Labour Program Federal Contractors Program

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Agreement to Implement Employment Equity

∇ New Agreement	(All s	sections n	nust be complet	ed)		
Revised Agreement						
	••••••	OPCI	NIZATION			
Legal Name of Organization		<i></i>	33442311743	Parent company	/ is located outside	Canada
McCann Worldgroup Canada In	C.			· ·	· · · · · · · · · · · · · · · · · · ·	
					√ Yes [√ Yes	No
Operating Name (if different from Legal Name	of Organization)			Business Num	ber	
N vv						
					employees in Can	
Organization's North American Industry Class		WICS) Code	a Number	f. 0.1.m.0.1.	- 1 4 1 70 100 100 100 100 100 100 100 100 10	1 0000 3
To find your organization's four-digit NAICS α http://www.statcan.gc.ca/subjects-sujets/stand		scian/2007/li	st-liste-eng.htm	Federally	Regulated	
5418 - Advertising Agencies			_	Provencial	ly Regulated	
	••••••	HEA	O OFFICE		3	
Address (building number, street, suite, etc.)	***************************************		Cay		Province	Postal Code
200 Wellington Street West,	Suite 1300)	Toronto		Ontario	M5V ON6
			Telephone Number			
	••••••		416-594-6000	}		
	EMPL	OYMENT	EQUITY CONT/	NCT		
Name (print) Lindsey Feasby			Title SVP, Directo	r of Uiiman	Darairaa	
Telephone Number	E-mail Address		MAEL DEFOCES	L OL NUMBII		e of Correspondence
416-594-6144	lindsey.fe	asby@mc	cann.com		[7] English	☐ French
			100100000000000000000000000000000000000		***************************************	********
The above-named organization	***************************************	CEKI	IFICATION			
 having a combined workforce of 100 	or more nerman	ent hill time	e and nemaneni n	ari.lime emniro	rees in Canada	ลมก
			-			
 Intending to bid on, or being in receip Supply Arrangement, valued at \$1,00 				onuaci, siandir	ig otter or contrac	a issued under a
hereby certifies its commitment to implem	ent or maintain	employme	nt equity on an on-	going basis, be;	yond the period o	f the procurement
instrument, in keeping with the Federal C please refer to http://www.esdc.gc.ca/enk	Antractors Prog Mabour/equality	ram require //co/Index:	ements. For more li Shimi :	nformation on h	ow to implement	employment equity
Important note: If an audit of the Agreen	ant in Impleme	at Employm	non! Endermen	rr microococo	fallon on the nad	of the summingling
the procurement instrument(s) with the G	overnment of Ca	anada may	be leminaled	ia maichicacii	moni ou nic bair	or the organization,
	***************************************	91/21	VATORY		***************************************	
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Name (print)	-		Title			
David Leo Telephone Num	· · · · · · · · · · · · · · · · · · ·		Chief Execut	ive Office		go of Correspondence
416-594-6	į.	nard0mc	cann.com		[7] English	
Signature /			Date (YYYY-MM-DD	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	T 32 32	
			203.00		×.	
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Contractors Pro	*	outony or se	2.001.45 OLD M. C. (A.)	rytrienii Ciquity AC	I IO GOLESTIANO YOUR	eligibility for the Federal
Completion of # to Bid List, loss)	X Services o	onbracts of any value :	and may also res	ult in the terminatio	
The information you provide may be used and/ disclosures of your personal information will no	or disclosed for po ver rejult in an ad	dicy analysis Ananistrative	s, research and/or eva decision being made	about you.	. However, these a	dátional uses anti/or
Your personal information is administered in ac your personal information, which is described it government publication entitled Info Source, w accessed online at any Service Canada Centre		Privacy Act ation Bank E the followin	l and other applicable SDC PPU 721, Instr g website address:	laws. You have to actions for obtains	he right to the prote ng this information : 	rction of, and access to, are outlined in the ce may also be
	R	ETURN II	VSTRUCTIONS			
IMPORTANT						
The signed Agreement to Implement		Equity for	m must be sent to	the Labour P	rogram by	

McCann Worldgroup Canada Inc. (certificate # 10000674)

FEDERAL CONTRACTORS PROGRAM: TOTAL CATEGORIES BY EMPLOYMENT STATUS AND GEOGRAPHICAL AREA Reporting Period 2019-02-14 to 2019-02-14

GEOGRAPHICAL AREAS

(INDICATE NUMBER OF **EMPLOYEES LOCATED IN** EACH AREA)

		Province				Cens	us Metropolitan	Areas	
	Permanent Full-time	Permanent Part-time	Temporary	Total Number of Employees		Permanent Full-time	Permanent Part-time	Temporary	Total Number of Employees
Ontario	201	0	0	201	Calgary	32	0	0	32
Québec	32	0	0	32	Toronto	201	0	0	201
British Columbia	5	0	0	5	Vancouver	5	0	0	5
Alberta	32	0	0	32	Québec	32	0	0	32
Total Employees in	Canada			270	Total Employ	yees in Canada	•		270



McCann Worldgroup Canada Inc. (certificate # 10000674) FEDERAL CONTRACTORS PROGRAM: OCCUPATIONAL GROUPS Full-Time / National

Reporting Period 2019-02-14 to 2019-02-14

Occupational Group		A	All Employee:	s	Ab	ooriginal Peo _l	ples	Perso	ns with Disal	bilities	Member	s of Visible N	Minorities
Salary Range	QTR	Total	Men	Women	Total	Men	Women	Total	Men	Women	Total	Men	Women
Col. 1		Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9	Col. 10	Col. 11	Col. 12	Col. 13
Senior Managers	4												
Top Range: Under \$5,000	3												
Bottom Range: Under \$5,000	2												
	1	15	11	4				1	1		1	1	
	Total	15	11	4				1	1		1	1	
Middle and Other Managers	4												
Top Range: Under \$5,000	3												
Bottom Range: Under \$5,000	2												
	1	59	34	25				3	2	1	4	3	1
	Total	59	34	25				3	2	1	4	3	-
Professionals	4												
Top Range: Under \$5,000	3												
Bottom Range: Under \$5,000	2												
	1	127	48	79				3	2	1	34	15	19
	Total	127	48	79				3	2	1	34	15	19
Semi-Professionals and Technicians	4												
Top Range: Under \$5,000	3												
Bottom Range: Under \$5,000	2	_											
	1	32	21	11				1	1		10	6	4
	Total	32	21	11				1	1		10	6	4

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Form 2 A

FEDERAL CONTRACTORS PROGRAM: OCCUPATIONAL GROUPS Full-Time / National Reporting Period 2019-02-14 to 2019-02-14 McCann Worldgroup Canada Inc. (certificate # 10000674)

				ď									
Occupational Group		А	All Employees	S	Abo	Aboriginal Peoples	les	Perso	Persons with Disabilities	ilities	Members	Members of Visible Minorities	inorities
Salary Range	QTR	Total	Men	Women	Total	Men	Women	Total	Men	Women	Total	Men	Women
Col. 1		Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9	Col. 10	Col. 11	Col. 12	Col. 13
Supervisors	4												

Total Number of Employees	T		Bottom Range: Under \$5,000	Top Range: Under \$5,000	Clerical Personnel	T		Bottom Range: Under \$5,000	Top Range: Under \$5,000	Administrative and Senior Clerical Personnel	T		Bottom Range: Under \$5,000	Top Range: Under \$5,000	Supervisors	Salary Range Col. 1	
	Total		2	ω	4	Total	1	2	ω	4	Total	1	2	ω	4	QTR	1
270	6	6				22	22				9	9				Total Col. 2	\ \ \
123	2	2				5	5				2	2				Men Col. 3	All Employees
147	4	4				17	17				7	7				Women Col. 4	6
1						1	1									Total Col. 5	Ab
																Men Col. 6	Aboriginal Peoples
_						1	_									Women Col. 7	iles
8																Total Col. 8	Perso
6																Men Col. 9	Persons with Disabilities
2																Women Col. 10	bilities
60						7	7				4	4				Total Col. 11	Member
28						1	1				2	2				Men Col. 12	Members of Visible Minorities
32						6	6				2	2				Women Col. 13	1inorities

McCann Worldgroup Canada Inc. (certificate # 10000674)

FEDERAL CONTRACTORS PROGRAM: SALARY SUMMARY Full-Time / National

Reporting Period 2019-02-14 to 2019-02-14

		All Employees		Al	ooriginal Peopl	es	Pers	ons with Disab	ilities	Membe	rs of Visible Mi	norities
Salary Range	Total	Men	Women	Total	Men	Women	Total	Men	Women	Total	Men	Women
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9	Col. 10	Col. 11	Col. 12
Under \$15,000	270	123	147	1		1	8	6	2	60	28	32
Total Number of Employees	270	123	147	1		1	8	6	2	60	28	32

