



## APPLICATION FOR THE 2011 CANADA'S TOP 100 EMPLOYERS PROJECT

Dear Employer:

We would like to invite your organization to apply to the 2011 edition of *Canada's Top 100 Employers*. Please find attached the application form for our national competition, plus the 18 regional and special-interest "top employer" competitions (see list below) managed through our annual project.

Employers complete a single application to be considered for all competitions. Over the summer, our editorial team will review your application to determine how your organization compares to similar employers in your industry and region. We look for interesting employers, both large and small, with innovative programs to attract and retain talented employees.

Employers chosen for the 2011 *Canada's Top 100 Employers* list will be announced in *The Globe and Mail* on October 15, 2010. At the same time, our editors' official Reasons for Selection, detailing why each winning employer was selected, will be published on our popular job search engine, [Eluta.ca](http://Eluta.ca). Winners of our regional and special-interest competitions will be announced by our 22 newspaper and magazine [partners](http://partners) beginning October 29, 2010.

Our project is unique in that we publish detailed reasons explaining why each winning employer was chosen. We take the time to write out lengthy Reasons for Selection each year so that other employers can take note of these "best practices" and improve upon them. By publishing our reasons, we also aim to provide job-seekers with a better understanding of what leading employers offer, as well as transparency in the selection of winners.

There are two main qualifications to be considered for our competition: (1) your organization must be a leader in its industry in attracting and retaining quality employees; and (2) your organization should offer reasonable employment prospects — we write from a job-seeker's perspective. Please consider these criteria carefully before you begin the application, which is time-consuming and thorough.

Please keep in mind that no employer offers every perk and benefit we ask about in this application — our job is to seek out the latest best practices and, to do this, we need to ask a lot of questions. We have also continued the application fee introduced in 2002 to offset the costs of managing the competition and the review process. (A letter explaining the fee is available [online](#).)

The deadline for receipt of completed applications is June 29, 2010. Please be judicious in including ancillary materials (e.g. in-house newsletters, press clippings, benefit plan booklets, annual reports). If you have questions, please contact us by [email](mailto:email) or telephone.

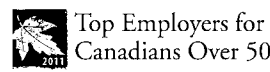
On behalf of our entire editorial team, thank you for your interest in this year's *Canada's Top 100 Employers* project. We look forward to reviewing your application!

Yours very truly,

Richard Yerema, Managing Editor  
[richard.yerema@mediacorp.ca](mailto:richard.yerema@mediacorp.ca)

Yours very truly,

Anthony Meehan, Publisher  
[anthony.meehan@mediacorp.ca](mailto:anthony.meehan@mediacorp.ca)



# Canada's Top 100 Employers (2011 Competition)

## Request for Information



### Instructions for Employers:

To be considered for the 2011 *Canada's Top 100 Employers* project, you must complete this form and return it to us by June 29, 2010.

We encourage you to use this form for all responses. In our experience, applications that make extensive use of answers on separate sheets are often incomplete and not well-edited. Include additional materials (e.g. press clippings, in-house newsletters, benefits plan booklets, annual reports) only if they are relevant. Early applications are welcome.

It helps to be connected to the Internet when reviewing this form. Some helpful information on using PDF forms is available [online](#). We will confirm receipt of your completed application by mail. Over the summer, our editors may also ask short-listed candidates to confirm certain aspects of their applications.

Employers selected for our 2011 [national list](#) will be announced in a special editorial supplement published by The Globe and Mail on October 15, 2010, with our detailed editorial Reasons for Selection published on our job search engine, Eluta.ca the same day. Winners of our [18](#) regional and special-interest competitions will be announced by our other newspaper and magazine partners beginning October 29, 2010.

