

**Canadian Tourism Commission
(dba Destination Canada)**

ACCESSIBILITY PROGRESS REPORT

December 2023

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General

EXECUTIVE SUMMARY

The 2023 Progress Report for the DC Accessibility Plan outlines the significant strides made by Destination Canada (DC) to foster a more inclusive and accessible environment. Recognizing that individuals with disabilities often face many challenges in accessing mainstream employment, DC has reaffirmed its commitment to diversity, equity, and inclusion (DEI) by creating a DEI Champion Group to drive action in all areas of the business.

The first Accessibility Plan was published in 2022, and since then, the Accessibility Committee has accomplished many of the actions outlined in the plan. In the first 9 months of 2023, DC embarked on a comprehensive list of actions related to its processes. These included actions related to:

- employment
- the built environment
- information and communications technologies (ICT)
- non-ICT communications
- procurement
- program and service design
- transportation.

This report details the completion of numerous actions, updates for in-progress actions, and revised timelines for pending actions.

The key improvements and removal of barriers so far have resulted in the improvement of the physical environment at the Vancouver headquarters, improved employment processes, and the enhancement of communication technologies. Key focal areas moving forward include the design and delivery of services and programs as well as ongoing work in the other areas identified in this report. Our committee also aims to connect with other organizations in the tourism industry to support the development of a more accessible Canada for domestic and international visitors through cooperation with the Belong Project Employment Inclusion Partnership (EIP) with Tourism HR Canada.

The Accessibility Plan is a dynamic, evolving document and to this end, the organization encourages ongoing feedback from interest holders, and acknowledges the invaluable contributions made thus far.

As DC continues to champion a workplace that celebrates diverse abilities and perspectives, it remains dedicated to dismantling existing barriers and fostering an environment that amplifies opportunities for all. With the resilience and dedication exhibited thus far, DC is poised to make substantial strides in the realm of accessibility in the upcoming new year.



EMPLOYMENT

The following list provides updates on DC’s efforts to reduce or eliminate barriers in the employment process, covering the areas of pre-employment, onboarding, and retention as they relate to individuals with physical, cognitive, or sensory disabilities.

Functional Area	Timeline	Identified Barrier	Progress
Brand Awareness	2023 – Ongoing	Partner with local organizations or universities to create dedicated sessions on helping the disability community (ex. resume workshops, graphic design sessions).	In progress. DC partnered with the University of Victoria’s Co-op department to organize a virtual Employer Panel on Inclusive employers and self-disclosure in Feb 2023. We invited other accessible employers like BCAA and Small Business BC to join us on the panel. We will continue to look for further partnership opportunities to further support the disability community.
Employee Engagement	2023 – Ongoing	Work with the DEI (Diversity, Equity, and Inclusion) committee to maintain and implement new action items of the plan.	In progress. The DEI champion group is prioritizing accessibility in recruitment and retention initiatives as well as upcoming training initiatives customized for the Marketing and Sales teams.
Employee Engagement	2023 – Ongoing	Schedule periodic (example: quarterly) training sessions with DC staff and ensure all non-HR managers are provided with interview training for an increased understanding of how to work with people with disabilities.	In progress. DC has a short-list of suppliers that can provide training on various accessibility topics and is aiming to begin scheduling sessions in 2024. Key members of the HR and Communications teams have already begun training in these areas.
Employee Engagement	Completed	Upon finalization of DC’s accessibility plan, develop goals that align with the Government of Canada’s Accessibility Strategy for the Public Service of Canada results framework.	The DEI Champion Group used the PuMP performance management methodology to create measurable goals to track progress related to diversity, equity, and inclusion. A key goal related to accessibility in the employment space focuses on measuring the number of people with disabilities employed at Destination Canada. This information will continue to be shared publicly through our participation in the President’s Group Pledge to Measure.
Health & Safety	Q2 2024	Provide a virtual office tour in advance so candidates can point out areas where they need further accommodation (to be incorporated into the DC onboarding package).	In progress. We now offer new employees the option to visit the office in person prior to their first day. A project plan for a virtual office tour video is complete. Filming and editing are set to begin in Q4 2023 with an anticipated release date of 2024.