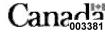
Canada

Workforce Analysis - Detailed Report

Date: 2019-03-13

Women

					Women			
Employment Equity Occupational Group	Internal Location	All Employees	Repres	sentation	Avai	lability	Gap	Recruitment Area
		#	#	%	%	#	#	
01 : Senior Managers	National	15	4	26.7 %	27.6 %	4	0	National
02 : Middle and Other Managers	National	59	25	42.4 %	39.4 %	23	2	National
03 : Professionals		127	79	62.2 %	60.6 %	77	2	
1111 : Financial auditors and accountants	National	3	2	66.7 %	56.0 %	2	0	National
1121 : Human resources professionals	National	2	2	100.0 %	73.2 %	1	1	National
1123 : Professional occupations in advertising, marketing and public relations	National	87	60	69.0 %	66.6 %	58	2	National
2172 : Database analysts and data administrators	National	3	1	33.3 %	33.0 %	1	0	National
2175 : Web designers and developers	National	10	3	30.0 %	30.8 %	3	0	National
5121 : Authors and writers	National	11	5	45.5 %	56.1 %	6	-1	National
5122 : Editors	National	4	1	25.0 %	62.8 %	3	-2	National
5125 : Translators, terminologists and interpreters	National	2	2	100.0 %	69.7 %	1	1	National
5131 : Producers, directors, choreographers and related occupations	National	5	3	60.0 %	35.7 %	2	1	National
04 : Semi-Professionals and Technicians		32	11	34.4 %	42.1 %	13	-2	
2282 : User support technicians	Ontario	6	0	0.0 %	23.9 %	1	-1	Ontario
5223 : Graphic arts technicians	Alberta	1	0	0.0 %	29.3 %	0	0	Alberta
5223 : Graphic arts technicians	Ontario	4	0	0.0 %	29.0 %	1	-1	Ontario
5241 : Graphic designers and illustrators	Alberta	2	1	50.0 %	56.8 %	1	0	Alberta
5241 : Graphic designers and illustrators	Ontario	14	8	57.1 %	50.0 %	7	1	Ontario
5241 : Graphic designers and illustrators	Québec	5	2	40.0 %	48.7 %	2	0	Québec
05 : Supervisors		9	7	77.8 %	52.4 %	5	2	
Employment Equity Occupational Group	Calgary	2	2	100.0 %	53.8 %	1	1	Calgary
Employment Equity Occupational Group	Toronto	7	5	71.4 %	52.0 %	4	1	Toronto
07 : Administrative and Senior Clerical Personnel		22	17	77.3 %	79.4 %	17	0	
Employment Equity Occupational Group	Calgary	3	2	66.7 %	81.2 %	2	0	Calgary



Workforce Analysis - Detailed Report

Date: 2019-03-13

Women

					Women			
Employment Equity Occupational Group	Internal Location	All Employees	Repres	sentation	Ava	ilability	Gap	Recruitment Area
		#	#	%	%	#	#	
Employment Equity Occupational Group	Québec	1	1	100.0 %	80.4 %	1	0	Québec
Employment Equity Occupational Group	Toronto	17	13	76.5 %	79.1 %	13	0	Toronto
Employment Equity Occupational Group	Vancouver	1	1	100.0 %	78.9 %	1	0	Vancouver
10 : Clerical Personnel		6	4	66.7 %	65.2 %	4	0	
Employment Equity Occupational Group	Calgary	1	1	100.0 %	70.7 %	1	0	Calgary
Employment Equity Occupational Group	Québec	1	1	100.0 %	58.6 %	1	0	Québec
Employment Equity Occupational Group	Toronto	4	2	50.0 %	65.5 %	3	-1	Toronto
Total		270	147	54.5 %	53.3 %	143	4	

Total may not equal sum of components due to rounding.

Sources: 2016 Census and employer's internal data



Workforce Analysis - Detailed Report

Date: 2019-03-13

Aboriginal Peoples

				Aborig	inal Peoples			
Employment Equity Occupational Group	Internal Location	All Employees	•	entation	Availa	•	Gap	Recruitment Area
		#	#	%	%	#	#	
01 : Senior Managers	National	15	0	0.0 %	3.2 %	0	0	National
02 : Middle and Other Managers	National	59	0	0.0 %	2.7 %	2	-2	National
03 : Professionals		127	0	0.0 %	2.1 %	3	-3	
1111 : Financial auditors and accountants	National	3	0	0.0 %	1.4 %	0	0	National
1121 : Human resources professionals	National	2	0	0.0 %	3.1 %	0	0	National
1123 : Professional occupations in advertising, marketing and public relations	National	87	0	0.0 %	2.1 %	2	-2	National
2172 : Database analysts and data administrators	National	3	0	0.0 %	1.5 %	0	0	National
2175 : Web designers and developers	National	10	0	0.0 %	1.6 %	0	0	National
5121 : Authors and writers	National	11	0	0.0 %	2.3 %	0	0	National
5122 : Editors	National	4	0	0.0 %	1.5 %	0	0	National
5125 : Translators, terminologists and interpreters	National	2	0	0.0 %	3.5 %	0	0	National
5131 : Producers, directors, choreographers and related occupations	National	5	0	0.0 %	2.3 %	0	0	National
04 : Semi-Professionals and Technicians		32	0	0.0 %	1.8 %	1	-1	
2282 : User support technicians	Ontario	6	0	0.0 %	1.3 %	0	0	Ontario
5223 : Graphic arts technicians	Alberta	1	0	0.0 %	5.3 %	0	0	Alberta
5223 : Graphic arts technicians	Ontario	4	0	0.0 %	1.9 %	0	0	Ontario
5241 : Graphic designers and illustrators	Alberta	2	0	0.0 %	2.8 %	0	0	Alberta
5241 : Graphic designers and illustrators	Ontario	14	0	0.0 %	1.4 %	0	0	Ontario
5241 : Graphic designers and illustrators	Québec	5	0	0.0 %	2.0 %	0	0	Québec
05 : Supervisors		9	0	0.0 %	1.4 %	0	0	
Employment Equity Occupational Group	Calgary	2	0	0.0 %	3.1 %	0	0	Calgary
Employment Equity Occupational Group	Toronto	7	0	0.0 %	0.9 %	0	0	Toronto
07 : Administrative and Senior Clerical Personnel		22	1	4.5 %	1.2 %	0	1	
Employment Equity Occupational Group	Calgary	3	0	0.0 %	2.9 %	0	0	Calgary



Workforce Analysis - Detailed Report

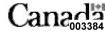
Date: 2019-03-13

Aboriginal Peoples

				Aborig	ginal Peoples	;		
Employment Equity Occupational Group	Internal Location	All Employees	Represe	entation	Avail	ability	Gap	Recruitment Area
		#	#	%	%	#	#	
Employment Equity Occupational Group	Québec	1	0	0.0 %	1.4 %	0	0	Québec
Employment Equity Occupational Group	Toronto	17	1	5.9 %	0.8 %	0	1	Toronto
Employment Equity Occupational Group	Vancouver	1	0	0.0 %	2.1 %	0	0	Vancouver
10 : Clerical Personnel		6	0	0.0 %	1.3 %	0	0	
Employment Equity Occupational Group	Calgary	1	0	0.0 %	3.1 %	0	0	Calgary
Employment Equity Occupational Group	Québec	1	0	0.0 %	1.6 %	0	0	Québec
Employment Equity Occupational Group	Toronto	4	0	0.0 %	0.8 %	0	0	Toronto
Total		270	1	0.4 %	2.1 %	6	-5	

Total may not equal sum of components due to rounding.