**eluta.ca**  
The Search Engine for New Jobs in Canada

### PART 1: CONTACT INFORMATION

1. Employer name (*use full legal name*):

2. Mailing address (*head office in Canada*):

3. Telephone (*main*):

4. Fax (*HR Department*):

5. Website:

6. Email address (*general HR inquiries*):

**NEW** 7. Twitter feed:

8. Person responsible for this application (*not published*):

(a) Contact name and title:

(b) Your direct email address:

(c) Your direct telephone:

(d) Your direct fax:

9. (a) Alternate contact and title (*if you are unavailable*):

(b) Alternate contact's email and phone:

10. (a) Media contact and title (*if different than above*):

(b) Media contact's email and phone:

**PART 2: ABOUT YOUR BUSINESS**

11. Please provide a brief overview of your company's operations. (We are particularly interested in learning more about what your company does, its products or services and the scope of its operations.)

12. Briefly describe any significant developments in your business in the past year. (Please attach any newspaper articles on your company, significant press releases, your annual report or other relevant materials.)

13. Has your company laid off employees in the past year because of economic conditions?

- No     Yes (Explain how the layoff was handled)

14. Are you a publicly-listed company?

- Yes    Stock symbol:   
 No

15. Revenues for last fiscal year (if publicly disclosed):

16. What is the NAICS code of your primary business?

 ([Find my NAICS code](#))

17. Who is your main competitor in Canada?

18. Major hiring locations in Canada (city and province):

19. Year company founded:

20. Parent company name:

21. Head office location (city, province/state, country):

22. **Company Logo:** Please ask your graphic designer to email your colour logo (EPS format, all fonts converted to outlines) to us. If your organization is selected as one of Canada's Top 100 Employers, this logo may be published with our editorial [Reasons for Selection](#).

- Our logo has been emailed to logos@mediacorp.ca

**PART 3: ABOUT YOUR WORKFORCE**

23. Number of employees on **March 1, 2009:**

Full-time    Part-Time

(a) At this location:

(b) In Canada:

(c) Total worldwide:

24. Number of employees on **March 1, 2010:**

Full-time    Part-Time

(a) At this location:

(b) In Canada:

(c) Total worldwide:

- 25. Percentage of your workforce who are engaged on a contract basis.....
- 26. Longest number of years any worker has been with you on contract.....
- 27. Number of job applications received at this location in the past year.....
- NEW** 28. Total jobs available to outside candidates across Canada in past year.....
- 29. Average age of all employees at your company (*all levels, this location*)....
- 30. Years that longest-serving employee has worked at your company.....

- 31. Percentage turnover rate for full-time employees in Canada in past year.....
- 32. Please indicate in the table below the percentages of employees who are members of the groups shown: **NEW**

Percentage who are...	women	visible minorities
(a) All Employees	<input type="text"/> %	<input type="text"/> %
(b) Managers	<input type="text"/> %	<input type="text"/> %
(c) Directors/Board Members	<input type="text"/> %	<input type="text"/> %

### PART 4: PHYSICAL ENVIRONMENT

33. **Neighbourhood.** We're interested in the distinctive features of the neighbourhood where your company is located:

(a) Where is your head office situated?

- Downtown
- Suburban
- Campus setting
- Rural
- Other:

(b) Nearby amenities within 5 minute walk (if downtown) or 5 minute drive (suburban, campus, rural):

- Variety of restaurants
- Daycare centre
- Park or wilderness area. *Name:*
- Local recreation centre. *Name:*
- Other amenities. *List one or two:*
- Major shopping mall
- Fitness club

(c) Check any commuter amenities that apply:

- Nearby public transit (within 15 minutes walk)
- Transit subsidy for commuters
- Car pool sign-up system
- Free onsite car parking
- Subsidized car parking
- Secure bicycle parking onsite

(d) Other distinctive features of your head office location (e.g. trendy neighbourhood, mountain views, nearby highway access etc.). *Point form is fine:*

34. (a) **Head Office Building.** Briefly describe the distinctive features of your head office building (e.g. office tower, renovated warehouse, custom-built manufacturing facility).

(b) **Employee Consultation.** Were employees consulted in choosing the location and design of your head office?