Functional Area	Timeline	Identified Barrier	Progress
Health & Safety	Q1 2024	No office floor plan is provided before the employee's first day	In progress. A project plan for a virtual office tour video is complete. Filming and editing are set to begin in Q4 2023 with an anticipated release date of 2024.
Health & Safety	Completed	Make video optional to minimize (social) anxiety and record meeting minutes for large staff meetings.	Videos are always optional in virtual meetings and we record all large staff meetings and make the recordings available on our Intranet.
Interviews	Q1 2024	No alternate interview formats	In progress. We are consulting with applicant tracking system vendors to evaluate if alternate interview formats are available.
Interviews	Q1 2024	Explore new mediums of interviews (example: recorded video interviews).	In progress. The HR team has entered into a formal competitive process with applicant tracking system vendors where we've included DEI hiring features in the evaluation criteria. We are planning to implement the new system in Q1 2024.
Job Posting	2023-Ongoing	Limited job poster visibility to accessibility-oriented talent pools	In progress. The HR team regularly attends diversity focused hiring fairs and engages with employment agencies that specifically work with diverse candidate pools. In addition, we are reaching out to new job boards aimed at different demographics to increase our job poster reach.
Job Posting	Completed	No known accessibility contacts	Our corporate website and all job postings have been updated to include an accessibility contact.
Job Posting	Completed	Designate an accessibility contact, including a name to provide responses to a potential candidate with accessibility questions.	All new job postings have a designated contact and email address for Accessibility, and we've added an Accommodation request option into our onboarding module.
Job Posting	Q1 2024	Specific areas of a job may have added difficulties for people with physical or mental disabilities. Job posting portal does not have accessibility accommodations	In progress. The HR team has entered into a formal competitive process with applicant tracking system vendors where we've included DEI hiring features in the evaluation criteria. We are planning to implement the new system in Q1 2024.
Job Posting	Q1 2024	Better differentiation between the required and nice to have qualifications. Evaluate alternative applicant tracking systems with accessibility accommodations.	In progress. The HR team is working alongside a third-party consultant to develop a Talent Program that better identifies the required qualifications and which, by extension, can be used for job postings. Expected completion Q1 2024.
Job Posting	Completed	Provide an extended assessment time limit for those requesting accommodation. Adjust any time-related criteria accordingly.	This accommodation is available.

Functional Area	Timeline	Identified Barrier	Progress
Job Posting	2023 – Ongoing	Revise job postings with plain language.	In progress. DC is reviewing the use of AI tools to review job postings for inclusive language.
Job Posting	2023 – Ongoing	Better differentiation between the required and nice to have qualifications. Evaluate alternative applicant tracking systems with accessibility accommodations.	In progress. Currently, DC is in the process of procuring a new Applicant Tracking System for implementation in early 2024.
Job Posting	Q2 2024	Send a broad list of questions or topics that could be asked 24 hours in advance.	Available upon request. Reviewing hiring policies for accessibility.
Job Posting	2023 - Ongoing	Engage with organizations who have dedicated job boards for persons with disabilities.	In progress. DC works closely with WorkBC-Open Door Group to attend regular hiring fairs with a diverse focus. WorkBC also sends us the profiles of qualified candidates with disabilities.
Meeting Room	Completed	Provide at least one other seating type per room as an option.	DC staff have moved chairs around to provide at least two options for chairs in each designated meeting room.
Training	Completed	Provide access to internal or external educational resources and support.	On-demand resources are available on our online learning platform. We will continue to promote to employees for continued learning.
Items below are still pending action			
Health & Safety	Q2 2024	Evaluate commonly used websites and systems to ensure accessibility and educate staff on using assistive technology, screen readers, speech to type functionality and Alt-text or image descriptions. Build a best practices guidebook in various formats (video, audio and written).	
Job Posting	Q2 2024	Create audio files and ensure they are compatible on Destination Canada's career page.	Potentially an extension included in new ATS – TBD 2024
Job Posting	Q2 2024	Create audio recordings of technical assessment instructions and allow candidates to email audio files.	
Career Development	Q3 2024	Use the principals of job carving to modify roles to accommodate physical and mental limitations to that best suit those with physical and mental limitations	
Training	Q1 2024	Implement video training with closed captions for more complex systems or longer tasks. For online training sessions, include a live transcription function.	

