

# 2015

## APPLICATION FOR THE 2015 CANADA'S TOP 100 EMPLOYERS PROJECT

Dear Employer:

We invite your organization to apply to our 2015 *Canada's Top 100 Employers* project. Attached is the application form for our national competition, plus the 19 regional and special-interest "top employer" competitions managed through our annual project. Employers complete a single application for all the competitions.

Over the summer, our editorial team will review your application to determine how your organization compares to others in your industry and region. We look for interesting employers, both large and small, with innovative programs to attract and retain talented employees.

Employers chosen for the 2015 *Canada's Top 100 Employers* list will be announced in *The Globe and Mail* later this fall. Our editors' official Reasons for Selection – detailing why each winning employer was selected – will be published simultaneously on our popular job search engine, *Eluta.ca*. Winners of our regional and special-interest competitions are announced by our newspaper and magazine [partners](#) beginning later in the fall.

Publishing detailed Reasons for Selection is a distinguishing feature of our project; last year, our editorial team wrote more than 400,000 words explaining our choices. We take the time to write out lengthy Reasons for Selection so other employers can note these "best practices" and improve upon them each year. By publishing written reasons, we also aim to provide job-seekers with a better understanding of what leading employers offer, as well as providing transparency in the selection of winners.

There are two main qualifications to be considered for our competition: (1) your organization must be an industry leader in attracting and retaining quality employees; and (2) your organization should offer reasonable employment prospects – we write from a job-

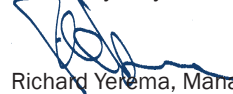
seeker's perspective. Please consider these criteria carefully before you begin the application, which is time-consuming and thorough.

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

The deadline for receipt of completed applications is May 2, 2014. Please be judicious in including ancillary materials (e.g. in-house newsletters, press clippings, benefit plan booklets, annual reports). If you have questions, please contact us by [email](#) or telephone.

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

Yours very truly,



Richard Yerema, Managing Editor  
richard.yerema@mediacorp.ca

Yours very truly,



Anthony Meehan, Publisher  
anthony.meehan@mediacorp.ca





# Canada's Top 100 Employers (2015 Competition)

**Request for Information**

## Instructions for Employers:

® To be considered for the 2015 *Canada's Top 100 Employers* project, you must complete this form and return it to us by May 2, 2014.

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

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

Employers selected for our 2015 [national list](#) will be announced in a special editorial supplement published by The Globe and Mail this fall, with our detailed editorial Reasons for Selection published on our job search engine, Eluta.ca the same day. Winners of our [19](#) regional and special-interest competitions for 2015 will be announced by our newspaper and magazine partners beginning later this fall.



## PART 1: CONTACT INFORMATION

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

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

3. Telephone (*main*):

4. Website URL:

5. If applicable, please provide URLs for any social media sites maintained by your organization (e.g. Twitter, LinkedIn, Facebook, etc.):

**NEW**

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

(a) Contact name and title:

(b) Your direct email address:

(c) Your direct telephone extension:

7. (a) Alternate contact and title, for this application:

(b) Alternate contact's email and phone:

8. Alternate contacts for special-interest competitions and our media partners. *Complete the attached schedule if you would prefer that someone else at your organization serve as the contact person for our special interest competitions and media partners.*

Completed Schedule 5 is attached

**PART 2: ABOUT YOUR BUSINESS**

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

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

11. Has your organization laid off employees in the past year because of economic conditions?

No     Yes *(Explain how the layoff was handled)*

12. Are you a publicly-listed company?

Yes

Stock symbol:

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

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

[\(Find our NAICS code\)](#)

15. If applicable, who is your main competitor in Canada?

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

17. Year organization founded:

18. Parent company name, if applicable:

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

**PART 3: ABOUT YOUR WORKFORCE**

20. Number of employees on **March 1, 2013**:

*Full-time    Part-Time*

(a) At this location:

(b) Total in Canada:

(c) Total worldwide:

21. Number of employees on **March 1, 2014**:

*Full-time    Part-Time*

(a) At this location:

(b) Total in Canada:

(c) Total worldwide:

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

28. Voluntary turnover rate for full-time employees in Canada in past year.....  %

29. Please indicate in the table below the percentages of employees who are members of the groups shown:

Percentage who are...	Women	Visible Minorities	Aboriginal	Disabled Persons
(a) All Employees	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
(b) Managers	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
(c) Executive Team	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
(d) Board of Directors	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %

### PART 4: PHYSICAL ENVIRONMENT

30. **Neighbourhood.** We're interested in the distinctive features of the neighbourhood where your head office is located:

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

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

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

- (b) Check any commuter amenities that apply:
- Nearby public transit (within 5 minutes walk)
  - Transit subsidy for commuters
  - Online Car pool sign-up system
  - Free onsite parking     Subsidized parking
  - Sheltered bicycle parking onsite

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

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

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

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

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

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

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

- Windows that open (for fresh air)
- Ergonomic workstations
- Commuter workstations
- Meditation/religious observance room

Private sleep/nap room.  
Last time you saw it used (mm/yy):

Other distinctive on-site features:

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

- Free coffee or tea      Full-service cafeteria:
- Free juice/soft drinks      Healthy menus
- Outdoor patio/deck      Special diet menus
- Outdoor barbecue      Free meals daily
- Self-serve lunchroom      Subsidized meals
- Discounts at local restaurants      Lunch delivery
- Take-home meals

Free snacks while you work. What free snacks are available today? *List specific brands/items:*

If you don't provide free juice/soft drinks, what's the price of a soft drink? \$

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

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

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

Video games.  
Name of latest game:

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

Other interesting lounge/rest area features:

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

- No (*skip to part (f) below*)
- Yes, but others also use it (*skip to part (f) below*)
- Yes, only our employees use it:

- Free membership      Rowing machines
- Subsidized membership      Weights
- Treadmills      Basketball court
- Stationary bikes      Sauna
- Stairmasters      Shower facilities

Instructor-led classes.  
Most popular class (e.g. pilates, yoga):

Other interesting features of fitness facility:

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

NEW

NEW

### PART 5: WORK ATMOSPHERE & COMMUNICATIONS

33. **Overall Atmosphere.** Check the following items if they are available at your workplace (*feel free to use the space below Question 34 to describe any of them in more detail*):

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

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

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

- Company newsletter (*enclose copy*). Name:
- Traditional or email suggestion box
- Intranet site (*describe features, like social media or employee classified ads*). Name:

### PART 6: HEALTH BENEFITS

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

- We have multiple health plans. This Part 6 covers these employees:
- Plan insurer:  and they comprise  % of our total employees in Canada.

37. **Basic Health Benefits Plan:**

- (a) Your company pays  % of the premiums associated with your basic health benefits plan.
- (b)  We have a flexible plan with custom coverage. Employees can transfer unused credits to:
  - Salary or savings plan
  - Extra paid time-off
- (c) Hours per week that employees must work before they can join your basic health plan:
- (d) Days new employees must wait before coverage under basic plan starts:  days after joining.
- (e) Are family and spousal coverage offered under your basic health benefits plan?
  - Yes, company pays \_\_\_\_\_ % of premiums
- (f) Does your basic plan provide coverage to retirees?
  - Yes, company pays \_\_\_\_\_ % of premiums
  - Is there an age limit for retirement coverage?
    - Yes, up to \_\_\_\_\_ years of age; or
    - No age limit, coverage lasts until death

(g) Please indicate whether the following health benefits are included in your basic health plan (*use the space below Question 38 to describe any of these benefits in more detail*):

- Dental:
  - Routine care: \_\_\_\_\_ % covered, \$ \_\_\_\_\_ annual max
  - Restorative: \_\_\_\_\_ % covered, \$ \_\_\_\_\_ annual max
  - Orthodontics: \_\_\_\_\_ % covered, \$ \_\_\_\_\_ lifetime max
- Eyecare:
  - \$ \_\_\_\_\_ every \_\_\_\_\_ years
- Prescription drugs
- Basic fertility treatment (IUI)
- IVF treatments, \$ \_\_\_\_\_ lifetime max
- Employee assistance plan (EAP)
- Fitness club subsidy (offsite), \$ \_\_\_\_\_ annual max
- Semi-private hospital room
- Medical equipment and supplies
- Physiotherapy
- Massage (RMT) therapy
- Chiropractor
- Osteopathy
- Podiatrist
- Acupuncture
- Naturopathy
- Nutrition planning
- Home care
- Medical travel insurance
- Other benefits included in your basic plan (*describe after Question 38*)

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

## PART 7: FINANCIAL BENEFITS & COMPENSATION

39. **Financial Benefits.** Please indicate whether the following financial benefits are available at your company (use the space below Question 41 to describe in more detail). Include your employee pension booklet, if you have one. **Important:** If you have different financial benefits for employee groups (e.g. union, non-union, management), copy this page and complete a separate Part 7 for **each** employee group.