- Yes. *Briefly describe how the consultation was done:*

35. **On-Site Features of Your Main Location.** We're interested in learning more about the distinctive physical features of your main location:

(a) **Employee Work Areas.** Employees at your main location work in areas best described as (*check all that apply*):

- Open-concept workstations
- Traditional offices
- Industrial or factory setting. Describe:

(b) **Employee Comfort.** Employee work areas at your main location also feature (*check all that apply*):

- Windows that open (for fresh air)
- Indoor plants tended by a professional
- Meditation/religious observance room
- Private sleep/nap room  
Last time you saw it used (mm/yy):
- Other distinctive on-site features:

(c) **Onsite Lunch Options** at your main location features (*check all that apply*):

- Free coffee or tea       Full-service cafeteria:
- Free soft drinks       Healthy menus
- Outdoor patio/deck       Special diet menus
- Outdoor barbecue       Free meals daily
- Self-serve lunchroom       Subsidized meals
- Discounts at nearby restaurants
- Free snacks while you work. What free snacks are available today? *List specific brands/items:*

**NEW** If you don't provide free soft drinks, what's the price of a can of Coke?

If you have a cafeteria, what's the price of a typical sandwich (or similar lunch item) today?

(d) **Employee lounge or rest areas** at your main location feature (check all that apply):

- Comfortable couches       Foosball table
- Fireplace       Table hockey
- Music       Table tennis
- Television       Board games

Video games  
Name of latest game:

Pool table  
Last time you saw it used (mm/yy):

Other interesting lounge/rest area features:

(e) Do you have an **Onsite Fitness Facility** at your main location? *Check one of these three options:* **NEW**

- No (*skip to part (f) below*)
- Yes, but others also use it (*skip to part (f) below*)
- Yes, only our employees use it:
  - Free membership       Rowing machines
  - Subsidized membership       Weights
  - Treadmills       Basketball court
  - Stationary bikes       Sauna
  - Stairmasters       Shower facilities
  - Instructor-led classes  
Most popular class (e.g. pilates, yoga):

Other interesting features of fitness facility:

(f) **Other distinctive features** of your main location (e.g. glass atrium, marché-style cafeteria, onsite coffee outlet, walking trails, baseball diamond). *Point-form is fine:*

**PART 5: WORK ATMOSPHERE & COMMUNICATIONS**

36. **Overall Atmosphere.** Check the following items if they are available at your workplace (*feel free to use the space below Question 37 to describe any of them in more detail*):

- Business casual dress daily
- Concierge service
- Company-subsidized social committee
- Casual dress (e.g. jeans) daily
- Can bring pet to work
- Operating since (yyyy):
- Casual dress Fridays only
- Employee sports teams
- Committee Name:
- Radio/music while working
- Other (describe below)

37. **Celebrations & Social Events.** Briefly describe any company-paid social events that took place in the past 12 months (e.g. Christmas party, unique celebrations, weekend events). *Point-form is fine*:

38. **Company-wide Communications.** Does your organization offer the following communications/feedback tools?

- Company newsletter (please enclose copy or URL)
- Traditional suggestion box
- Intranet site (please print a few pages)
- Email suggestion box

**PART 6: HEALTH BENEFITS**

39. **Description of Health Plan.** Please attach a copy of the booklet that your company provides to new employees describing your company's health benefits plan. **Important:** *If you have different benefit plans for employee groups (e.g. union, non-union, management), include booklets and complete a separate Part 6 for each employee group.*

- Booklet attached; or  Description enclosed
- Plan insurer:

40. **Basic Health Benefits Plan:**

- (a) Your company pays % of the premiums associated with your basic health benefits plan.
- (b) Can employees customize the coverage they receive under your basic health benefits plan?
  - Yes, our basic health benefits plan is flexible.
- (c) Hours per week that employees must work before they can join your basic health plan:
- (d) Days new employees must wait before coverage under basic plan starts:  days after joining.
- (e) Are family and spousal coverage offered under your basic plan at no additional cost to employees?
  - Yes, company pays \_\_\_\_\_% of premiums
- (f) Does your basic plan provide coverage to retirees?
  - Yes, company pays \_\_\_\_\_% of premiums
 Is there an age limit for retirement coverage?
  - Yes, up to \_\_\_\_\_ years of age; or
  - No age limit, coverage lasts until death

