

- The Royal Bank of Canada has developed and implemented an awareness program for managers and supervisors and has in place a complaint system which has been successful. The system provides for an ombudsman, confidentiality, and a formal appeal procedure.
- The Ontario Federation of Labour has produced a television clip with the message "Racism Hurts Everybody". They have also prepared eight short educational brochures on such topics as "Racism in Hard Economic Times", "Fighting Racial Harassment", "Minority Workers in Unions", "How Racism Works", "Racism and the Collective Agreement", "Race Relations/Human Rights Committees", "We Built This Country" and "Resources for Educational Meeting about Racism".

Not Enough: Despite these examples, the voluntary approach to affirmative action has not led to its widespread adoption by Canadian companies and organizations in the private sector. The Affirmative Action Branch of the Canada Employment and Immigration Commission has encouraged and assisted the private sector to develop programs targeted at women, the disabled, aboriginal people and Blacks in Nova Scotia on a voluntary basis. From 1979 to 1983, 1130 firms were approached, but as of November 1983, only 49 companies throughout the country had signed agreements to establish formal affirmative action programs.

The Affirmative Action Branch must be strengthened if it is to have a significant impact on the voluntary development of affirmative action programs by private sector employers. Its mandate, which now includes women, aboriginal people and disabled persons, should also include visible minorities.

The Committee views these initiatives, although worthwhile, as insufficient progress and therefore calls for the measures outlined below.

RECOMMENDATION:

The Federal Government should promote the hiring of visible minorities in the private sector by implementing the following five year strategy:

Over an immediate five year period, make available subsidies and tax incentive programs for the hiring and training of visible minority persons and for the promotion of the voluntary adoption of affirmative action.

During the course of this same five year period, develop an adequate data base which will provide a labour profile on visible minority groups and assist in the implementation of affirmative action programs. The experience with affirmative action programs in Canada and elsewhere should also be studied.

At the end of five years, review the incentives programs and the success of voluntary affirmative action. Mandatory affirmative action should be introduced at this time if insufficient progress is detected under the voluntary programs.