THE BUILT ENVIRONMENT

The following list provides updates on DC's efforts to improve accessibility to the primary office location for DC employees in Vancouver, BC. The list of improvements was identified through an external audit provided by Spectrum Ability in November 2021.

Functional Area	Timeline	Identified Barrier	Progress
Elevators	Q1 2023	Add directional signage indicating the location of the office's entrance doors.	Completed. We've added a custom sign that was reviewed by Spectrum Ability and includes Braille.
Elevators	Completed	Paint the elevator door frames a contrasting colour.	Painting was completed in August 2022
Emergency Features	Completed	Paint a contrasting colour on the fire extinguisher door and add signage (above the extinguisher and blade signage if in a hallway).	Painting was completed in August 2022
Emergency Features	Completed	Paint the emergency exit doors a colour that contrasts against the white wall.	Painting was completed in August 2022
Entrances and doors	Completed	Install a power-operated door at both ground level and office level entrance doors.	Door successfully installed in October 2023 at entrance to DC office space. Ground level improvements are the responsibility of building management and are out of DC control.
Meeting rooms	Completed	Provide at least one other seating type per room as an option.	We've added additional types of seating to meeting rooms.
Universal Washroom	Completed	Install additional options at lower heights, no higher than 1200 mm AFF.	Installation was completed in August 2022
Universal Washroom	Completed	Add a metal kick plate to the universal washroom door (and any other doors that self-close).	Installation was completed in August 2022
Items below are still pending			
Ottawa, ON Office	TBD	Hire a local consultant to complete an Accessibility Audit and provide recommendations.	On Hold. Received a quote for services. Updates are on hold as our lease is coming up for renewal.
Beijing, China Office	TBD	Hire a local consultant to complete an Accessibility Audit and provide recommendations.	Partially completed. Contacted landlord and unfortunately, they do not have a full accessibility plan. After sharing our accessibility requirements, we received their 'Tenants Handbook', which again did not have sufficient information on accessibility. Through our observation, there are no specific access (e.g. building entrance) and facilities (e.g. washroom) for disabled individuals. We will review at time of lease renewal.
Tokyo, Japan Office	TBD	Hire a local consultant to complete an Accessibility Audit and provide recommendations.	Partially completed. The building manager does not have any documents for the accessibility standards. We will review at time of lease renewal.

Functional Area	Timeline	Identified Barrier	Progress
Entrances and doors	Q2 2024	Add contrasting strips at two levels (eye level, hip level) so that visitors can detect the glazing.	
Health & Safety	Q2 2024	Designate accessible spaces in communal areas for people with mobility disabilities. Source the required technological equipment or software necessary to accommodate users who require these tools in their day-to-day tasks.	
Kitchen	TBD	Add knee clearance below the sink, flush with the ground and at 685 mm AFF.	These improvements require major renovations.
Kitchen	TBD	Lower the counter height to 810-860 mm AFF.	These improvements require major renovations.
Universal Washroom	TBD	Lower the grab bars to 750-850 mm AFF.	These improvements require major renovations.
Universal Washroom	Q2 2024	Install a power-operated door to the washroom.	
Universal Washroom	Q2 2024	Install a strobe light.	
Universal Washroom	Q2 2024	Install an SOS button.	
Hallways/ Lobby	TBD	Offer seating every 15m for distances of more than 15m, plus just inside building entrances/lobby.	Request made to building manager. Out of DC control.
Exterior Stairs	TBD	Paint contrasting strips at the tops and fronts of each nosing	Request made to building manager. Out of DC control.
Exterior Stairs	TBD	Add tactile indicators at the top of the stairs, contrasted with a colour such as yellow, white, etc.	Request made to building manager. Out of DC control.
Parking	TBD	Widen the parking space to 2600 mm wide with the access aisle at least 2000 mm wide.	Request made to building manager. Out of DC control.
Parking	TBD	Add signage indicating the location to the elevator lobby.	Request made to building manager. Out of DC control.
Elevators	TBD	Add a mirror on the rear wall of the elevator cab.	Request made to building manager. Out of DC control.