Sources: 2016 Census and employer's internal data



Workforce Analysis - Detailed Report

Date: 2019-03-13

Members of Visible Minorities

				Members o	of Visible Mind	orities	
Employment Equity Occupational Group	Internal Location	All Employees		sentation		ability Ga	
		#	#	<u></u> %	%	# ;	
01 : Senior Managers	National	15	1	6.7 %	11.5 %	2	1 National
02 : Middle and Other Managers	National	59	4	6.8 %	17.6 %	10 -	6 National
03 : Professionals		127	34	26.8 %	19.3 %	25	9
1111 : Financial auditors and accountants	National	3	2	66.7 %	32.3 %	1	1 National
1121 : Human resources professionals	National	2	2	100.0 %	16.7 %	0	2 National
1123 : Professional occupations in advertising, marketing and public relations	National	87	23	26.4 %	18.8 %	16	7 National
2172 : Database analysts and data administrators	National	3	0	0.0 %	35.5 %	1 .	1 National
2175 : Web designers and developers	National	10	4	40.0 %	27.5 %	3	1 National
5121 : Authors and writers	National	11	2	18.2 %	12.8 %	1	1 National
5122 : Editors	National	4	0	0.0 %	13.3 %	1 .	1 National
5125 : Translators, terminologists and interpreters	National	2	0	0.0 %	25.8 %	1 .	1 National
5131 : Producers, directors, choreographers and related occupations	National	5	1	20.0 %	12.7 %	1	0 National
04 : Semi-Professionals and Technicians		32	10	31.3 %	26.6 %	9	1
2282 : User support technicians	Ontario	6	4	66.7 %	38.8 %	2	2 Ontario
5223 : Graphic arts technicians	Alberta	1	0	0.0 %	16.0 %	0	0 Alberta
5223 : Graphic arts technicians	Ontario	4	1	25.0 %	25.1 %	1	0 Ontario
5241 : Graphic designers and illustrators	Alberta	2	1	50.0 %	20.2 %	0	1 Alberta
5241 : Graphic designers and illustrators	Ontario	14	3	21.4 %	28.6 %	4	1 Ontario
5241 : Graphic designers and illustrators	Québec	5	1	20.0 %	11.9 %	1	® 0 Québec
05 : Supervisors		9	4	44.4 %	48.2 %	4	0
Employment Equity Occupational Group	Calgary	2	1	50.0 %	36.7 %	1	0 Calgary
Employment Equity Occupational Group	Toronto	7	3	42.9 %	51.5 %	4 .	1 Toronto
07 : Administrative and Senior Clerical Personnel		22	7	31.8 %	36.1 %	8 .	
Employment Equity Occupational Group	Calgary	3	0	0.0 %	20.6 %	1 .	1 Calgary



Workforce Analysis - Detailed Report

Date: 2019-03-13

Members of Visible Minorities

				Members o	f Visible Min	orities		
Employment Equity Occupational Group	Internal Location	All Employees	Repres	entation	Avai	lability	Gap	Recruitment Area
		#	#	%	%	#	#	
Employment Equity Occupational Group	Québec	1	0	0.0 %	3.3 %	0	0	Québec
Employment Equity Occupational Group	Toronto	17	6	35.3 %	40.6 %	7	-1	Toronto
Employment Equity Occupational Group	Vancouver	1	1	100.0 %	39.9 %	0	1	Vancouver
10 : Clerical Personnel		6	0	0.0 %	40.6 %	2	-2	
Employment Equity Occupational Group	Calgary	1	0	0.0 %	30.6 %	0	0	Calgary
Employment Equity Occupational Group	Québec	1	0	0.0 %	4.1 %	0	0	Québec
Employment Equity Occupational Group	Toronto	4	0	0.0 %	52.2 %	2	-2	Toronto
Total		270	60	22.2 %	22.2 %	60	0	

Total may not equal sum of components due to rounding.

Sources: 2016 Census and employer's internal data



Workforce Analysis - Detailed Report

Date: 2019-03-13

Persons with Disabilities

				Persons	with Disabili	ties		
Employment Equity Occupational Group	Internal Location	All Employees	Repres	entation	Avai	lability	Gap	Recruitment Area
		#	#	%	%	#	#	
01/02 : Managers	National	74	4	5.4 %	5.0 %	4	0	National
03 : Professionals	National	127	3	2.4 %	8.9 %	11	-8	National
04 : Semi-Professionals and Technicians	National	32	1	3.1 %	7.6 %	2	-1	National
05 : Supervisors	National	9	0	0.0 %	27.5 %	2	-2	National
07 : Administrative and Senior Clerical Personnel	National	22	0	0.0 %	10.0 %	2	-2	National
10 : Clerical Personnel	National	6	0	0.0 %	9.3 %	1	-1	National
Total		270	8	3.0 %	8.4 %	22	-14	

Total may not equal sum of components due to rounding.

Sources: 2017 Canadian Survey on Disability and employer's internal data



Workforce Analysis - Detailed Report

Date: 2019-03-13

WFA Defaults - Women, Aboriginal Peoples and Visible Minorities

Employment Equity Occupational Group	Perform Analysis By	Recruitment Area
01 : Senior Managers	EEOG	National
02 : Middle and Other Managers	EEOG	National
03 : Professionals	NOC	National
04 : Semi-Professionals and Technicians	NOC	Provincial
05 : Supervisors	EEOG	СМА
07 : Administrative and Senior Clerical Personnel	EEOG	СМА
10 : Clerical Personnel	EEOG	CMA



Workforce Analysis - Detailed Report

Date: 2019-03-13

WFA Defaults - Persons with Disabilities

Employment Equity Occupational Group	Perform Analysis By	Recruitment Area
01/02 : Managers	EEOG	National
03 : Professionals	EEOG	National
04 : Semi-Professionals and Technicians	EEOG	National
05 : Supervisors	EEOG	National
07 : Administrative and Senior Clerical Personnel	EEOG	National
10 : Clerical Personnel	EEOG	National



Workforce Analysis - Summary Report

Date: 2019-03-13

Women

				Women		
Employment Equity Occupational Group	All Employees	Repres	entation	Avai	lability	Gap
	#	#	%	%	#	#
01 : Senior Managers	15	4	26.7 %	27.6 %	4	0
02 : Middle and Other Managers	59	25	42.4 %	39.4 %	23	2
03 : Professionals	127	79	62.2 %	60.6 %	77	2
04 : Semi-Professionals and Technicians	32	11	34.4 %	42.1 %	13	-2
05 : Supervisors	9	7	77.8 %	52.4 %	5	2
07 : Administrative and Senior Clerical Personnel	22	17	77.3 %	79.4 %	17	0
10 : Clerical Personnel	6	4	66.7 %	65.2 %	4	0
Total	270	147	54.5 %	53.3 %	143	4

Total may not equal sum of components due to rounding.



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Date: 2019-03-13

Aboriginal Peoples

			Aborig	Aboriginal Peoples			
Employment Equity Occupational Group	All Employees	Repres	Representation	Availability	ability	Gap	
	#	#	%	%	#	#	
01 : Senior Managers	15	0	0.0 %	3.2 %	0	0	
02 : Middle and Other Managers	59	0	0.0 %	2.7 %	2	'n	
03 : Professionals	127	0	0.0 %	2.1 %	ω	చ	
04 : Semi-Professionals and Technicians	32	0	0.0 %	1.8 %	_	<u>.</u>	
05 : Supervisors	9	0	0.0 %	1.4 %	0	0	
07 : Administrative and Senior Clerical Personnel	22	_	4.5 %	1.2 %	0	_	
10 : Clerical Personnel	o	0	0.0 %	1.3 %	0	0	
Total	270	<u> </u>	0.4 %	2.1 %	6	Ċι	

Total may not equal sum of components due to rounding.



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Workplace Equity Information Management System - McCann Worldgroup Canada Inc.

Workforce Analysis - Summary Report

Date: 2019-03-13

Members of Visible Minorities

		_	Members of	Members of Visible Minorities	ties		
Employment Equity Occupational Group	All Employees	Represe	Representation	Availability	ility	Gap	
	#	#	%	%	#	#	
01 : Senior Managers	15	1	6.7 %	11.5 %	2	-1	
02 : Middle and Other Managers	59	4	6.8 %	17.6 %	10	Ġ	
03 : Professionals	127	34	26.8 %	19.3 %	25	9	
04 : Semi-Professionals and Technicians	32	10	31.3 %	26.6 %	9	_	
05 : Supervisors	9	4	44.4 %	48.2 %	4	0	
07 : Administrative and Senior Clerical Personnel	22	7	31.8 %	36.1 %	8	<u>.</u>	
10 : Clerical Personnel	Ō	0	0.0 %	40.6 %	2	-2	
Total	270	60	60 22.2 % 22.2 %	22.2 %	60	0	

Total may not equal sum of components due to rounding.

2019-03-13

- - -

Workplace Equity Information Management System - McCann Worldgroup Canada Inc.

003393

Workforce Analysis - Summary Report

Date: 2019-03-13

Persons with Disabilities

			Persons v	Persons with Disabilities	es	
Employment Equity Occupational Group	All Employees	Representation	ntation	Availability	bility Gap	
	#	#	%	%	#	
01/02 : Managers	74	4	5.4 %	5.0 %	4 (
03 : Professionals	127	ω	2.4 %	8.9 %	1 1	
04 : Semi-Professionals and Technicians	32	_	3.1 %	7.6 %	2 -	
05 : Supervisors	Ø	0	0.0 %	27.5 %	2 -:	
07 : Administrative and Senior Clerical Personnel	22	0	0.0 %	10.0 %	2 -:	**************************************
10 : Clerical Personnel	6	0	0.0 %	9.3 %	1	
Total	270	8	3.0 %	8.4 %	22 -14	

Total may not equal sum of components due to rounding.

-

Workplace Equity Information Management System - McCann Worldgroup Canada Inc.