Financial benefits vary by employee group. This Part 7 covers:   
and they comprise  % of our total workforce in Canada.

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Share purchase plan:<br><input type="checkbox"/> For all employees<br><input type="checkbox"/> For managers only   | <input type="checkbox"/> Defined-benefit (DB) pension plan <b>for new employees</b> , with company contributions to _____% of salary      | <input type="checkbox"/> Life & Disability insurance                                       |
| <input type="checkbox"/> Profit-sharing plan:<br><input type="checkbox"/> For all employees<br><input type="checkbox"/> For managers only   | <input type="checkbox"/> Defined-contribution (DC) pension plan <b>for new employees</b> , with company contributions to _____% of salary | <input type="checkbox"/> Subsidized home insurance   |
| <input type="checkbox"/> Signing bonuses:<br><input type="checkbox"/> For all positions<br><input type="checkbox"/> For some positions  | <input type="checkbox"/> Matching RSP plan with company contributions to _____% of salary   | <input type="checkbox"/> Subsidized auto insurance   |
| <input type="checkbox"/> Year-end bonuses:<br><input type="checkbox"/> For all positions.<br><i>Last year's range:</i><br>From \$ _____ to \$ _____<br><input type="checkbox"/> For some positions. | <input type="checkbox"/> Basic RSP plan with payroll deductions, but no company contributions   | <input type="checkbox"/> Low-interest home loans   |
|   | <input type="checkbox"/> Employee referral bonuses:<br>Min: \$ _____ Max: \$ _____  | <input type="checkbox"/> Discounted auto lease rates                                       |
|   |   | <input type="checkbox"/> Subsidized home Internet  |
|   |   | <input type="checkbox"/> Discounted company products or services ( <i>describe below</i> ) |
|   |   | <input type="checkbox"/> Other financial benefits ( <i>describe after Question 41</i> )    |

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

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

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

- Every:  6 Months  12 Months  18 Months  24 Months

41. **Performance-Based & Other Rewards.** Please indicate if your organization offers any of the following performance-based rewards:

**NEW**

- |  |   |
|--|---|
| <input type="checkbox"/> Individual performance bonuses          | <input type="checkbox"/> Other rewards ( <i>point-form is fine</i> ): |
| <input type="checkbox"/> Individual "on-the-spot" rewards        |   |
| <input type="checkbox"/> Peer-to-peer recognition awards         |   |
| <input type="checkbox"/> Unique awards tailored to the recipient |   |
| <input type="checkbox"/> Long-service awards                     |   |



## PART 8: FAMILY-FRIENDLY POLICIES

**42. Family-Friendly Policies.** We use the information in this part to consider your organization for our national and regional competitions, as well as [Canada's Top Family-Friendly Employers](#), which is announced in The Globe and Mail and on Eluta.ca each December. **Important:** If you have different family-friendly policies for various employee groups (e.g. union, non-union, management), copy this page and complete a separate Part 8 for **each** employee group.



Family-Friendly benefits vary by employee group.

This Part 8 covers:  who comprise % of our workforce in Canada.

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

Maternity leave top-up for mothers:

Top-up to \_\_\_\_\_% of salary for \_\_\_\_\_ weeks

Parental leave top-up for mothers:

Top-up to \_\_\_\_\_% of salary for \_\_\_\_\_ weeks

Parental leave top-up for fathers:

Top-up to \_\_\_\_\_% of salary for \_\_\_\_\_ weeks

Parental leave top-up for adoptive parents:

Top-up to \_\_\_\_\_% of salary for \_\_\_\_\_ weeks

Compassionate leave top-up:

Top-up to \_\_\_\_\_% of salary for \_\_\_\_\_ weeks

Adoption assistance: \$ \_\_\_\_\_ per child

Formal policy lets employees extend parental leave to become unpaid leave of absence

Onsite daycare at your main location:

Free  Subsidized: \$ \_\_\_\_\_ per child per year

Number of spaces: \_\_\_\_\_

This daycare is exclusively for our employees' use **NEW**

Number of childcare workers (in FTEs): \_\_\_\_\_

Waiting list: \_\_\_\_\_ months

Emergency/short-term daycare onsite

Other daycare information (*attach description*)

Offsite daycare subsidy: \$ \_\_\_\_\_ per child

Academic scholarships for employees' children  
Maximum annual scholarship: \$ \_\_\_\_\_ per child

(b) **Flexible Work Options.** Please indicate if your organization offers any of these flexible work options:

Flexible start/finish work hours

35-hour work week (with full pay)

Shortened work week (fewer hours, less pay)

Compressed work week (same hours, full pay)

Telecommuting/work from home

Reduced summer hours option

Formal "earned days off" (EDO) program (*attach description*):  
Employees can work \_\_\_\_\_ extra hours each day and receive \_\_\_\_\_ day(s) off each month

Other (*please attach description*)

## PART 9: PROGRAMS FOR EXPERIENCED WORKERS

**43. Experienced Employees.** We use the information in this part to consider your organization for our national and regional competitions, as well as the [Top Employers for Canadians Over 40](#). Winners of this competition are announced nationally each spring. We want to learn about any interesting programs that assist employees as they enter the second half of their careers.



(a) Does your organization have any programs specifically designed to assist older workers?

Yes. *Please attach a brief description.*

No. *Please skip to Question 44.*

(b) Do you actively recruit new workers aged 40+?

Yes. *List some typical positions:*

(c) Check if the following benefits are offered for older workers:

Previous work experience at other employers counts towards annual paid vacation allowance

Mentorship programs to transfer retirees' skills

Assistance with succession and retirement planning

Phased-in retirement (e.g. part-time before leaving)

Paid health benefits for retirees (*attach booklet*)

Organized social activities/volunteering for retirees

*Include a brief description of these or any other programs offered by your organization for employees aged 40+.*



## PART 10: EMPLOYEE ENGAGEMENT

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

46. **Employee Engagement Survey.** If you have completed a recent employee engagement survey, you may enclose the results (and questionnaire) with this application. Ideally, your survey should be conducted by an independent consultant and show the percentage of employees who are engaged (versus disengaged), together with the number of employees who completed the survey. We recognize there are a variety of methodologies used to determine employee engagement, so don't be overly concerned if your survey differs from others we may review. Use the space below to provide a brief description of the survey and its principal conclusions *\*\*Important: if you choose this option, please ensure that your survey provider allows you to release your results.*

TOWERS WATSON



*If you do not have a third-party employee engagement survey, our partners at Towers Watson would be pleased to provide information on their services. [Contact info](#)*

## PART 11: TRAINING & DEVELOPMENT

47. Does your organization offer any of the following continuing education and professional development programs (please use an attachment to describe any of these benefits in more detail):
- Tuition subsidies for courses related to an employee's current position:     No annual max. \_\_\_\_\_% of tuition. Annual max: \$ \_\_\_\_\_
  - Financial bonuses for completion of professional accreditations and development courses: From \$ \_\_\_\_\_ to \$ \_\_\_\_\_ (details attached)
  - Tuition subsidies for courses not related to an employee's current position:     No annual max. \_\_\_\_\_% of tuition. Annual max: \$ \_\_\_\_\_
  - Career planning services
  - Subsidies for professional association memberships
  - In-house training programs (details attached)
  - In-house apprenticeship and skilled trades training programs (details attached)
  - Online training programs (details attached)
  - Online employee skills inventory (details attached)
  - Unpaid internships (details attached)
  - Paid internships (details attached)
  - Mentoring program (details attached)
  - Other initiatives (details attached)

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

**Important:** If vacation and paid days-off policies at your organization vary by employee group (e.g. union, non-union, management), copy this page and complete a separate Part 12 for **each** employee group.

Vacation and paid days-off vary by employee group. This Part 12 covers:   
and they comprise  % of our total workforce in Canada.