(g) Please indicate whether the following health benefits are included in your basic health plan (*use the space below Question 41 to describe any of these benefits in more detail*):

- Dental:
  - Routine care: \_\_\_\_\_% covered, \$\_\_\_\_\_ annual max
  - Restorative: \_\_\_\_\_% covered, \$\_\_\_\_\_ annual max
  - Orthodontics: \_\_\_\_\_% covered, \$\_\_\_\_\_ lifetime max
- Eyecare:
  - \$\_\_\_\_\_ every \_\_\_\_\_ years
- Prescription drugs
- Fertility drug treatments
- Fitness club subsidy (offsite): \$\_\_\_\_\_ /year
- Personal counselling / psychologist
- Employee assistance plan (EAP)
- Semi-private hospital room
- Medical equipment and supplies
- Physiotherapy
- Massage (RMT) therapy
- Chiropractor
- Osteopathy
- Podiatrist
- Acupuncture
- Naturopathy
- Nutrition planning
- Home care
- Medical travel insurance
- Other benefits included in your basic plan (*describe after Question 41*)

**NEW**

41. **Optional and Extended Health Benefits.** Please list any other health benefits that employees can obtain (at an additional premium) beyond your basic health benefits plan:

**PART 7: FINANCIAL BENEFITS & COMPENSATION**

42. **Financial Benefits.** Please indicate whether the following financial benefits are available at your company (*use the space below Question 44 to describe in more detail*). Include your employee pension booklet, if you have one.

- Share purchase plan:
  - For all employees
  - For managers only
- Profit-sharing plan:
  - For all employees
  - For managers only
- Signing bonuses:
  - For all positions
  - For some positions
- Year-end bonuses, non-executive. *Last year's range:*  
From \$ \_\_\_\_\_ to \$ \_\_\_\_\_
- Defined-benefit (DB) pension plan **NEW** **for new employees**, with company contributions to \_\_\_\_\_% of salary
- Defined-contribution (DC) pension plan **NEW** **for new employees**, with company contributions to \_\_\_\_\_% of salary
- Matching RSP plan with company contributions to \_\_\_\_\_% of salary
- Basic RSP plan with payroll deductions, but no company contributions
- Life & Disability insurance
- Employee referral bonuses:  
Min: \$ \_\_\_\_\_ Max: \$ \_\_\_\_\_
- Subsidized home insurance
- Subsidized auto insurance
- Low-interest home loans
- Discounted auto lease rates
- Subsidized home Internet access
- Discounted company products or services (*describe below*)
- Other financial benefits (*describe after Question 44*)

43. (a) Do you participate in **outside** salary surveys?

- Yes.** How often? Every:  6 Months  12 Months  18 Months  24 Months
- No.** How do you determine if salary levels at your company are competitive?

(b) How often do you review salary levels with individual employees?

- Every:  6 Months  12 Months  18 Months  24 Months

44. **Performance-Based & Other Rewards.** Please describe any distinctive performance-based or other rewards that your company offers. *We are particularly interested in learning about rewards that are out of the ordinary, such as paid weekends away, borrowing the president's car for the weekend, etc. Point-form is fine. Limit of five.*

## PART 8: FAMILY-FRIENDLY BENEFITS



**Canada's Top Family-Friendly Employers.** Each year, we choose a group of employers for [our list](#) of the nation's best family-friendly employers. Winners will be profiled in special editorial features published by our media [partners](#) and may use our competition logo for recruitment purposes. *If you have different family-related benefits for various employees (e.g. under collective agreements), complete a separate Part 8 for each group.*

NEW

45. **Family-Friendly Benefits.** Please indicate whether your company provides any of the following:

- Maternity and parental leave top-up for mothers:  
Top-up to \_\_\_\_\_% of salary for \_\_\_\_\_ weeks
- Parental leave top-up for fathers:  
Top-up to \_\_\_\_\_% of salary for \_\_\_\_\_ weeks
- Parental leave top-up for adoptive parents:  
Top-up to \_\_\_\_\_% of salary for \_\_\_\_\_ weeks
- Compassionate leave top-up:  
Top-up to \_\_\_\_\_% of salary for \_\_\_\_\_ weeks
- Health benefits during maternity/parental leave
- Adoption assistance: \$ \_\_\_\_\_ per child
- Formal policy lets employees extend parental leave to become unpaid leave of absence