003394

Workforce Analysis - Summary Report

Date: 2019-03-13

WFA Defaults - Women, Aboriginal Peoples and Visible Minorities

05 : Supervisors EEOG	04 : Semi-Professionals and Technicians NOC	03 : Professionals NOC	02 : Middle and Other Managers EEOG	01 : Senior Managers EEOG	Employment Equity Occupational Group Perform Analysis By
CMA	Provincial	National	National	National	Analysis By Recruitment Area

Workplace Equity Information Management System - McCann Worldgroup Canada Inc.

003395

Workforce Analysis - Summary Report

Date: 2019-03-13

WFA Defaults - Persons with Disabilities

Employment Equity Occupational Group	Perform Analysis By	Recruitment Area
01/02 : Managers	EEOG	National
03 : Professionals	EEOG	National
04 : Semi-Professionals and Technicians	EEOG	National
05 : Supervisors	EEOG	National
07 : Administrative and Senior Clerical Personnel	EEOG	National
10 : Clerical Personnel	EEOG	National

Page 6 of 6 Canada

2019-03-13



Federal Contractors Program Achievement Report Part 1: Workforce Analysis McCann Worldgroup Canada Inc.

2019-02-14

Data from Sub	sequent/Curr Analysis	ent Workforce
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Data from Fir	st/Previous Workf	orce Analysis
YYYY	MM	DD
2019	02	14

Data from Subse	equent/Current Wo	rkforce Analysis
YYYY	MM	DD

		ſ	Гable 1: Women	L				
		First/Pr	evious Workforce A	Analysis				
Emple	yment Equity Occupational Group (EEOG)	All Employees	Women					
Empio	yment Equity Occupational Group (EEOG)		Representation	Availability*				
		#	#	%				
01	Senior Managers	15	4	27.6				
02	Middle & Other Managers	59	25	39.4				
03	Professionals	127	79	60.6				
04	Semi-Professionals & Technicians	32	11	42.1				
05	Supervisors	9	7	52.4				
06	Supervisors: Crafts & Trades	0	0	0.0				
07	Administrative & Senior Clerical Personnel	22	17	79.4				
08	Skilled Sales & Service Personnel	0	0	0.0				
09	Skilled Crafts & Trades Workers	0	0	0.0				
10	Clerical Personnel	6	4	65.2				
11	Intermediate Sales & Service Personnel	0	0	0.0				
12	Semi-Skilled Manual Workers	0	0	0.0				
13	Other Sales & Service Personnel	0	0	0.0				
14	Other Manual Workers	0	0	0.0				
Total		270	147	0.0				

r .	Гable 5: Women	
Subsequent	/Current Workford	e Analysis
All Employees	Won	ien
	Representation	Availability*
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Federal Contractors Program Achievement Report McCann Worldgroup Canada Inc. Part 1: Workforce Analysis 2019-02-14 003397

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First/Previous Workforce Analysis

Employment Equity Occupation

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		<u>3</u>	Administrative & Senior Clerical Personnel
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1.7	C C	_	Caper Moore
14	0	9	Supervisors
1.8	0	32	Semi-Professionals & Technicians
2.1	0	127	Professionals
2.7	0	59	Middle & Other Managers
3.2	0	15	Senior Managers
%	#	#	
Availability*	Representation		oyment Equity Occupanomal Group (EEGG)
l Peoples	Aboriginal Peoples	All Employees	wment Famity Occupational Group (FFOG)
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Federal Contractors Program Achievement Report McCann Worldgroup Canada Inc. Part 1: Workforce Analysis 2019-02-14 003398

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Data from Subsequent/Current Workforce

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0.0	0	0	Other Sales & Service Personnel
0.0	0	0	Semi-Skilled Manual Workers
0.0	0	0	Intermediate Sales & Service Personnel
40.6	0	6	Clerical Personnel
0.0	0	0	Skilled Crafts & Trades Workers
0.0	0	0	Skilled Sales & Service Personnel
36.1	7	22	Administrative & Senior Clerical Personnel
0.0	0	0	Supervisors: Crafts & Trades
48.2	4	9	Supervisors
26.6	10	32	Semi-Professionals & Technicians
19.3	34	127	Professionals
17.6	4	59	Middle & Other Managers
11.5	1	15	Senior Managers
%	#	#	
Availability*	Representation		o) ment Edun) Occubational Otoub (EEOO)
ible Minorities	Members of Visible Minorities	All Employees	overent Fourity Occupational Crown (FFOC)
Inalysis	First/Previous Workforce Analysis	First/Pre	
Minorities	Table 3: Members of Visible Minorities	Table 3: Me	

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rce Analysis	Subsequent/Current Workforce Analysis	Subsequent
le Minorities	Table 7: Members of Visible Minorities	Table 7: Me

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	Table 4:	Table 4: Persons with Disabilities	sabilities
	First/Pr	First/Previous Workforce Analysis	\nalysis
Transfer County County (FEOC)	All Employees	Persons with Disabilities	Disabilities
Dyment Educy Occupational Group (EEOG)		Representation	Availability*
	#	#	0%
Managers	74	4	5.0
Professionals	127	ယ	8.9
Semi-Professionals & Technicians	32	_	7.6
Supervisors	9	0	27.5
Supervisors: Crafts & Trades	0	0	0.0
Administrative & Senior Clerical Personnel	22	0	10.0
Skilled Sales & Service Personnel	0	0	0.0
Skilled Crafts & Trades Workers	0	0	0.0
Clerical Personnel	6	0	9.3
Intermediate Sales & Service Personnel	0	0	0.0
Semi-Skilled Manual Workers	0	0	0.0
Other Sales & Service Personnel	0	0	0.0
Other Manual Workers	0	0	0.0

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Persons with Disabilities resentation Availability* # % 0.0	Representation #	All Employees #
ce Analysis	Subsequent/Current Workforce Analysis	Subsequen
h Disabilities	Persons witl	All Employees
isabilities	Table 8: Persons with Disabilities	Table 8:

Employment Equity

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	←	↓ Table 1:	Table 1: Women	←	←	Table 5:	Women	←	←	Table 9:	₩omen	←
	Full-time	Full-time / National	Part-time	Part-time / National	Full-time / Natio	/ National	Part-time	Part-time / National	Full-time / National	/ National	Part-time / National	/National
Employment Equity Occupational Group (EEOG)	All Employees Hired	Women Hired	All Employees Hired	Women Hired	All Employees Promoted	Women Promoted	All Employees Promoted	Women Promoted	All Employees Terminated	Women Terminated	All Employees Terminated	Women Terminated
01 8	#	#	#	#	#	#	#	#	#	#	#	#
01 Senior Managers 02 Middle & Other Managers	0	0	0	0	0	0	0	0	0	0	0	0
03 Professionals	0	0	0	0	0	0	0	0	0	0	0	0
04 Semi-Professionals & Technicians	0	0	0	0	0	0	0	0	0	0	0	0
05 Supervisors	0	0	0	0	0	0	0	0	0	0	0	0
 O6 Supervisors: Crafts & Trades O7 Administrative & Senior Clerical Personnel 	0	0	0	0 0	0 0	0 0	0	0	0 0	0	0 0	0 0
08 Skilled Sales & Service Personnel	0	0	0	0	0	0	0	0	0	0	0	0
09 Skilled Crafts & Trades Workers	0	0	0	0	0	0	0	0	0	0	0	0
10 Clerical Personnel	0	0	0	0	0	0	0	0	0	0	0	0
11 Intermediate Sales & Service Personnel	0	0	0	0	0	0	0	0	0	0	0	0
12 Semi-Skilled Manual Workers	0	0	0	0	0	0	0	0	0	0	0	0
13 Other Sales & Service Personnel	0	0	0	0	0	0	0	0	0	0	0	0
14 Other Manual Workers	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	0	0	0	0	0

Part 2: Flow Data Analysis

McCann Worldgroup Canada Inc.

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Data from Form 4 - Employees Hired

Table 2: Aboriginal Peoples

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Part-time / National

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Administrative & Senior Clerical Personnel

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06 Supervisors: Crafts & Trades

14 Other Manual Workers

13 Other Sales & Service Personnel

Semi-Skilled Manual Workers

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11 Intermediate Sales & Service Personnel

10 Clerical Personnel

09 Skilled Crafts & Trades Workers 08 Skilled Sales & Service Personnel 05

Supervisors

04 Semi-Professionals & Technicians

03

Professionals

02

Middle & Other Managers

01 Senior Managers

Employment Equity Occupational Group

Employees

Peoples Hired Aboriginal

Employees

Peoples Hired Aboriginal

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Hired

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	Table 10: Aboriginal Peoples	
Full_time / National Part_time / National		

Data from Form 6 - Employees

Tabl Full-time All All	Table 10: Aboriginal Peoples Full-time / National Part-time / National All Aboriginal All Aboriginal Employees Peoples	Part-time All Employees	ginal Peoples Part-time / National All Aboriginal Employees Peoples
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Part 2: Flow Data Analysis

McCann Worldgroup Canada Inc.

