

1. What are some methods we can utilize to best inform employers about the benefits of hiring people with disabilities? Is there something that can be done at a National level?
 - Communication is key (peer to peer communication). Meetings with company heads ("Trickle down" effect). Needs to be more of a "grass roots" conversation. Businesses promoting the benefits of hiring to other businesses, developing a referral net work.
 - Chamber of Commerce -> regional -> national engagement -> Canadian Federation of Small Business; local employment planning councils. National – tax incentives for hiring persons with disabilities, Emphasize how it benefits employers – accurate business case; how will it bottom line; social media campaign
 - Access to statistical data to provide employers to back up what we are telling them – coordinated; identifying champion employers with potential employers to have business to business conversations/mentor; accessing training/hiring managers; sharing success stories
 - Further education for all involved; incentive programs, tax breaks (not just short term programs); promote more sharing of research extolling said benefits (including financial advantages); make Service Canada & related services more integrated, more accessible, more collaborative); much like physical accommodations mandated by law, mandate a certain percentage of hiring to people with disabilities (reasonable expectations + standards)
 - Highlighting the business case – educating employers about the opportunities; Wage subsidies **Do Not** seem to be motivating employers appropriately. Most agencies to do advertise to their employers; business to business promotion/experience sharing; Gov't covering the cost of accommodations including job coaches
 - Advertising – social media; inclusion specialist training for the workplaces. Standard in the workplace, school, build into curriculum. Info coop. Job developer training -> help to educate employer -> sell skills not disability; fund for accommodations -> small to medium businesses; create training for inclusion specialist in the workplace Employer advocates – showing case studies; Employer Champions; Media Campaigns – Videos – allowing people to visualize the success of people w disabilities in various work environment
 - Videos based on business case with champion employers talking – using up to date stats, numbers supporting employment; using social media more; information to Chambers, Rotary's etc.
 - Sharing success stories on media; a tax rebate for employers; employers need to be educated on benefits; a gala for inclusive employers
 - Sell the skill; word of mouth – champions; awareness campaigns... Nationally

- National advertisement telling success stories; Fed gov't hiring practices have to reflect what they want private businesses to do; Fed gov't to get away from short term contract work to more permanent full time work
- Ensuring that employers are able to get financial assistance for assistive devices for persons with disabilities; for CASE to create a national awareness of the positive implications of living individuals with disabilities; for efforts to be ongoing and sustainable to promote this message including blended media coverage to reach all audiences
- Standard language development; ground things in research – statistics & measurable PR campaigns as powerful as drinking and driving or seatbelt campaigns; how do we normalize the conversation? Legislation need to be complimented by education; Need greater depth of employer champions
- The approach of Canadian business sense ability has been to reach executive management within larger corporations to build the understanding of the immense business opportunity in including people with disabilities within their organizations; to build better workforce engagement, encourage innovation in all aspects of business including internal best practices, product and services design attracting a significant and growing consumer & investor market; to name a few in many cases lower turnover rates, higher productivity, lower absenteeism; we then work within the executive team & HR to target areas of education, training, business engagement at events and sharing of best practices to move dialogue and action forward. Our goal would be to see large business hire a chief accessibility officer
- Tax break from gov't; Return on inclusion – Awareness; campaign – social media; representation – management courses; part of curriculum – Business courses, HR courses; policy on a Diversity/Disability hiring
- We can do the job. We might need to do it differently. Peer to peer model – we need business people talking to business people. More opportunities like this developed everywhere
- Peer to peer networking on a national level. Bank to bank etc.; Leaders/champions in each sector. Linking w the chamber of commerce to access the business easier. Developing capacity for jobs to be geared toward people with disabilities (i.e. autism, etc) Have educators in each province. Some are way behind
- One on One meeting in person; Education/promoting with video, social media, show relationships. How they develop; Approaching national chains to have managers with successes contact other managers with potential employment opportunities

