

New Media Manitoba

Code of Conduct

Purpose

As a non-profit sector council and industry association that represents Manitoba's Interactive Digital Media Industry, we are entrusted with funds from government agencies. Our mandate is to support the growth of Manitoba's IDM industry by ensuring access to relevant business training and employment subsidies to address industry skills gaps and increase economic development. We have successfully done so over the years due in part to our reputation for integrity, respect, and honesty in carrying out our mandate.

Responsibilities

While the code is specifically designed for our board members, employees, and volunteers, we expect members of our extended workforce who may be of service to us temporarily in any capacity, companies in the IDM Industry, who are receiving subsidies from NMM but do not have a code of conduct in force, to follow the code in connection to their work with us. Failure to do so may result in the termination of their relationship with NMM.

It is important to understand that upholding NMM's reputation and the IDM's reputation as a whole rests on our collective efforts. We, therefore, have the responsibility to;

- ensure our professional and personal conduct is demonstrably consistent with our values, which are integrity, respect, and honesty.
- be Inclusive - we have the mandate to increase the representation of under-represented group members (Individuals of marginalized gender, including cisgender women, transgender women, transgender men, two-spirit persons, non-binary persons, individuals living with physical or intellectual disabilities, Indigenous persons, visible minorities, newcomers to Canada) in the IDM industry, in order to achieve this, our board members, employees, volunteers, extended workforce, and companies receiving subsidies from us who do not have a code of conduct must create an inclusive environment, where differences are recognized and respected.

- create a fair and respectful workplace - It is important to treat fellow employees and everyone you come in contact with, with respect and dignity, and to speak up if they, or others, are being harassed and/or discriminated against.
- maintain confidentiality - In the case of an investigation, information and identity must be kept private and confidential except when required by law. However, disclosure of identity may be necessary for the purposes of investigations.
- create a safe workplace - NMM will NOT tolerate any level of threat or violence in the workplace.

Discrimination is the differential treatment of an individual on the basis of the individual's actual or presumed membership in or association with some class or group of persons, rather than on the basis of personal merit. New Media Manitoba is an equal opportunity employer, we prohibit any form of bullying, harassment, maltreatment, unreasonable discrimination on grounds of:

- ancestry, including colour and perceived race
- nationality or national origin
- ethnic background or origin
- religion or creed, or religious belief, religious association or religious activity
- age
- sex, including sex-determined characteristics or circumstances, such as pregnancy, the possibility of pregnancy, or circumstances related to pregnancy
- gender identity
- sexual orientation
- marital or family status
- source of income
- political belief, political association or political activity
- physical or mental disability or related characteristics or circumstances, including reliance on a service animal, a wheelchair, or any other remedial appliance or device

- social disadvantage

Harassment is abusive and unwelcome behaviour that degrades, demeans, humiliates, or embarrasses a person. It is a form of discrimination when it is based on one of the protected grounds (ancestry, sex, religion etc). The person experiencing the harassment may have informed the harasser the behaviour is unwelcome or the behaviour may be deemed unwelcome if a reasonable person in those circumstances would view it that way.

Some harassment includes but not limited to;

Physical Harassment - Such as hitting, shoving, kicking, direct threat to inflict harm, unpleasant invasion of personal space.

Sexual Harassment - Unwanted sexual advances, behaviour, and conduct such as sexual comments, jokes, questions, flirtations, and inappropriate sexual gestures.

Psychological Harassment - Such as spreading rumours about the victim, isolating the victim, or any action that will have a negative impact on the victim's psychological/mental well-being.

Verbal Harassment - Such as insulting, yelling, threatening, saying offensive and derogatory statements.

Implementation and Monitoring

The Executive Director is responsible for the implementation of this code of conduct. Any employee/Individual who faces or witnesses bullying, harassment, maltreatment, unreasonable discrimination, should report it here.....

New Media Manitoba frowns at retaliation against any employee/individual who reports a case of bullying, harassment, maltreatment, unreasonable discrimination. Any form of retaliation is prohibited and this may result in disciplinary action or termination of employment.

All employees, volunteers, and employees of companies in the IDM Industry, who are receiving subsidies from NMM but do not have their own code of conduct are required to sign an acknowledgement form to demonstrate that the Code of Conduct has been read and understood.