NEW

NEW

- Onsite daycare at your main location:
  - Free     Subsidized: \$ \_\_\_\_\_ per child per year
  - Number of spaces: \_\_\_\_\_
  - Number of childcare workers (in FTEs): \_\_\_\_\_
  - Waiting list: \_\_\_\_\_ months
  - Emergency/short-term daycare onsite
  - Other daycare information:

- Offsite daycare subsidy: \$ \_\_\_\_\_ per child
- Academic scholarships for employees' children **NEW**  
Maximum annual scholarship: \$ \_\_\_\_\_ per child
- Information on family-friendly benefits is provided to employees on a regular basis (*include sample*)

46. **Flexible Work Options.** Please indicate if your organization offers any of these flexible work options (*if any of the options selected results in a financial cost to the employee, please explain this in the space below*):

- Flexible start/finish work hours
- 35-hour work week (with full pay)
- Shortened work week (fewer hours, less pay)
- Compressed work week (same hours, full pay)
- Telecommuting/work from home
- Reduced summer hours option
- Formal "earned days off" (EDO) program (*describe below*):  
Employees can work \_\_\_\_\_ extra hours each day and receive \_\_\_\_\_ day(s) off each month.
- Other (*please describe*):

## PART 9: PROGRAMS FOR OLDER EMPLOYEES

47. **Top Employers for Canadians Over 50.** Since 2001, we have published [an annual list](#) recognizing the best employers for older Canadians. We want to learn about any interesting programs you offer to assist employees as they enter the second half of their careers. Winners will be profiled in a special editorial feature published in The Globe and Mail and may use our competition logo for recruitment purposes.



### Top Employers for Canadians Over 50

- (a) Does your organization have any programs specifically designed to assist older workers?
  - Yes. Please attach a brief description.
  - No. Please skip to Question 48.
- (b) Do you actively recruit new workers aged 50+?
  - Yes. List some typical positions:
- (c) Check any of the following benefits that are offered by your organization for older workers:
  - Previous work experience at other employers counts towards annual paid vacation allowance
  - Mentorship programs to transfer retirees' skills
  - Assistance with succession and retirement planning
  - Phased-in retirement (e.g. part-time before leaving)
  - Paid health benefits for retirees (*attach booklet*)
  - Organized social activities/volunteering for retirees

*Please include a brief description of these or any other programs offered by your organization for workers aged 50+.*



**PART 10: EMPLOYEE ENGAGEMENT**

48. **Employee Engagement Survey.** You have the option of including results from a recent employee engagement survey with your application. *The larger your organization, the more interested we are in learning how your company measures employee engagement and how your scores compare to others in your industry. Choose one of these three options:*

- Option 1 — Complimentary Towers Watson Survey.** We have made arrangements with Towers Watson, a global professional services firm, to provide an optional online employee engagement pulse survey for applicants who want to take advantage of this valuable tool. The survey process is confidential and is designed to provide a rapid diagnostic of the engagement levels of your workforce. At the end of the self-managed survey, you will receive a brief report that sets out the scores for your organization. *After you receive the scores, it is your decision whether you email them to us. Your results are confidential and we do not receive them from Towers Watson directly.* If you choose this option, you have until July 31, 2010 to complete the survey, and until August 15, 2010 to send us the scores. (If you choose this option, you may later decide not to send us the scores at all.) To get started, visit the website set up to administer the complimentary survey at <http://www.Top100Survey.ca>
- Option 2 — Have Own Survey.** If you have completed a recent employee engagement survey, you may enclose the results (and questionnaire) with your completed application. Ideally, your survey was conducted by an independent consultant and shows the percentage of employees who are engaged (versus disengaged), together with the number of employees who completed the survey. We recognize there are a variety of methodologies used to determine employee engagement, so don't be overly concerned if your survey differs from others we may review. **\*\*Important:** *if you choose this option, please ensure that your survey provider allows you to release the results to third parties.*
- Option 3 — Not this Year.** We won't be including engagement survey results with our application. *If you are a smaller employer, please feel free to attach a description of how employees provide feedback to management.*



Valuable info for applicants and our editors!