- Small business training on hiring people w disabilities; public campaign, incentives to hiring, back to disability field if they do not hire a % of people w/ a disability, create business case for hiring people
- Increase funding and promote the building knowledge area of the LMDA (perhaps the cost share part of it); public outreach/ social media; infiltrate the industry through gaining access through Chamber of Commerce; Large public campaign, put funding into an actual campaign across Canada (like Canada 150 – Do one on the return on investment on people w disabilities) show them that it's not just a social business incentive but a great financial one
- Up to date statistics (federal level), gov't champion employers -> social media campaign; beyond charitable program; eliminate wage subsidies, sheltered workshops etc; being fair not equal show case success stories
- Information & data that supports the business case for the "ROI"; CASE to compile information & share w/ network who would share w/ COCs, business associations etc.
- Mass media, success stories – Large business ambassador & small/medium as well to show ability & success & cross section of employers (sectors & industry) & represent different types of disabilities; Targeted training to post secondary students who will be employers one day, who will be EE's who advocate – more targeted & accommodating post secondary curriculum; cross country approach to training initiative/info session to business groups; Require anyone who gets a business # or renews, to take a standard training around ES, OHS, Accommodation & inclusive
- Building infrastructure to support basic needs and access provinces also including representatives from each sector to address specific needs. Employer to employee4r info sharing will create more awareness. This will help alleviate the tension & resistance. Engaging with all cultures to ensure all perspectives are considered
- Show employers are invested in the community, show inclusive workforce, employee with disability will be more reliable. Loyal and hardworking (stay longer as an employee)
- Employers talking to employers; matrix with employer contacts (& experiencing); Zehr's grocery store convention; peer to peer; Advertisement at a national level, t.v. commercials, social media; help employees to be more diverse
- Symposiums – awareness; Incentives for employers to come to events i.e. CASE, Symposium; more attracting managers rather than HR – need tone from the top CEO – to link to performance evaluation; What is business return for who controls the hiring; making business case peer – peer; Champion groups business led funding resources required for business leadership networks for i.e. ability employers; Celebration of employers who

practice inclusion from top down PM office; Cash mob celebration; LT Governor's award; Higher retention – costs – make business case – low cost accommodation no impact on bottom line

- Ad campaigns, success stories, federal directory of service providers and services they provide; use Service Canada sites to promote opportunities; train service Canada staff to support people w disability to find employment
- Consistent Province to Province messaging with strong local relationship building; Canadian Chamber of Commerce two-tiered funding options. Those who require short term versus long term ongoing supports; promote cooperation rather than competition between supports – share successful proposals, enable replication
- Consider all initiatives that already exist and put them in evidence (ex. On website); Promote clearly advantages of hiring p w/disabilities; Going where employers are (ex. Chamber of Commerce) and work with ambassadors
- Employer to Employer communication, a common area/website where they can share their success stories; statistics/measurability with clear explanation as to why it works to hire someone
- Frontline providers not getting \$ to engage employers – this needs to change. Funds do not need to be directly handed to client outcome to be well spent; make it mandatory at national level that funding for LMA people w disabilities targeted awareness building must be forwarded to frontline. (a fixed % must go perhaps via school board etc.)
- Statistics, educate
- Using stats to show/dispel myths; Short term unpaid work placements; appreciation/information sessions; addressing professional associations; employer champions; initiatives/recognition
- Increased media coverage; nationwide video campaign; Tie marketing/media campaign to social media; Showcase real success stories; Increase funding to employers for supports to individual employees with disabilities; Employment supports are critical to both the employee & the employer
- National social marketing campaign; Incentives/Certification for employers that hire people w disabilities; Coalition of employers that can mentor other employers; Up to date stats that support the business plans/model; Consistence messaging that support the business model to hire people w disabilities

- Use business case – tied to cost savings; use stats as leverage to hire; add additional info onto AODA training to promote hiring people w/disabilities; social media, bus stops, youtube; have employers share w/other employers' success stories of employees' w disabilities; involve CASE w/promoting; shifting the culture
- Awarding status (i.e. gold/platinum, bronze etc.) for cities based on accessibility and inclusivity; National advertising campaign championed by people w/disabilities – show stats, measurable and information that shows them how their business will benefit and the economy; Having employer recognition strategies to help employers promote the inclusivity of the business; Gov't recognition of employers; Make it risk free for employers (trial run)
- Educate employers to increase awareness; more commercials on TV & through social media; include where employers can go "to make a difference" be at the same table as each province promotes disabilities as there is some consistency; share mentor stories
- Gov't needs to facilitate the distribution of information with large companies and institutions; policies that require businesses to hire inclusively; National campaign
- Success stories of other employers i.e. symposium – employer awards, provide research to them on statistics of how it will assist them in their business
- Employers talking to employers; keep promoting the business case – bottom line; gather the data (CASE, sensibility); awareness campaigns -> Access Ability; Initiatives to target "top" & "bottom"