INFORMATION COMMUNICATION TECHNOLOGIES (ICT)

DC is committed to accommodating employees with disabilities and removing identified barriers. The HR, IT and Facilities team will respond to requests for equipment, hardware, and software tools, as well as any other items required to perform their duties and responsibilities.

Functional Area	Timeline	Identified Barrier	Progress
Equipment	Completed	Accommodate wheelchair users with equipment which provides flexibility in the positioning of monitors, keyboards, documentation, and tabletops.	The HR, IT, and Facilities teams will procure the required equipment upon request.
Hardware	Completed	Hardware modifications: <ul style="list-style-type: none"> • Expanded keyboards for those with limited fine motor control. • Mini keyboards for those with fine motor control but lack a range of motion great enough to use a standard keyboard. • Speech input or keyboard emulation (e.g., scanning or Morse Code) for those with more severe mobility impairments. • Macros and word prediction software. • Track balls and specialized input devices (i.e., sip/ puff switch) can replace a mouse. 	The HR, IT, and Facilities teams will procure the required hardware/software upon request.
Hardware / Software	Completed	Braille keyboard labels, large keyboard labels, large monitors, and speech output systems to read screen text.	The HR, IT, and Facilities teams will procure the required hardware/software upon request.

COMMUNICATION BEYOND ICT

Over the past year, DC has completed many of the actions related to online systems and employee communications. We continue working with our media and web development agencies to improve our communication channels for enhanced accessibility.

Functional Area	Timeline	Identified Barrier	Progress
Online System	Completed	Consult with VERB (our current web development agency) to complete an audit of the Mailchimp platform and output from Mailchimp to the various audiences.	<p>We have identified several actions that will make our communications through the Mailchimp system more accessible.</p> <p>Next actions:</p> <p>Update all templates to align with accessible requirements.</p> <p>Provide one pager information on best practice for newsletter imagery, content and call to actions to DC teams that use the platform to communicate.</p>
Online System	Q4 2023	Produce a best practice handbook or training module on content creation of all newsletters, high contrast colours, etc.	<p>In progress. The digital team has updated the current Mailchimp templates to ensure they fully meet accessibility criteria.</p> <p>They also created a one-pager / best practice guide for the DC Mailchimp users and are planning to provide a brief training on this by end of 2023.</p>
Hybrid Meetings	Completed	Improvement to the technology for DC all-staff meetings (connecting dual OWL 360 camera systems).	DC purchased OWL 360 camera systems for all meeting rooms to ensure a better hybrid meeting environment.
Online System	2023 - Ongoing	Include more video/audio files on employee intranet (ExploreDC) to provide a break from reading (example: all intranet guides should have both a written and audio version).	In progress. DC is making an effort to record all training sessions and upload them to our intranet. More effort needs to be done to ensure all content on the intranet is up to date and accessible.
Items below are still pending			
Online System	Q1 2024	Connect with Mailchimp to explore alternative storage methods or custom features; if this is not possible, investigate other potential service providers.	
Online System	Q1 2024	Schedule routine website accessibility checks for the built-in audio reader function within our email platform and intranet to ensure these screen readers can properly read and function across the site, and that alternate text, colour contrast, etc. are properly set and meet web accessibility standards.	
Hybrid Meetings	Q1 2024	Enable live transcript functionality on Microsoft Teams and Zoom. DC will create written and digital guides on how to enable these functions by default.	Some preliminary testing has taken place.

THE PROCUREMENT OF GOODS, SERVICES AND FACILITIES

The DC procurement team continues to look to Public Services and Procurement Canada (PSPC) for guidance to ensure that procurement opportunities have accessibility criteria incorporated into the process.