48. **Vacation Allowance.** How many weeks of paid vacation does your company offer to employees with the following lengths of tenure. *If you have different vacation entitlements for various employee groups (e.g. union, non-union, management), be sure to supply this information for each employee group.*

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

50. **Paid Days-Off.** In addition to the paid vacation allowance in Question 48, calculate the additional paid days-off that employees at your location receive each year:

- (a) Statutory holidays .....  days
- (b) Paid summer shutdown.....  days
- (c) Paid December 27-31 shutdown.....  days
- (d) Paid sick days (no doctor's note).....  days
- (e) S-T disability (doctor's note req'd)...  days
- (f) Paid personal days-off, where employee can choose the days\* .....  days
- (g) Paid personal days-off, where company specifies the days\* .....  days

**Total of items 50(a) to (g) above ....  days**

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

**NEW** 49. **Leaves of absence.**

- We offer unpaid leaves. Max length:
- Self-funded/deferred salary. Max length:

### PART 13: COMMUNITY INVOLVEMENT

**NEW** 51. We are interested in learning about notable community or charitable projects where your employees are actively involved in helping others, particularly those involving skills or talents unique to your employees or organization.

(a) Geographic scope of all charities assisted:  
 Local  National  International

(b) Does your charitable program have a particular focus? (e.g. youth, environmental, etc.)  
 Yes. Please describe:

(c) Total number of charities assisted by your organization last year:

(d) Please list the main charities supported in past year and describe any noteworthy projects (attach sheet):

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

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

(g) Total employee volunteer hours (on company time) spent on charitable projects in the past year:

(h) Do you match employee donations?  
 Yes. Maximum donation per year:

(i) Do you match employee volunteer hours with company donations?  Yes.  
Maximum donation: \$  for every  hours

## PART 14: PHOTOS & COMPANY LOGO

52. **Photographs & Captions.** If your organization is selected, we may include up to five photos of your organization in our editorial Reasons for Selection on Eluta.ca and provide them to our newspaper and magazine partners for their features. These photos reach millions of readers and show job-seekers what it's like to work at your organization — ideally, they relate to the interesting stories and benefits you describe in this application. [Helpful hints.](#)

Submit up to 10 photos with your application and include brief (one sentence) captions describing each photo. To get an idea of what we're looking for, you can view hundreds of photos our editors included with last year's Reasons for Selection on the [competition website](#). It's not mandatory to submit photos with this application and, if you do, there's no cost involved.

Yes! Photos and captions have been emailed to photos@mediacorp.ca



53. **Company Logo:** Please ask your graphic designer to email your colour logo (EPS format, all fonts converted to outlines) to us. *If your organization is selected as a competition winner, we will forward your logo to our newspaper/magazine partners for their special supplements and add your logo to our editorial [Reasons for Selection](#).*

Our logo has been emailed to logos@mediacorp.ca

## PART 15: SPECIAL-INTEREST COMPETITIONS

54. **Special-Interest Competitions.** Several of our larger special-interest competitions now have separate application forms, which are attached as optional schedules. Winners of these projects have the right to display the relevant logo for the duration of the competition year. *To apply for one or more of these competitions, check the relevant boxes below and attach the related schedules to your completed application:*

- Canada's Best Diversity Employers – Schedule 1
- Canada's Top Employers for Young People – Schedule 3
- Canada's Greenest Employers – Schedule 2
- Canada's Top Small & Medium Employers – Schedule 4 **NEW**

## PART 16: CERTIFICATION & APPLICATION FEE

**I certify the foregoing information is complete and accurate.** We authorize publication by you (and your editorial partners) of all information and items included with this application, including photos or other items submitted. If selected, we agree to comply with the logo usage rules of the Canada's Top 100 Employers project.

Enclosed is our [application fee](#) of \$795.00 plus 13% HST (Registration #R134051515).