- 49. (a) Does your HR department conduct periodic in-house employee surveys?  
 Yes      Every \_\_\_\_\_ Months
- (b) Do you use an outside consultant to conduct periodic employee surveys?  
 Yes      Every \_\_\_\_\_ Months
- 50. (a) How often do employees receive formal reviews?  
Every \_\_\_\_\_ Months
- (d) Can employees provide confidential feedback on their manager's performance?  Yes. *Describe process below.*
- (b) Do your managers receive training in conducting effective performance reviews?  Yes
- (e) Do you conduct exit interviews with departing employees?  Yes
- (c) Do you operate a 360-degree feedback program, providing employees with performance-related feedback from co-workers and other managers?  
 Yes. *Briefly describe process below.*
- (f) You may also attach a page that provides a succinct overview of the key features of your performance management program in two or three paragraphs.  
 Overview attached

**NEW**

**PART 11: TRAINING & DEVELOPMENT**

51. Does your company offer any of the following continuing education and professional development programs (*please use an attachment to describe any of these benefits in more detail*):

- Tuition subsidies for courses related to an employee's current position:  No annual max \_\_\_\_\_% of tuition. Annual max: \$ \_\_\_\_\_
- Financial bonuses for completion of professional accreditations and development courses: From \$ \_\_\_\_\_ to \$ \_\_\_\_\_ (*details attached*)
- Tuition subsidies for courses not related to an employee's current position:  No annual max \_\_\_\_\_% of tuition. Annual max: \$ \_\_\_\_\_
- Career planning services
- Subsidies for professional association memberships
- Mentoring program (*details attached*)
- In-house apprenticeship and skilled trades training programs (*details attached*)
- In-house training programs (*details attached*)
- Online training programs (*details attached*)
- Online employee skills inventory (*details attached*)
- Other initiatives... (*details attached*)

## PART 12: VACATION POLICY & PERSONAL DAYS-OFF

52. **Vacation Allowance.** How many weeks of paid vacation does your company offer to employees with the following lengths of tenure:

- (a) 1 Year  weeks
- (b) 2 Years  weeks
- (c) 3 Years  weeks
- (d) 4 Years  weeks
- (e) 5 Years  weeks
- (f) 10 Years  weeks
- (g) Maximum  weeks

53. Can employees apply for unpaid leaves of absence?  
 Yes (attach a recent example, specifying the length)

54. **Paid Days-Off.** In addition to the paid vacation allowance in Question 52, calculate the additional paid days-off that employees at your location receive each year:

- (a) Statutory holidays ..... \_\_\_\_\_ days
  - (b) Paid summer shutdown ..... \_\_\_\_\_ days
  - (c) Paid December 27-31 shutdown ..... \_\_\_\_\_ days
  - (d) Paid sick days (employee illness) .... \_\_\_\_\_ days
  - (e) Paid personal days-off, where employee can choose the days\* ..... \_\_\_\_\_ days
  - (f) Paid personal days-off, where company specifies the days\* ..... \_\_\_\_\_ days
- Total of items 54(a) to (f) above ..... \_\_\_\_\_ days**

\* If there restrictions on how these days may be used, describe these briefly on a separate sheet.

## PART 13: CANADA'S BEST DIVERSITY EMPLOYERS

55. **Canada's Best Diversity Employers.** Since 2008, we have recognized employers with exceptional diversity and inclusiveness programs in five employee groups: (i) Women; (ii) Members of visible minorities; (iii) Persons with disabilities; (iv) Aboriginal peoples; and (v) Lesbian, Gay, Bisexual and Transgendered/ Transexual (LGBT) peoples. We are assisted by [BMO Financial Group](#), which funds the competition's costs, and the diversity consulting firm TWI Inc., developers of [The Equity Continuum](#) – an industry-recognized diversity measurement methodology. Winners are profiled in an editorial feature published by The Globe and Mail and may use our competition logo for recruitment purposes.