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Data from Form 4 - Employees Hired

Table 3: Persons with Disabilities

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Persons with Disabilities	/ National	bilities	
All Employees	² ull-time	Table	
Persons with Disabilities	Full-time / National	Table 7: Persons with Disabilities	\
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Administrative & Senior Clerical Personnel

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06 Supervisors: Crafts & Trades

14 Other Manual Workers

13 Other Sales & Service Personnel

Semi-Skilled Manual Workers

12

11 Intermediate Sales & Service Personnel

10 Clerical Personnel

09 Skilled Crafts & Trades Workers 08 Skilled Sales & Service Personnel 05

Supervisors

04 Semi-Professionals & Technicians

03 Professionals

02 Middle & Other Managers

01 | Senior Managers

Employment Equity Occupational Group

Employees

Persons with Disabilities

Employees

Hired

Hired

	Terminated
ble 11: Persons with Disabilities	

Data from Form 6 - Employees

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abilities	with Disa	Table 11: Persons with Disabilities	Table 1
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Part 2: Flow Data Analysis

McCann Worldgroup Canada Inc.

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Data from Form 4 - Employees Hired

Table 4: Members of Visible Minorities

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Table 8: Members of Visible Minorities	←	romoted
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Administrative & Senior Clerical Personnel

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14 Other Manual Workers

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13 Other Sales & Service Personnel 12 Semi-Skilled Manual Workers 11 Intermediate Sales & Service Personnel

10 Clerical Personnel

09 | Skilled Crafts & Trades Workers 08 Skilled Sales & Service Personnel 05 Supervisors

06 Supervisors: Crafts & Trades

03 Professionals

02 Middle & Other Managers

01 Senior Managers

Employment Equity Occupational Group

Employees

Visible Minorities Members of

Employees

All

Members of Visible Minorities Hired

Hired

Hired

04 Semi-Professionals & Technicians

Fable 8.	Members	of Visible N	Minorities	_
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Part 3: Goals			
Federal Contractors Program Achievement Report			

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Federal Contractors Program Achievement Report
Part 3: Goals
McCann Worldgroup Canada Inc.

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Part 3: Goals			
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		43510	
07 Administrative & Sr Clerical	0.0		
08 Skilled Sales & Service	0.0		
09 Skilled Crafts & Trades	0.0		
10 Clerical Personnel	0.0		
11 Intermediate Sales & Service	0.0		
12 Semi-Skilled Manual	0.0		
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	Part 3: Goals
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000000	m Goals	_	loyees from ployees fron	0	0 0	0	0 9	0	0	00	. 0	0	0 0	#	Your 3	cted		All Employees		¢		F			
			Workforce / 1 Flow Data	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	%	Amountly	Actual	Turnover (Replacement of Terminated Employees)	doyces		←	From Flow Data Analysis & Workforce Analysis [‡]	G			
			Analysis + P Analysis + T											9/6	Annually	Projected	placement of T Employees)			¢	Data Entry	Н			
			erminated p	0	0 0	0	0 0	0 0	0	00	0 0	0	00	#	Vears					←	CxHx3	-		Mc	
			er of emplo art-time emp	. 0	0 0	0	0 9	0 0	0	00	. 0	0	00	#		Hires Over 3	Anticipated			←	F + I	J		Cann Wo	Pa
		Table 14	yees from Woloyees from		0 0		0 0	0 0	0	0 0	. 0	0	0 0	#	-	GG-NW-AAAA	Number		Subsequ	Table 13	From Workforce Analysis	Data for	43510	McCann Worldgroup Canada Inc.	Part 3: Goals
		Table 14: Persons with Disabilities	orkforce An Flow Data A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	%	Amually		Furnover (Replacement of Ferminated Employees)		Subsequent/Current Short-term Goals	Table 13. Bossons with Dissbillion	Equivalent to H	Data for Subsequent/Current Goals K L M N		Canada In	8
		with Disa	alysis) ⁵⁵ - 1) knalysis) ÷ (0	0	. 0	0 0	0 0	0	00	0 0	0	00	**	Over 3 Years		placement of Employees)		Short-term	Hith Dies	KxLx3	M RECURSION		c.	
	Comments	bilities	Total numb	0	0 0	0	0 0	0 0	0	0 0	0 0	0	0 0	*	Years	Over 3	Hes		Goals	Lilition ((F x Q) - R + M	N Geals			
	ients		er of employ	0	0	0	0 0	0 0	0	0 0	. 0	0	00	#	•	1111-1111	3 Year Goals From - Fo	P		←	JxP I	0			
			ees from Pro											9%	3		To	2		•	Data Entry	P			
			vious Work	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3		Availability	Process	with Disabilities		←	From Workforce Analysis	Q			
			force Analys	0	0 0	. 0	0	0 0	0	00	0	0	00	*		Present Gap				←	From (K - M + Workforce O) - ((C + Analysis F) x O)	R			
			is + Total nu	0	0 0	0	0 0	0 0	0	0 0	. 0	0	00	#		Gap	Period			←	(K - M + O) - ((C + F) x Q)	S			
			unber of employ	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	%		Representation	Personal			•	K+C	T			
			ees from Current)! #DIV/0!)! #DIV/0!)! #DIV/0!); #DIV/0!)! #DIV/0!	, g		Representation in 3	Projected			•	(K - M + O) ÷ (C + F)	U			

	Federal Contractors Program Achievement Report
	Part 3: Goals
	McCann Worldgroup Canada Inc.
	43510
09 Skilled Crafts & Trades	0.0
10 Clerical Personnel	0.0
11 Intermediate Sales & Service	0.0
12 Semi-Skilled Manual	0.0
13 Other Sales & Service	0.0
14 Other Manual Workers	0.0
Total	0.0

Part Scale																0.0	0	0.0		Supervisors	05 Su
From															Ī	3.0	<u> </u>	0.0		ofessionals mi-Professionals & Tech	
From															_	0.0	0	0.0		nior Managers iddle & Other Managers	
From From Care From							ments	Con								Till Goals	l-ong-w	rm Goals	Short-te	ment Equity ional Group (EEOG)) Complexi
From							es	Minorit	of Visible	Members	Table 16:					files	ible Minor	nhers of Vi	Me		
From	s from Current	ımber of employee	vsis + Total nı	kforce Analy	Previous Wor		ıber of emp	1) x 100. ((Total nur	\nalysis)	Workforce A m Flow Data	nployees from	umber of emp d part-time ei	+ Terminate	e Analysis ÷	m Workforc	nployees from	umber of en d full-time e	((Current n (Terminated	ving formula ving formula 00.	siculated by using the follo- ilculated by using the follo- orkforce Analysis) ÷ 2) x 1	₩ C C
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C D E F G H I J K L M N O P O R S T	#DIV/	#DIV/0!			0.0%	0				0 0.09	9		0	5.	0.0%		0			her Manual Workers	
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From From From From Weddones Data Analysis Analysi	#DIV/(#DIV/0!			0.0%					0.09	_ 0			Đ.	0.0%		. 6			termediate Sales & Service	
From From Workforce Workforce Workforce Manipose Man	#DIV/	#DIV/0!			0.0%					0 0.09		_	0	,		0	0,	-100.0%		erical Personnel	
From From From From Prom Pr	#DIV/	#DIV/0!			0.0%					0.09		_	0	J. 6		0	0` 0	0.0%		illed Crafts & Trades	
From	#DIV//	#DIV/0!			0.0%					0.00	<u>ه</u> د					0 1	y	0.0%		illed Sales & Service	
From From From Workforce Data Entry C x Ex 3 Analysis Analysi	#DIV#	#DIV/0!			0.0%					0.00	_ 0			. 0			<u>, 0</u>	-100.0%		pervisors: Crafts & Trades Iministrative & Sr Clerical	
Prom	#DIV/	#DIV/0!			0.0%					0.09	_ 0	_					. 6	-100.0%		pervisors	
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From From Workforce Data Entry Cx E x 3 Analysis Ana	#DIV/	#DIV/0!			0.0%	0				0 0.09	9	_	0	J.		0	0`	-100.0%		ofessionals	
Part 3 Cam Vordigroup Canada Inc.	#DIV/	#DIV/0!			0.0%	٠ ر				0 0.09	<u> </u>		0	-		0	0,0	-100.0%		iddle & Other Managers	
Hermon From Workforce Monkforce Analysis Analysi	#NIV/	#DIV/01	#	*	0.00%	70	*	*	41	0 00	#	#	#			#		-100.0%	#	nior Managare	_88
Part 3: Coals Prom Prom Prom Prom Prom Prom Prom Analysis	2	Ē	-	:				=	+	•			1 ears	:		rears	7	•			
From From Workforce Workforce Workforce Analysis & Emry Care (Kenner of Verifice Projected Nambysis Analysis & All Employees Number Growth (New Positions) Number Growth (New Positions) Name of Projected Name of Name	Fells					55	•	Years		Annually	ı	rears	Over 3	Annually	Annually	Over 3	Amually	Annually	ı		
Manibart Commth (New Positions) Manibart Mani	Representation in			Present Gap	Availability	-1111	1111	1				Hires Over 3	lected	Pro	Actual	ected	Pro		TAXA AM DE	ional Group (EEOG)	ecelpii Cultury
## Cann Worldgroup Canada Inc. ## B	Projected				1	ur Goals m - To	3 Ye		Replacement	Imposer (Number	Anticipated	d Terminated	Employees)	Furnover (b	tions)	mth (New Pas	Ga	Number		
McCann Worldgroup Canada Inc. MgCann Worldgroup Canada Inc.			_	ities	isible Minor	s of 7	N.	-		_					ployees	All En		-			
McCann Worldgroup Canada Inc. McCa							3	m Goals	n Short-ter	nent/Currer	Subseq										
McCann Worldgroup Canada Inc. Additional Mark Manalysis	←	←	←	←	←	←	←	1 ←		-	. ←	←	←	←	←	←	←	←	←		
McCann Worldgroup Canada Inc. 43510 Data for Subsequent/Current Goals B C D E F G H I J K L M N O P Q R S T	K - M + O) + (+ F)		(K - M + O) - ((C + F) x Q)	<u> </u>	From Workforce Analysis	Data Entry			ļ	ļ	From Workforc Analysis	표 + I	CxHx3						From Workforce Analysis	rees:	ıta sou
McCann Worldgroup Canada Inc. 43510 Data for Subsequent/Current Goals	U	Т	s	R	Q	P	0	z	Z	Т	K	J	I	Н	G	F	E	D	С	В	Α
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Part 3: Goals McCann Worldgroup Canada Inc.											43510										
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0.0	0.0	0.0	e 0.0 38 0.0 0.0 0.0 0.0	e 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	arvice 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	Sr Clerical
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	Personnel 0.0 0.0		service	Service	onice 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	Crafts & Trades