You can pay the application fee by:

- enclosing your cheque (*please make payable to "Canada's Top 100 Employers"*); or
- paying the fee online (*enclose your credit card receipt*). [Online payment form](#)

The fee is non-refundable and a receipt will be mailed to you, together with our editors' confirmation that your application has been received. Good luck! *The person signing this form must be the contact person listed in Question 6 above.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Kindly do not fax or email your application. Please return by May 2, 2014 to:*

CANADA'S TOP 100 EMPLOYERS — 2015 COMPETITION  
MEDIACORP CANADA INC.  
21 NEW STREET, TORONTO, ON M5R 1P7

# SCHEDULE 1 CANADA'S BEST DIVERSITY EMPLOYERS

**Canada's Best Diversity Employers.** Now entering its eighth year, [Canada's Best Diversity Employers](#) recognizes employers across Canada that have exceptional workplace diversity and inclusiveness programs. The winning employers are announced each year in the Report on Business section of The Globe and Mail newspaper and on Eluta.ca. This competition examines a range of diversity initiatives, including programs for five major employee groups: (a) Women; (b) Members of visible minorities; (c) Persons with disabilities; (d) Aboriginal peoples; and (e) Lesbian, Gay, Bisexual and Transgendered/Transsexual (LGBT) peoples.



**Canada's Best  
Diversity Employers**

Complete this page to be considered for the 2015 Canada's Best Diversity Employers competition:

- (a) Is your organization regulated under any of the following Employment Equity programs?
  - Yes, *Federal Contractors Program/FCP*
  - Yes, *Legislated Employment Equity Program/LEEP*
  - Yes, provincial employment equity legislation
  - Yes, other legislation: \_\_\_\_\_
  - No, we aren't regulated under any of the above
- (b) Does your organization offer programs designed to improve workplace diversity and inclusiveness?
  - Yes. *Check all applicable and explain below:*
    - Women
    - Persons with disabilities
    - Members of visible minorities
    - Aboriginal peoples
    - Lesbian, Gay, Bisexual & Transgendered
    - Other: \_\_\_\_\_
- (c) Has your CEO and/or leadership made a formal commitment to diversity and inclusiveness (e.g. vision statement) and communicated it throughout the organization?
  - Yes, *explain below and provide examples*
- (d) Does your organization have a clearly defined strategy and roadmap to achieve your diversity and inclusion goals?  Yes, *explain below*
- (e) When was the last time your diversity and inclusion strategy was reviewed and updated?
 *Explain below*
- (f) Has your organization implemented initiatives related to (*check all applicable and explain below*):
  - recruitment and selection of diversity groups
  - retention and development of diversity groups
  - training and education in diversity
  - diversity employee resources/affinity groups
  - diversity leadership/management accountability
  - customer and market diversity
  - vendor and supplier diversity
  - community partnerships to support diversity
- (g) Are job opportunities posted on your website accessible to visually impaired applicants?  Yes
- (h) Does your diversity measurement process take into account the relationship between diversity and your organization's business outcomes (e.g. profitability, productivity, customer satisfaction, etc.)?
  - Yes, *explain below or attach sheet*
- (i) Do you track any of the following diversity measures?
  - Yes (*check all applicable and explain how tracked*)
    - number of employees from diversity groups
    - recruiting from diversity groups
    - employee perceptions of discrimination and harassment
    - management and leadership behaviour
    - benchmarking external best-practices
    - overall progress in creating an inclusive workplace
- (j) If you offer programs for LGBT employees, have you completed the free online [LGBT Workplace Inclusion Index](#) survey offered by Pride at Work Canada? NEW
  - Yes, *our score from this survey is attached*
- (k) What specific actions has your organization taken in the past year to support your diversity and inclusion programs? *Explain below or attach sheet*

## SCHEDULE 2 CANADA'S GREENEST EMPLOYERS

**Canada's Greenest Employers.** Launched in 2007, this award recognizes employers with [interesting environmental programs](#) and earth-friendly policies that actively involve their employees. Specifically, we are interested in employers that have incorporated environmental values into their corporate culture — and are attracting employees (and retaining them) because of these values. In addition to employee-led initiatives, we are interested in learning about organization-wide initiatives that actively involve your senior leadership, the products or services you offer, energy conservation and production, and new building design or renovations. Competition winners will be profiled in a large editorial feature published on Earth Day by The Globe and Mail. *Complete this page to have your organization considered for the 2015 Canada's Greenest Employers competition:*



(a) **Employee Involvement:**

- Formal employee "green team"
- Informal employee-led green initiatives  
(attach description)

(b) **Senior-Level & Organizational Initiatives:**

- We have a senior executive position responsible for overseeing environmental initiatives:

Position title:

Year established:

- Formal green strategy/policy statement (attach).
- In-house waste reduction and recycling program.  
(attach description)
- Green procurement strategy, for products and services our organization purchases.  
(attach description of products/services covered)
- Unique "line-of-business" green initiatives, for products or services that you sell.

