

# New Media Manitoba Employment Diversity Program

for Diverse Hires Within Manitoba's Interactive Digital Media Industry

## Introduction

The New Media Manitoba (NMM) Employment Diversity Program (EDP) 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 industry. 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 from January 2020 to March 31, 2022.

The NMM EDP will contribute 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. 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 the availability of program funds.

In addition to subsidizing a portion of salary costs as defined above, NMM will also meet with both the hiring manager and the newly hired employee, at 2 months & 4 months after acceptance into the EDP. This is 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 IDM 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.

1,3: Definitions sourced from the Canada's Employment Equity Act : <https://laws-lois.justice.gc.ca/eng/acts/e-5.401/page-1.html#h-215140>

2: Definitions sourced from the Government of Canada webpage: <https://www.rcaanc-cimac.gc.ca/eng/1100100013785/1529102490303>

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

- Possess comprehensive general liability insurance, or, will otherwise obtain comprehensive general liability insurance prior to hiring new staff they are using the application to hire;
- Comply with legislation: All applicable federal and provincial human rights and labour legislation, regulations, and any other relevant standards including the Workplace Safety and Health Act and the Employment Standards Act.
- 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;
- 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.

NMM reserves the right to limit access to this initiative to one (1) 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 or have decision-making powers on behalf of the company. Companies are advised to choose the applicant(s) best suited to take advantage of this opportunity.

To be eligible, new hires must:

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

In certain cases, to support the growth and expansion of Manitoba's IDM 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 a full-time employee with a minimum full-time equivalent of two years of professional experience in the interactive digital media industry;

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- 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 NMM in advance to determine their eligibility.

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## Terminology

NMM 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, Art, and Math) fields. The NMM EDP 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.

### 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.*
- Indigenous peoples<sup>2</sup> (*persons who are First Nations, Inuit, or Métis*)
- Visible minorities<sup>3</sup> (*persons, other than Indigenous 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. NMM is not responsible for the 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. NMM may also share candidates from our database with applicant companies upon request.

The applicant company is required to complete the application form after issuing a letter of offer to their selected candidate and it has been accepted.

### Application Requirements:

- Completed Application Document (see assessment criteria below and [access the application form](#))
- In-person interview (video-conference interview will be considered for remote applicants) between NMM and the applicant company/hiring manager.

Applicants must submit their complete applications through the [website application form](#). Incomplete applications will not be considered.

Applications will be assessed based on the criteria below.

### Role Description & Professional Development (60%)

- Description of the company's interest in hiring from an underrepresented group for the role(s) 10%
- Title(s) and description of the role(s) the company is hiring for, including;
  - the project(s) the new employee(s) will be working on,
  - the importance of each role to the company, and
  - whether this role/these roles has/have been held by anyone previously.
  - Please state the underrepresented group(s) new hire(s) belong(s) to. (Indicate if hire(s) belong(s) to more than one underrepresented group.) 40%

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- Please provide a description of how the applicant/company will support the professional development of the new hire(s). 10%

#### Organizational Culture & Code of Conduct (30%)

- Please provide a copy of your company's code of conduct that defines rules of behaviour in the workplace. 10%
- Please provide details on how instances of discrimination and harassment are addressed, and who is responsible for handling these claims. If possible, describe an instance of discrimination and/or harassment and how it was handled. Please refer to the [Human Rights Code](#) by the Province of Manitoba for relevant legislation. 10%
- Description of your organizational culture and how people of all cultures and backgrounds are valued and respected in your company. 10%

#### Legislative Compliance (10%)

- Please confirm that your company complies with Manitoba's Human Rights legislation on [Reasonable accommodation in the workplace](#). Your company must comply with all applicable federal and provincial human rights and labour code legislation, regulations, and relevant standards including the [Workplace Safety and Health Act](#) and the [Employment Standards Code](#). 10%

NMM will review the application and will follow up with the applicant with an in-person, virtual, or telephone interview.

Applications will be reviewed and evaluated by NMM staff. This is a competitive process and only those applications that best meet the requirements of the program will be 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 check-ins by NMM with the new hire(s) and the hiring manager at 2 months, and 4 months after acceptance into the EDP.
- All NMM decisions are final. NMM 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 NMM's annual budget. NMM is not required to make any minimum number of awards.

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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 NMM Funds are to be directed to NMM staff only.

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## Disbursement of Funds

NMM will provide to the approved recipient 50% of the total approved EDP amount, in advance, upon the receipt of a signed copy of a letter of offer or employment agreement documenting the underrepresented individual's employment by the recipient. The letter of offer or employment agreement must indicate the hired individual's salary.

2 months after the employee's start date, NMM will provide to the approved recipient matching funds totaling up to 75% of the total approved EDP amount.

4 months after the employee's start date, NMM will provide to the approved recipient matching funds totaling up to 100% of the total approved EDP amount as long as all of the following conditions are satisfied:

- The employee has completed their 4th month of work pursuant to their engagement under this EDP;
- Receipt of proof of payment of salary to the employee pursuant to their engagement under this EDP equal to 100% of the approved EDP amount; and
- Successful completion of an interview of both recipient and employee by NMM's Academic Liaison and his/her/their being satisfied that the obligations under the EDP are being met.

**Approved recipients will be asked to sign a contribution agreement before funds are disbursed.**

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## Contact Information

*Ajibola Akindipe, Academic Liaison, New Media Manitoba*

Email: [ajibola@newmediamanitoba.com](mailto:ajibola@newmediamanitoba.com)

New Media Manitoba is the sector council for Information Communications and Digital Technologies and industry association serving Manitoba's Interactive Digital Media (IDM) industry.

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