Canada's Best Diversity Employers 2011

PRESENTED BY BMO Financial Group

(a) Does your organization offer programs designed to improve workplace diversity and inclusiveness?

- Yes. Check all applicable and describe on attached sheet:
- Women
  - Persons with disabilities
  - Members of visible minorities
  - Aboriginal peoples
  - Lesbian, Gay, Bisexual & Transgendered
  - Other

No. Please skip to Question 56.

(b) Has your CEO and/or leadership made a formal commitment to diversity and inclusiveness (e.g. vision statement) and communicated it throughout the organization?  Yes. Please attach.

**NEW** (c) Does your organization have a clearly defined strategy and roadmap to achieve your diversity and inclusion goals?  Yes. Please attach.

**NEW** (d) When was the last time your diversity and inclusion strategy was reviewed and updated?  
 Explain on attached sheet

(e) Has your organization implemented initiatives related to (check all applicable, describe on attached sheet):

- recruitment and selection of diversity groups **NEW**
- retention and development of diversity groups
- training and education in diversity
- diversity employee resources and affinity groups
- diversity leadership and management accountability
- customer and market diversity
- vendor and supplier diversity
- community partnerships to support diversity

(f) Do you keep track of the following diversity measures (check all applicable, describe on attached sheet): **NEW**

- number of employees from diversity groups
- recruiting from diversity groups
- employee perceptions of discrimination and harassment
- management and leadership behaviour
- benchmarking external best-practices
- overall progress in creating an inclusive workplace

(g) Are job opportunities posted on your website accessible to visually impaired applicants?  Yes

(h) Has a diverse workforce helped your organization achieve business objectives?  Yes. Attach brief story.

**PART 14: ASSISTING RECENT IMMIGRANTS**

56. **Best Employers for New Canadians.** Now in its fourth year, this national award recognizes Canada’s best employers for recent immigrants. These employers offer programs that assist new Canadians in transitioning to a new workplace — and a new life in Canada. This competition is a partnership between the *Canada’s Top 100 Employers* project and **ALLIES**, a joint initiative of The Maytree Foundation and the J.W. McConnell Family Foundation that promotes successful employment solutions for immigrants and employers across Canada. Winners will be profiled in a special editorial feature published by The Globe and Mail and may use our competition logo for recruitment purposes.



**Best Employers  
for New Canadians**

**2011**

SUPPORTED BY  
**ALLIES**

**NEW**

- (a) Does your organization offer any programs specifically designed to assist **job-seekers** who are recent immigrants to Canada?
  - Yes. *Please attach a brief description.*
  - No. *Please skip to Question 57.*
- (b) In your recruitment and selection programs, have you taken steps to reduce employment barriers for recent immigrants, such as recognizing foreign educational credentials and experience?
  - Yes. *Please attach a brief description.*
- (c) Do you assist new employees who have foreign professional or educational credentials in getting these qualifications formally recognized in Canada?
  - Yes. *Please attach a brief description.*
- (d) Do you offer any “onboarding” programs, such as internal coaching or mentoring, to help new employees who are recent immigrants understand the Canadian workplace environment?
  - Yes. *Please attach a brief description.*
- (e) Do your managers and employees receive training in cross-cultural issues or inclusiveness to help create a welcoming and productive environment for employees who are recent immigrants?
  - Yes. *Please attach a brief description.*
- (f) Has your organization implemented any other programs or initiatives specifically designed to attract, retain and develop the skills of recent immigrants?
  - Yes. *Please attach a brief description.*

**PART 15: ENVIRONMENTAL LEADERSHIP**

57. **Canada’s Greenest Employers.** Now in its fourth year, this award recognizes employers with interesting environmental programs and earth-friendly policies that actively involve their employees. Specifically, we are interested in employers that have incorporated environmental values into their corporate culture — and are attracting employees to their organizations (and retaining them) because of these values. These environmental initiatives could be in a variety of areas, such as your workplace, the communities where you do business or even the products/services you sell. Winners will be profiled in a special editorial feature published on Earth Day by The Globe and Mail and may use our competition logo for recruitment purposes.

