.

New Media Manitoba's role in the hiring process comes once the applicant company has selected the candidate they wish to hire.

Initial Application Requirements:

- Completed Application Document (see assessment criteria below, application form available at [bit.ly/nmm\\_edp](http://bit.ly/nmm_edp))
- In-person interview (video-conference interview will be considered for remote applicants) between New Media Manitoba and the applicant & applicant company.

Applicants must submit their complete applications through the [Google Form portal](#). Incomplete applications will not be considered.

Applications will be assessed on the following criteria:

Role Description & Growth Path (70%)

- Description of the applicant/company's interest in hiring from an underrepresented group for the role.
- Description of the role the applicant/company is hiring for, including the project(s) the new employee will be working on, the role's importance to the company, and whether this role has been held by anyone previously.
- Description of ways the role the applicant/company is hiring for may grow into a management or leadership position, or otherwise grow within the company, as well as the length of time it would take for the role to grow.
- Description of how the applicant/company endeavours to support the employee's professional development while they're employed with the company. Ex: Professional

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development opportunities, budget for continued learning in the form of classes or sessions, etc.

#### Safety & Preparedness Measures (20%)

- Code of conduct that defines what behaviours are not tolerated by all members of the company and consequences for violation of this code of conduct. This document must be known and accessible to all staff, managers, and leaders.
- Documentation on how instances of harassment and abuse are managed, and who specifically, at a managerial or leadership level is in charge of handling these instances. A clear outline for how to report complaints of this nature must be available and clear to all staff.
- Consent to having the applicant/company and, separately, the newly hired employee, be interviewed at regular intervals throughout the duration of the subsidy in your office, or, if deemed appropriate by New Media Manitoba, via web conferencing.

#### Company Leadership & Composition (5%)

- Information on any leadership within your company who belong to one of the underrepresented categories outlined in the Definitions section of this document. Ex: Number of leaders from an underrepresented group, the length of time they've been with your company. Please note: You needn't describe in detail, the underrepresented groups from which leadership belongs to, unless that is something the individuals feel comfortable with.
- Information on the number of employees in your company who are from an underrepresented group and how long they've been with the company. Please note: As above, you needn't outline which specific underrepresented groups the employees belong to, unless that is something the employees are comfortable with.
- A maximum 500-word description of the company's work and success up until the time of application. Alternatively, a description of the ways a new company plans to succeed in their business goals.

New Media Manitoba will review the application and will follow up with the applicant with an in-person interview. This interview accounts for 5% of the total application score.

Applications will be reviewed and evaluated by New Media Manitoba staff. This is a competitive process and only those applications that best meet the requirements of the program will be

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accepted. Failure to achieve targeted results in previously funded cycles may be taken into account in funding decisions.

Ongoing requirements after initial selection to maintain eligibility:

- One-on-one progress interviews between New Media Manitoba and the applicant, as well as between New Media Manitoba and the newly-hired staff at the following intervals after the candidate's start date: 4 weeks, 8 weeks, 12 weeks, and 16 weeks.

All New Media Manitoba decisions are final. New Media Manitoba reserves the right to alter program guidelines with general public notice to all potential applicants and to refuse any application for any reason. The number of subsidies and amount subsidized is contingent on confirmation of New Media Manitoba's annual budget. New Media Manitoba is not required to make any minimum number of awards. Subject to the Freedom of Information and Protection of Privacy Act, all information contained in the application will remain strictly confidential. All inquiries pertaining to New Media Manitoba Funds are to be directed to New Media Manitoba staff only.

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## Disbursement of Funds

Prior to the release of funds, the recipient must provide a copy of the letter of offer as proof of employment. This letter must indicate the hired individual's salary.

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## Contact Information

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New Media Manitoba is the sector council and industry association serving Manitoba's interactive digital media (IDM) industry.

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