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Supervisors: Crafts & Trades	Subervisore	Supervisors	Technicians	Semi-Professionals &	Professionals	d	Middle & Other Managers		Senior Managers			(EEOG)	Occupational Group	Employment Equity			Data sources:	Trades	Supervisors: Crafts &	Supervisors		Technicians	Semi-Professionals &	Professionals	Managers	Middle & Other	Senior Managers		(EEOG)	Occupational Group	Employment Equity			Data sources:	АВ				
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Workers	Semi-Skilled Manual	Intermediate Sales & Service Personnel	Clerical Personnel	Trades Workers	Strate reasonner	Skilled Sales &	Senior Clerical	Administrative &			(EFOC)	Occupational Group	Employment Equity			Data sources:	Workers	Semi-Skilled Manual	Service Personnel	Intermediate Sales &	Clerical Personnel	Trades Workers	Skilled Crafts &	Skilled Sales & Service Personnel	Administrative & Senior Clerical		(EEOG)	Occupational Group	Employment Equity			Data sources:	В				
3	٥	ယ) W C	ω .		3 O	ω	0	#	Π		Year	•				0	2019	0	2019	0	3010	2019	0	2019	#	Г		Year				С				
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Total		Workers	Other Manual	Personnel	Other Sales & Service		_	(EEOG)		Employment Equity			Data sources:	Total	Total	Workers	Other Manual	Personnel	Other Sales & Service		(EEOG)	ional Group				Data sources:	A B C				
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	0		0		0	31:		Goal			als	←	F+1x100 Part3: Goals	0		0		0		41:	Employees	All			←		K		McCa	P	Federal Contractors Program Achieveme
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Occupational Group (EEOG)		All Employees	Represe		Visible M Avails			EE Result	All Employees	<u> </u>	Visible tual	Minorities	Difference	All Employees		Visible tual	Minorities	Barer .	All Employees	Acti		Minorities	nor.
	#	#	#	meation %	Avana %	юшту #	Gap #	EE Result	#	#	- %	Expected #	Difference #	#	#	wai %	Expected #	Difference #	#	#	121 %	Expected #	Difference #
Other Sales & Service	I	0	0		0.0		0	0.0															
Personnel	0	0	0	0.0	0.0	0	0	0.0	0	0	0.0	0	C	0	0	0.0	0	0	0	0	0.0	0	0
14 Other Manual Workers	2019	0	0		0.0		0	0.0	0	0	0.0	0		0	0	0.0	0	0	0	0	0.0	0	0
Total	2019	270	60		0.0	0	60	0.0															
Total	0	0	0	0.0	0.0	0	0	0.0	0	0	0.0	0		0	0	0.0	0	0	0	0	0.0	0	0
Data sources:		Part 2: Flow Data Analysis	Part 2: Flow Data Analysis	E ÷ D x 100	Part 3: Goals	E ÷ G x 100	Part 3: Goals	F ÷ I x 100	Part 3: Goals	E ÷ K x 100	Part 3: Goals	F ÷ M x 100											
<u> </u>		J		J		J		J	↓	i↓	J	↓	i										
		New	Entra	nts		•		G	oals	•	•												
Employment Equity	Year	F	ow Data			Short-te	m Goals	3		Long-ter	m Goals		j										
Occupational Group	rear	All	Visible N	linorities		Visible A	linorities			Visible M	linorities						C	Commen	ts				
(EEOG)		Employees	Act		Goal	Percent of Goal Met	Goal	Percent of Goal Met	Goal	Percent of Goal Met	Goal	Percent of Goal Met											
Other Col 9 C	#	#	# 0	0.0	#	0.0	0.0	%	#	0.0	0.0	0.0											
Other Sales & Service Personnel	3		0		U	0.0	0.0	0.0	l C	0.0	0.0												
Other Manual	0	0	0	0.0	0	0.0	0.0	0.0	0	0.0	0.0												
Workers	3	0	0	0.0	0	0.0	0.0	0.0	0	0.0	0.0												
Total	3	0	0				0.0	0.0			0.0												

Federal Contractors Program Achievement Report Part 8: Reasonable Efforts McCann Worldgroup Canada Inc. 43510

Efforts

Please check the appropriate boxes next to the efforts that your organization made to implement the Federal Contractors Program.

Contrac	ctors Program.
Requi	red measures:
	Ensured new employees were given the opportunity to self-identify and adjusted survey results accordingly.
	Provided a self-identification questionnaire to employees who wished to change information previously submitted and to those who requested it, and adjusted survey results accordingly.
	Adjusted survey results to reflect hires, promotions and terminations.
	Updated the workforce analysis to reflect new hires, promotions and terminations; any changes employees made to their self-identification questionnaires; and any revisions made to the availability estimates.
	Adjusted the availability estimates to reflect major changes in the workforce (e.g., changes in geographic recruitment areas, addition of new occupational groups or changes in the composition of occupational groups).
	Updated the availability estimates to incorporate new Census data as it is made available for employment equity purposes.
	Ensured that any new gaps identified are addressed accordingly.
	Maintained appropriate records in all required areas.
Other	measures:
	Reviewed employment systems, policies and practices to ensure that they do not result in barriers to employment of designated group members, monitored their implementation and adjusted as appropriate.
	Have an accommodation policy and/or procedures which was communicated to all staff and ensured accommodation takes place.
	Ensured ongoing senior-level support for employment equity and its implementation.
	Established accountability mechanisms to ensure that the short-term goals would be met.
	Communicated the goals to relevant managers as well as monitored and recorded the results.
	Devoted adequate resources (financial and human) to ensure that the short-term goals would be met.
	Consulted employee/union representatives on communication and implementation of employment equity.

	equity, the steps taken to implement it and the progress made in its implementation.
	Put in place a strategy to ensure a barrier-free workplace.
	Undertook initiatives to increase representation where gaps in representation were found.
	Did all that might reasonably be expected to increase representation, taking into account resources and constraints.
	Other (please describe):
Oper	ational Context
	check the appropriate boxes and provide a brief overview of the events that have influenced your ation's activities during the period between the first/previous and subsequent/current compliance nent.
	Impact of economic and industrial conditions on the organization.
	Any reorganization or other corporate structural changes.
	Acquisitions, mergers or transfers of employees.
	Significant layoffs (include the number of employees affected and the occupational groups of those employees).