**2011  
Canada’s Greenest  
Employers**



- (a) Does your organization have any unique environmental initiatives involving employees?
  - Yes. *Describe below or attach press clippings.*
  - No. *Please skip to Question 58.*
- (b) Are your employees involved in any projects designed to reduce the environmental footprint of your organization?
  - Yes. *Please tell us how (describe below).*
- (c) Have you received any awards or local press coverage for these programs?
  - Yes. *Describe below or attach press clippings.*
- (d) Are environmental values taken into account in your recruitment and retention efforts?
  - Yes. *Describe below or attach description.*
- (e) Is there a particular environmental initiative involving your employees that stands out from the others involving your organization?
  - Yes. *Describe below or attach details.*

**PART 16: COMMUNITY INVOLVEMENT**

58. (a) Describe any unique or interesting community or charitable projects where your employees are actively involved in helping others. *Be sure to indicate the scope of your organization’s involvement. Point-form attachments are fine.*

Scope of projects assisted:  Local  National  International

(b) How do these charitable initiatives make use of your employees’ particular skills or industry expertise? Examples are encouraged. *Point-form attachments are fine.*

(c) Are employees involved in choosing the charities supported?  
 Yes. *Describe selection process briefly:*

(d) Do employees receive paid time-off to volunteer?  
 Yes. How much time? \_\_\_\_\_ days/year

(e) Total employee volunteer hours (on company time) spent on charitable projects last year:

(f) Total number of charities assisted by your organization last year (*attach list of some of the charities assisted*):

59. **Tell us a brief story that shows your organization’s best side.** We want to hear how your organization has touched someone’s life for the better. It might be a story about one of your employees — or a real-life example of how a particular program or HR benefit described in this application has made a difference in someone’s life. Or it might be a community program where your organization made a real difference in people’s lives. Don’t worry about the finer points of narrative writing — we’ll contact you if further details are needed. *Keep your story to a paragraph or two. Point-form attachments are fine, as is a newspaper clipping that summarizes the story. Feel free to attach details.*

**PART 17: PHOTOS & CAPTIONS**

60. **Photographs & Captions.** If your organization is selected, we may publish up to five photos of your organization with our Reasons for Selection and provide them to our media partners for their editorial features. These photos are intended to show job-seekers what it’s like to work at your organization and should relate to the interesting stories and benefits you describe in this application. [Helpful hints.](#)

**NEW** You may submit up to 10 photos with your application, with brief (one sentence) captions describing each. *Later this summer, our photo editor may be in touch to ask you to confirm particular photos and captions that our writers have selected.* You can view hundreds of great photos that our editors included with last year’s Reasons for Selection, available via the [competition website](#). It’s not mandatory to submit photos with your application and, if you do, there’s no cost involved.

Yes! Photos and captions have been emailed to [photos@mediacorp.ca](mailto:photos@mediacorp.ca)



## PART 18: CERTIFICATION & APPLICATION FEE

**I certify the foregoing information is complete and accurate.** We authorize publication by you (and your editorial partners) of all information and items included with this application, including any photographs or other items submitted.

Enclosed is our [application fee](#) of \$495.00 plus HST (Registration #R134051515).

You can pay the application fee by enclosing either:

- your cheque (*please make payable to "Canada's Top 100 Employers"*); or
- our credit card [authorization form](#).

The fee is non-refundable and a receipt will be mailed to you, together with our confirmation that your application has been received. Good luck! *Please ensure that the person signing this form is the contact person listed in Question 8 above.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Kindly do not fax or email your application. **Please return by June 29, 2010 to:***

CANADA'S TOP 100 EMPLOYERS — 2011 COMPETITION  
MEDIACORP CANADA INC.  
21 NEW STREET, TORONTO, ON M5R 1P7

G 2 0 R E M I N D E R

*We expect significant delivery restrictions and courier delays in downtown Toronto on account of the G20 Economic Summit, taking place June 26-27. Be sure to allow a couple extra days for your application package to reach us this year.*