Functional Area	Timeline	Identified Barrier	Progress
Procurement	Completed	Hire a consultant on Neurodiversity to propose an action plan, specific to the needs of DC employee(s), enabling DC to accommodate and optimize the work environment for individual needs.	Procurement Advisor performed a due diligence search for 3 quotes for a neurodiversity consultant and arrived at one option for ongoing services. DC will connect with the selected supplier for ad hoc accommodations and support for neurodiverse employees.
Procurement	Completed	Provide a sign language interpreter during presentations.	There is currently a valid contract in place for sign language interpretation which can be used by all business units at DC.
Procurement	TBD	Hire an accessibility consultant to audit each of the offices where DC has a physical presence.	Currently on hold, due to leasing agreements.
Procurement	Completed	Identify all barriers within the process, from posting a competition on CanadaBuys to contract award.	To date, 3 main top barriers have been identified. One of them is already addressed (third one on the list): 1) Proponent to have a find and 'read' online content system. 2) DC to have Web Content Accessibility Guidelines (WCAG) 2.1 compliant to competition/ contract documents. 3) Presentations stage (There is currently a valid contract in place for sign language interpretation which can be used by all business units at DC.)
Procurement	Q4 2023 – 2024 In progress	Create an online catalogue of equipment required and available at no cost so employees can select what they need according to their specific situation.	As a 1st phase, a catalogue has been drafted and will be reviewed by the HR team to obtain feedback on the content.

Functional Area	Timeline	Identified Barrier	Progress
Procurement	2023 - Ongoing	<p>The Government of Canada (CanadaBuys) or DC could investigate ways to make the competitions that are posted in their website available in Braille or e-text CD. For online publications, people with various disabilities or limitations would also use their systems/ technology to find and ‘read’ online content. Important to note here is that we need to ensure that websites that contain this information, and any files we provide to read/supporting information is assured to be accessible according to WCAG 2.1 just like DC’s website itself. Files need to undergo a check, and placement of RFxs (procurement competitions) would need to be audited and assessed.</p>	<p>DC adheres to the functionalities that CanadaBuys has as this is the tool that, as per government guidelines, we use to post our competitive processes. To date, there is no functionality on the CanadaBuys website that allows people with disabilities to use their site.</p> <p>A question has been sent to the CanadaBuys support team asking if they have any plans to implement something like this in the future.</p>

THE DESIGN AND DELIVERY OF PROGRAMS AND SERVICES

Many of the programs and services provided by DC to the public are digital products that require a lot of attention to accessible design. This is an area of continued focus in 2024 and beyond as our team builds a foundation of knowledge and skills in accessible design standards. In-person events and presentations are also a key focus and ongoing efforts related to inclusive language and communication are in progress.

Functional Area	Timeline	Identified Barrier	Progress
DC Products/ Services	2023 – Ongoing	<p>Continue to ensure all our digital properties are WCAG 2.1 AA compliant and upgrade standards as applicable in the future.</p> <p>Currently in action:</p> <ul style="list-style-type: none"> • Web agency and website team do continuous audits and updates to all our owned and managed sites. • New website pages, features, code, and design are developed with accessibility top of mind and/or use components that have accessibility built in. • Content selection and content entry adheres to accessibility standards. • Best practice guide and refresher training for all content editors and Content Management System (CMS) users to be established further. 	<p>Completed Q1 2023 website checks and accessibility audits have been completed and any open items towards meeting accessibility criteria have been addressed.</p> <p>The new consumer website designs and build (launched in July onwards) have been done with consistent attention to accessibility considerations. The new design library will provide schema and colour / contrast options that are fully accessible.</p>
DC Products/ Services	2023 – Ongoing	<p>Identify a process and means for our (internal and external) touchpoints to be able to express accessibility needs. This applies to a variety of audiences at various times (i.e., events, meetings, webinars) Provide and clearly communicate options and ways to express accessibility requirements. Add opportunities to report any issues, feedback, and enhancement suggestions. Publish an accessibility statement with a feedback intake option on the website and establish a workflow (and RASCI) for this within DC.</p>	<p>Accessibility statement as well as information on how to provide feedback and feedback form has been published on the corporate website.</p> <p>DC process RASCI needs further review and attention (as of Apr 27)</p>
DC Events	Q4 2023	<p>Review all DC sanctioned events and meetings towards accessibility standards and requirements.</p> <p>Create a checklist and must-have criteria for these, considering walkability, wheelchair access, live captions, sign language interpretation.</p>	<p>In progress. Accessibility committee working with DC events team to create an accessibility checklist.</p>