	Strikes (include dates, the number of employees affected and the occupational groups of those employees).
	Other.
Addit	tional Details
Please 1	provide any additional information (optional):

Instructions

McCann Worldgroup Canada Inc. believes that all employees should be treated fairly. We promote employment equity in the workplace to ensure that women, Aboriginal peoples, persons with disabilities and visible minorities are fully represented at all levels of our organization. Our employment equity program ensures that our hiring and promotion practices are based on qualifications and ability.

As part of our employment equity program, we are collecting information about our workforce through this questionnaire. Identifying as a member of a designated group (women, Aboriginal peoples, persons with disabilities and visible minorities) in Sections B to E will help create an accurate picture of our workforce. We assure you that our workplace is a safe environment in which to self-identify. You can ask for the accommodation you need in order to fulfill your work-related duties to the best of your ability.

Completion of sections B to H is voluntary. However, it is <u>mandatory</u> to complete Section A, sign in Section I, and return the questionnaire to Human Resources, even if you choose not to fill out any additional information.

The responses that you provide on this form will be retained for statistical purposes only; your confidentiality is protected. We encourage you to review, update and correct information about yourself at any time. Your information will not be used for unauthorized purposes.

Privacy Notice

The information you provide is collected under the authority of sections 18 and 42 of the *Employment Equity Act* to enable our organization to collect workforce data, comply with employment equity legislation and implement employment equity in the workplace.

Participation in the self-identification survey is voluntary. Refusal to provide personal information will result in the incomplete and/or inaccurate capture of our workforce data.

The information you provide will be grouped with other employees' data and shared with the Labour Program of Employment and Social Development Canada (ESDC) for the purpose of complying with employment equity legislation under the Federal Contractors Program (FCP).

The information you provide may be used and/or disclosed for policy analysis, research and/or evaluation purposes by ESDC. However, these additional uses and/or disclosures of your personal information will never result in an administrative decision being made about you.

Your personal information is administered by ESDC in accordance with the *Privacy Act* and other applicable laws. You have the right to the protection of, and access to, your personal information, which is described in Personal Information Bank ESDC PPU 729. Instructions for obtaining this information are outlined in the government publication entitled *Info Source*, which is available at the following website address:

<u>http://www.infosource.gc.ca</u>. *Info Source* may also be accessed online at any Service Canada Centre.

This questionnaire is available in an alternative format upon request. Please print legibly.

A.	Full Name:	
	Office Location:	
	Title:	
	Employee number:	
	Employment status:	Full-Time employee
		Long-Term Contract employee
		Contract employee

July 2018

After reading the descriptions in each of the next three sections, answer "Yes" if any	of
the following apply to you. Please note that you may self-identify in more than one	
group.	

В.	Women	
	e purpose of employment equity under the Federal Contractors Program (FCP), are a designated group.	
	Do you self-identify as a woman? Yes □ No □	
C.	Aboriginal Peoples	
	ding to the <i>Employment Equity Act</i> , an Aboriginal person is a person who is Indian Métis.	1,
	Are you an Aboriginal person? Yes □ No □	
D.	Visible Minorities	
Canad	ding to the <i>Employment Equity Act</i> , members of a visible minority are people in a (other than Aboriginal peoples) who are non-white in colour or non-Caucasian in egardless of their place of birth or citizenship.	n
Exam	ples of visible minorities include, but are not limited to:	
•	Black	
•	Non-white Latin American (including Indigenous people from Central and South America)	
•	East Asian (e.g., Chinese, Japanese, Korean)	
•	South Asian/East Indian (e.g., Indian, Pakistani, Bangladeshi, or East Indian from Guyana, Trinidad or East Africa)	n
•	Southeast Asian (e.g., Burmese, Cambodian, Filipino, Laotian, Thai, Vietnamese	;)
•	Non-white West Asian, North African or Arab (e.g., Iranian, Lebanese, Egyptian, Libyan)	
•	People of mixed origin (e.g., with one parent member of a visible minority group).	
	Are you a member of a visible minority? Yes □ No □	

E. Persons with Disabilities

According to the *Employment Equity Act*, persons with disabilities are persons who have a long-term or recurring physical, mental, sensory, psychiatric or learning impairment and who consider themselves to be at a disadvantage in employment by reason of that impairment, or who believe that an employer or potential employer is likely to consider them to be at a disadvantage in employment because of that impairment. This includes people whose functional limitations due to their impairment have been accommodated in their current job or workplace (e.g., by the use of technical aids, changes to equipment or other working arrangements).

Examples of disabilities include, but are not limited to:

- Coordination or dexterity impairment
 (e.g., difficulty using hands or arms, such as grasping objects or using a keyboard)
- Mobility impairment

(e.g., difficulty moving from one office to another, walking long distances or using stairs)

Blindness or visual impairment

(e.g., unable to see or difficulty seeing, glaucoma; however, do not include yourself if you can see well with glasses or contact lenses)

Speech impairment

(e.g., unable to speak or difficulty speaking and being understood)

Deafness or hearing impairment

(e.g., unable to hear or difficulty hearing)

Other disabilities

(e.g., learning, developmental and other types of disabilities)

Are you a person with a disability?
Yes □ No □

F. Additional Data for Accommodation Purposes

Please specify how we can accommodate you to help you participate fully in the
workplace. Note that if we implement these accommodation measures, they will not have
a negative impact on your hiring, training, promotion and retention in our organization.

G.	Volunta	ry Er	nploy	ree Participation
1)				w if you wish to have your employment equity self- nation used for particular employment equity initiatives.
	Yes		No f	3
2)	designate focus gro directly	ed gro oups) by the	oup m to pro empl	ing employment equity work, from time to time we ask embers to participate in various activities (e.g., committees, ovide feedback on new programs. If you agree to be contacted oyment equity contact or a local human resources manager for please check "Yes" below.
	Yes		No f	5
Н.	Employ	ee Co	mme	nts
to hear	from you ca Rogers	u. Res s (Hur or ema	t assu nan R il <u>Ret</u>	feedback on our employment equity program, we would like red, all comments will be kept confidential. Please contact resources Manager), the employment equity contact by phone recca.rogers@mccann.com.
Signati	ure:			Date:
		Plea	ase re	Thank you for your participation! turn this form in the envelope provided to: Human Resources Attn: Rebecca Rogers

July 2018

From: Rogers, Rebecca (TOR-MWG) < Rebecca. Rogers@mccann.com >

Sent: March 13, 2019 9:20 AM

To: EE-EME <ee-eme@hrsdc-rhdcc.gc.ca>

Cc: Brown, Celine E [NC] <celine.brown@labour-travail.gc.ca>; Sharan, Neena N [NC]

<neena.sharan@labour-travail.gc.ca>

Subject: McCann Worldgroup Canada Inc. - 1st Compliance Assessment

Good Morning,

I am submitting my first Compliance Assessment for Employment Equity on behalf of McCann Worldgroup Canada Inc. We are a part of the Federal Contractors Program. Our Government of Canada Agreement Number is **10000674**.

- 1. The self-identification questionnaire used to conduct your workforce survey. See Attached questionnaire. Was previously submitted and approved.
- 2. The results of your workforce survey including:
 - the number of employees that were surveyed; Our initial self-identification survey was sent out to 278 Employees and since July 2018, we have provided it to 45 new hires. All of our current full time active employees have received a survey and 100% of them have returned the survey.
 - the combined number of self-identification questionnaires that were returned blank, partially and fully completed; and 323
 - o the number of fully completed and returned self-identification questionnaires. 314
- 3. The workforce analysis results (Summary Report and Detailed Report). See attached reports
- 4. A completed Achievement Report file in Excel format that includes the numerical short-term and long-term goals where under-representation exists. See attached please advise if you require further clarification or have any questions.

Best, Rebecca

REBECCA ROGERS, CHRL Manager, Human Resources Business Partner

T 416-594-6343 M 416-268-5660 mccann.ca

McCANN

This message contains information which may be confidential and privileged. Unless you are the intended recipient (or authorized to receive this message for the intended recipient), you may not use, copy, disseminate or disclose to anyone the message or any information contained in the message. If you have received the message in error, please advise the sender by reply e-mail, and delete the message. Thank you very much.

Federal Contractors Program Report of the First Compliance Assessment

Employer Name: McCann Worldgroup Canada Inc.

Primary Location: Toronto, Ontario

Number of Employees: 270 Ontario 201 Québec 32 Alberta 32 British Columbia 5

Organization Overview:

NAICS 5418 (Advertising, public relations, and related services)

(The McCann Worldgroup network provides today's marketers with best-in-class strategic and creative services that help their brands play a meaningful role in people's lives while building their businesses)

Key Dates – First Year Assessment

Initiated: 2019-03-11 Received: 2019-03-11 Workforce 2019-02-14

Analysis:

COLLECTION OF WORKFORCE INFORMATION

Number of employees the questionnaire was sent to:

Number of questionnaires returned:

Number of completed questionnaires returned:

#	%
323	100
323	100
314	97

- The questionnaire or accompanying documentation indicates that an employee may self-identify as being a member of more than one group.
- The questionnaire includes a question on gender if this information cannot be obtained from payroll or personnel records.
- ☐ The questionnaire indicates that it is available in alternate formats upon request.

- The questionnaire indicates that answering the self-identification questions is voluntary.
- The questionnaire indicates that the information gathered is confidential and will only be shared with others within the organization in order to carry-out employment equity
- themselves at any time

Observations: None

WORKFORCE ANALYSIS & GOAL SETTING

- The organization selected the occupational defaults for establishing external availability estimates or provided reasonable justifications.
- estimates or provided reasonable justifications.
- The organization appears to have properly coded its positions using the 2011 National Occupational Classification (NOC).
- where a gap was identified.
- The organization has demonstrated that it has considered the following in setting its short-term goals: the degree of under-representation, the availability, anticipated growth or reduction and anticipated turnover in order to set a goal in each occupational group where a gap was identified.
- The goals set are sufficient to ensure reasonable progress by being above, or at minimum, equal to availability.

Observations: None

SUMMARY OF GOALS

Women

	Workforce Analysis Results	Go	als			
			Short-	Long-	Representation	LMA
Emp	ployment Equity Occupational Group	Present Gap	term	term	Representation	LIVIA
	(EEOG)		(1 to 3	(3+		
			years)	years)		
#	Description	#	%	%	%	%
04	Semi-Professionals & Technicians	-2	42.1	42.1	34.4	42.1

Observations:

Goals have been set appropriately at, or higher, than LMA where there is a gap present.

Aboriginal Peoples

	Workforce Analysis Results	Goals				
Emp	ployment Equity Occupational Group (EEOG)	Present Gap	Short- term (1 to 3 years)	Long- term (3+ years)	Representation	LMA
#	Description	#	%	%	%	%
02	02 Middle & Other Managers		2.7	2.7	0.0	2.7
03 Professionals		-3	2.1	2.1	0.0	2.1
04	Semi-Professionals & Technicians	-1	1.8	1.8	0.0	1.8

Observations:

Goals have been set appropriately at, or higher, than LMA where there is a gap present.

Members of Visible Minorities

	Workforce Analysis Results	Go	als			
Emp	ployment Equity Occupational Group	Present	Short- term	Long- term	Representation	LMA
	(EEOG)	Gap	(1 to 3	(3+		
			years)	years)		
#	Description	#	%	%	%	%
01	O1 Senior Managers		11.5	11.5	6.7	11.5
02	02 Middle & Other Managers		17.6	17.6	6.8	17.6
07	Admin. & Senior Clerical Personnel	-1	36.1	36.1	31.8	36.1
10	Clerical Personnel	-2	40.6	40.6	0.0	40.6

Observations:

Goals have been set appropriately at, or higher, than LMA where there is a gap present.

Persons with Disabilities

Workforce Analysis Results			als	Representation	LMA
Employment Equity Occupational Group	Present	Short-	Long-	Representation	LIVIA
(EEOG)	Gap	term	term		

			(1 to 3 years)	(3+ years)		
#	Description	#	%	%	%	%
03	Professionals	-8	8.9	8.9	2.4	8.9
04	Semi-Professionals & Technicians	-1	7.6	7.6	3.1	7.6
05	Supervisors	-2	27.5	27.5	0.0	27.5
07	Admin. & Senior Clerical Personnel	-2	10.0	10.0	0.0	10.0
10	Clerical Personnel	-1	9.3	9.3	0.0	9.3

Observations:

Goals have been set appropriately at, or higher, than LMA where there is a gap present.

RECOMMENDATION

I recommend that the employer be found:

 \boxtimes in compliance \square in non-compliance

Having assessed the data submitted by the employer regarding its workforce and considered its unique circumstances; I recommend that the closing letter include the following:

- The organization may want to consider conducting an Employment Systems Review (ESR) of their recruitment and hiring policies and practices, in order to identify any potential barriers to the recruitment and retention of individuals in all these designated groups. Achieving the goals set by the company may help to eliminate the gaps.
 - A guide for completing an ESR can be found at the following link: https://equity.esdc.gc.ca/docs/Step2-2EN.pdf.
 - Completing an ESR should assist the organization in achieving their new goals by identifying and eliminating barriers that may be present which are preventing them from achieving employment equity in the workplace.
- Given the number of gaps overall, the organization may consider forging links with trade programs, career fairs, professional associations, and universities in order to identify qualified potential employees that are members of the designated groups. This may help them in reducing / eliminating the gaps.

r	Jame	of	Ana	lvst:	Céline	Brown

Date: April 1, 2019

From: Brown, Celine E [NC] On Behalf Of EE-EME

Sent: April 3, 2019 2:22 PM

To: 'david.leonard@mccann.com' <david.leonard@mccann.com> **Cc:** 'Rogers, Rebecca (TOR-MWG)' <Rebecca.Rogers@mccann.com>

Subject: Government of Canada Agreement Number: 10000674 - Notification of Compliance with the

FCP

Cette information est également disponible en français sur demande.

Dear David Leonard:

I am writing to inform you that the compliance assessment initiated on March 11, 2019 has been completed. As a result of the assessment, McCann Worldgroup Canada Inc. has been found to be in compliance with the requirements of the <u>Federal Contractors Program</u> (FCP) under the <u>Employment Equity Act</u>.

The purpose of this initial assessment was to verify that your organization has taken steps to achieve employment equity by surveying its workforce, conducting a workforce analysis and setting hiring and promotion goals where gaps in the representation of the designated groups were identified.

Based on a review of the information submitted by your organization, you will find recommendations below for your consideration to ensure the ongoing success of McCann Worldgroup Canada Inc.'s employment equity program.

- The organization may want to consider conducting an Employment Systems Review (ESR) of their recruitment and hiring policies and practices, in order to identify any potential barriers to the recruitment and retention of individuals in all these designated groups.
 - A guide for completing an ESR can be found at the following link: https://equity.esdc.gc.ca/docs/Step2-2EN.pdf.
 - Completing an ESR should assist the organization in achieving their new goals by identifying and eliminating barriers that may be present which are preventing them from achieving employment equity in the workplace.
- Given the number of gaps overall, the organization may consider forging links with trade
 programs, career fairs, professional associations, and universities in order to identify qualified
 potential employees that are members of the designated groups. This may help them in reducing
 / eliminating the gaps.

Next Steps

Under the terms of the FCP, your organization will be subject to a subsequent compliance assessment four years after the award date of your initial goods or services contract and every three years thereafter. The next assessment will be initiated on March 11, 2022. Future compliance assessments will focus on the achievement of reasonable progress in meeting the goals established in your organization's initial or updated employment equity submission.

When McCann Worldgroup Canada Inc. is notified of a subsequent assessment, the following information will be required:

- 1. Workforce data (Form1 to 6) at the national level.
- 2. A current workforce analysis; and
- 3. A completed Achievement Report that includes revised short-term and long-term numerical goals for any remaining gaps in representation.

These documents will allow the Labour Program to assess whether or not reasonable progress has been made since the previous assessment. If reasonable progress has not been made, McCann Worldgroup Canada Inc. will be required to demonstrate that it has made reasonable efforts to achieve its goals. We encourage your organization to develop an action plan to ensure that goals will be met.

The FCP does not prescribe measures to be undertaken. Each federal contractor is encouraged to implement employment equity in ways that are meaningful and relevant to their organization. Evidence of reasonable efforts could include:

- the implementation of initiatives to foster a diverse and inclusive workplace;
- measures to remove employment barriers;
- tailored programs to attract and retain designated group members in areas where they are underrepresented; and
- the establishment of accountability mechanisms supported by senior management to ensure that goals are met.

You may also visit our website to access a number of tools. In particular, we encourage your organization to continue using the <u>Workplace Equity Information Management System</u> (WEIMS). WEIMS can assist you in generating your workforce analysis and contains other data analysis tools, including the Achievement Report, as well as a series of training modules.

Should you require any further information regarding your organization's obligations under the FCP, please contact Céline Brown at <u>Céline.Brown@labour-travail.gc.ca</u>.

Your cooperation during the course of this compliance assessment was appreciated and we wish McCann Worldgroup Canada Inc. continued success in achieving a diverse and inclusive workplace.

Workplace Equity Team

Workplace Equity Division, Labour Program Employment and Social Development Canada / Government of Canada ee-eme@hrsdc-rhdcc.gc.ca



Joignez-vous au Forum de l'équité, la diversité et l'inclusion en milieu de travail (FEDIMT) en ligne, un espace collaboratif pour employeurs. Envoyez-nous un courriel pour vous joindre!
Join the online Workplace Equity, Diversity and Inclusion Forum (WEDIF), a collaborative space for employers. Send us an email to join!