Functional Area	Timeline	Identified Barrier	Progress
DC Products/ Services	2023 - Ongoing	Equip Destination Canada employees to design and deliver accessible programs and services through a variety of training and increased awareness through communication and establishing standards for file production, publication, and communication.	In progress. Inclusive language training was provided to members of communications, content, and business events teams in September 2023. Our graphic design team will be attending additional training in November 2023.
Items below are still pending			
DC Products/ Services	Q2 2024	Establish and follow documented protocols to ensure all publication files are fully accessible and shared in an accessible way. This applies to various business units - Corporate Comms, Business Events, Media / PR, internal communications.	
DC Products/ Services	Q2 2024	Execute additional testing with real people with a variety of disabilities to be able to truly optimize the sites and ensure more than just best practice is in action.	
DC Products/ Services	Q2 2024	Audit for inclusive marketing campaign design; create accessible marketing & brand guidelines and playbooks. Establish clear guidelines for creating accessible content on social media. This applies to all our business units, not just consumer marketing.	In progress. Some components of accessible design and marketing are being utilized such as descriptive alt text for all social media posts. More training and consultation required to develop guidelines and playbooks.
DC Products/ Services	2023 - Ongoing	Provide closed captioning/audio descriptions and transcripts for all of DC's owned produced content. Establish guidelines for partnerships that ensure external media or tourism partners (or others) provide the same standards for their productions and publications when collaborating with us.	In progress. Any videos uploaded to YouTube should have auto-generated captions. Additionally, many videos have EN and FR transcripts available.
DC Products/ Services	Q2 2024	Review and audit training programs i.e., Canada Specialist Program (CPS) – and other travel trade training (online/ website & emails, presentation and webinars, presentation recordings) for accessibility criteria - not just for the digital space (see website accessibility - same requirements apply for these programs) but for all ongoing communication, published files and activities.	

TRANSPORTATION

Life on the road and required attendance at conferences and meetings can be challenging for people with disabilities. Minimizing the barriers to traveling and attending key DC events and meetings will make our work more accessible for employees and partners.

Functional Area	Timeline	Identified Barrier	Progress
Transportation	Q1 2024	Remove the 300 km barrier to using your own car for travel. If you have a disability driving your own car is easier than picking up a rental.	DC's Travel, Hospitality, Conference and Event Expenditures (THCEE) policy will be reviewed in Q1 2024
Transportation	Q1 2024	Review the class of air travel for people with disabilities. Different abilities may require different seating arrangements.	DC's Travel, Hospitality, Conference and Event Expenditures (THCEE) policy will be reviewed in Q1 2024
DC Events	Q1 2024	Review access for DC organized events. Work with DC Event Planner on making events more accessible.	Our internal DC event planners already consider accessibility when organizing DC events. The level of control we have over the event itself (sole organizer vs. Attendee) makes a difference in our ability to influence key decisions related to accessibility. We will continue to focus on designing accessible events through more training and creating best practice checklists and guides.
Items below are still pending			
DC Events	Q1 2024	Review transportation options for events and ensure that a full list is provided including transit and taxi.	
DC Events	Q1 2024	Implement clear labeling at venues for event booths, conference rooms, facilities, etc. This could look like arrow indicators (with good colour contrast) on the floor and walls, large signage in plain text and accessible font, etc.	
DC Events	Q1 2024	Ensure that queue lines are wide to accommodate individuals with wheelchairs and/or walkers	Members of our business events team have attended training on accessible events and tradeshow. The training included navigating queues and booths with a wheelchair. This training is being used to design our future booths to be accessible for mobility aids.
DC Events	Q1 2024	Provide mobility aides such as walkers, wheelchairs, or canes for those who do not typically require mobility aides over short periods of time to allow a higher level of comfort navigating large event spaces.	
DC Events	Q1 2024	Designate an accessibility coordinator on site at events to assist with navigation, directions, access to aides, etc.	

CONSULTATIONS

President's Group

(Yat Li & Micaela Evans)

DC has monthly calls with the President's group to share progress updates and gain advice and recommendations on best practices in accessibility. We also share draft version of our accessibility plans and progress reports for their review and feedback. Through the President's Group we also participate in learning opportunities through their community of practice, which includes discussions, site visits, workshops, and events. In addition, to be members of the President's Group, our CEO, Marsha Walden is also a member of the steering committee.

Destination Canada Employees

Our DC Accessibility Committee and DEI champions group meet monthly to provide status updates on the various actions underway and to discuss opportunities for improvement.

In order to ensure that all Destination Canada employees have the opportunity to provide their input into this work, we also shared a draft version of the progress report directly with employees for feedback as we did with the initial plan. We have many individuals in the organization who identify as people with disabilities, and we especially wanted to give them an opportunity to provide input, either directly or anonymously. This feedback was reviewed and incorporated into the final version. We are grateful for the time, expertise, and support of all individuals and groups who took the time to review this document and provide feedback. We continue to keep an open mind as we continue to learn and work towards becoming a fully Accessible organization.




FEEDBACK PROCESS

We welcome constructive feedback that will help Destination Canada become a more accessible organization.

If you would like to provide feedback on our Accessibility Plan or subsequent Progress Reports, please direct it to Whitney Friesen, Senior Talent Advisor by one of the following methods:

 **Email:** accessibility@destinationcanada.com

 **Telephone:** 604-638-8356

 **Mail:** 800-1045 Howe Street,
Vancouver, BC, V6Z 2A9

 **Anonymous Feedback Link:**
<https://forms.office.com/r/p2MA6YzBwa>

All feedback will be acknowledged with a message of receipt within 15 business days. All follow-up responses will be sent in the same method as received. Anonymous feedback will not receive a verification of receipt, other than the standardized system generated message.

The feedback will be considered by our DC Accessibility Committee during the development of status update reports and subsequent revisions to the Accessibility Plan. Our progress reports will update on the quantity and nature of feedback received and our intended actions. Your acknowledgement of receipt will advise you of the anticipated timeline of the next report or revision.

All feedback will be stored either electronically or in print for seven years on our secured hard-drive or secured HR (Human Resources) file cabinet. Any feedback provided via phone will be audio recorded (with permission) or transcribed for record keeping.

If you want to request a copy of the Accessibility Plan in an alternative format, please contact Whitney Friesen, Senior Talent Advisor (contact info above). You can expect to receive the alternative format as per the timeline below.

- For print, large print, and electronic formats: within 15 days (about 2 weeks) after receiving the request.
- For braille or audio formats: within 45 days (about 1 and a half months) after receiving the request.

Feedback Received in 2023

In 2023, we received four (4) emails to our accessibility@destinationcanada.com inbox. All emails were responded to within the prescribed timeline above. The inquiries follow below:

- Requested accommodation for interview process (providing interview questions in advance) – x2
- Requested a Microsoft Word version of the Accessibility Plan
- Asked for direction to the Accessibility Plan on the website

We also received three (3) responses to our Anonymous Feedback link. In each case the feedback was actioned.

- Requested to prioritize installation of automatic entrance doors in our action plan.
- Suggested that interview questions be provided at least one (1) hour in advance.
- Advised that one of DC's collaborative projects, which was hosted by an external site, was not compatible with screen readers.

During our consultation period with employees, we also received many emails and comments directly in our draft document. Our accessibility committee was thrilled with the engagement and the time people took to read through our progress report. We specifically asked employees to consider the following questions:

- Are the accessibility needs of DC being addressed appropriately?
- Is the report easy to understand? How could it be clearer?
- What would make our plan better?

The general consensus was that our employees were very impressed by the amount of work that has been accomplished and how thoughtfully we considered the systems and processes in our workplace. We did receive some constructive feedback that the format could be more engaging and more connected to our corporate strategy. We completely agree that the report could have a stronger tie to our strategy and more storytelling integrated to highlight the real difference the work has on our people and culture. Due to time constraints on publishing the progress report in 2023, our team will look to create a more dynamic report in future years that is more aligned with the creative work we do at Destination Canada.

LEARNING & DEVELOPMENT

Our Accessibility Committee and wider Destination Canada team has been pursuing various streams of training and development related to accessibility in their respective fields. Some of the topics that our team has covered are the following:

- Four Pillars of Accessibility
- Understanding Autism in the Workplace
- Benefits of Hiring Inclusively
- Creating a Diverse and Inclusive Workplace and Culture
- Inclusive Recruitment Practices
- Inclusive Employee Retention Strategies
- Inclusive language training
- Designing accessible documents
- Unconscious bias