Describe below or use additional sheet:

- Programs to encourage clients and customers to adopt green practices, such as reducing waste, recycling, and reducing water/energy use.  
(attach description)
- Partner with community organizations (e.g. Tree Canada, Great Cdn. Shoreline Cleanup, Bike to Work) on company-wide initiatives.  
Describe below or use additional sheet:

(c) **Environmental Footprint for Organization**

- Recently conducted environmental audit to improve energy, water and waste management:
  - in-house audit, completed in
  - external audit, completed in

by:

- Have formal monitoring program to gauge success of environmental initiatives.  
(attach description)
- Publish a "Sustainability Report" or similar document that is available to the public.  
(please attach report)
- We aim to be carbon-neutral by (year): \_\_\_\_\_
- We became carbon-neutral in (year): \_\_\_\_\_
- We have not established carbon-neutral goals.

(d) **Building Footprint**

Our head office or branch locations have received the following LEED certifications:

Head Office:  Platinum  Gold  Silver  
 Pending certification  
 Certified in (year):

Other building:  Platinum  Gold  Silver  
 Pending certification  
 Certified in (year):

- Other building accreditations (e.g. BOMA) and features (e.g. solar panels):

### SCHEDULE 3 CANADA'S TOP EMPLOYERS FOR YOUNG PEOPLE

**Canada's Top Employers for Young People.** First published in 2001, this annual competition recognizes the employers that lead the nation in [helping college and university graduates](#) make the transition from school to work. In addition to offering great opportunities, appealing perks and benefits for young people, these employers have well-established entry-level recruitment programs that offer the best opportunities for ongoing career development and advancement. The winning employers are announced in a dedicated magazine distributed each fall at campuses across Canada by Jobpostings and online via Eluta.ca. *Complete this page to be considered for the 2015 Canada's Top Employers for Young People competition:*



(a) **Recruitment Programs.** Our organization participates in the following student recruitment initiatives:

- on-campus recruitment
- summer student recruitment.  
How many last year?
- co-op and work term placements.  
How many last year?
- paid internships for young people.  
How many interns? Attach description of type of work, duration, weekly hours.

unpaid internships for young people.  
How many interns? Attach description of type of work, duration, weekly hours.

(b) **Overall Intake.** Total number of recent graduates that your organization hired on a full-time basis last year:

(c) **Health Benefits & Flexible Work Options.** Are the benefits you described in Parts 6 and 8 above available to new graduates when they are hired on a full-time basis?  Yes

(d) **Workforce Composition.** What percentage of your full-time employees in Canada are under 30 years of age?  %

(e) **Training & Development.** Our organization provides the following training and development programs for recent grads:

- orientation program (*attach description*)
- leadership development (*attach description*)
- opportunities for recent graduates to interact with senior managers, e.g. special lunches and on-boarding events (*attach description*)
- other development programs (*describe below*)

(f) **Average Salary.** The average starting salary of a new graduate hired by us for a typical position at our organization is: (*choose one*)

- \$25,001 to \$30K
- \$30,001 to \$35K
- \$35,001 to \$40K
- \$40,001 to \$45K
- \$45,001 to \$50K
- \$50,001 to \$55K
- \$55,001 to \$60K
- \$60,001 to \$65K
- \$65,001 to \$70K
- \$70,001 to \$75K
- \$75,001 to \$80K
- \$80,001 to \$85K
- Over \$85,000
- Commission Based

(g) **Other.** Describe below any other initiatives that make your organization a great place to start a career.

**Helpful hint:** Your organization can also apply to **The Career Directory** – our annual guide that lets recent grads match their degree or diploma with great employers that have entry-level recruitment programs. [Click here](#) to apply free online





**SCHEDULE 4**  
**CANADA'S TOP SMALL & MEDIUM EMPLOYERS (SME)**

**NEW** **Canada's Top Small & Medium Employers (SME).** Canada's SME sector is tremendously important and is responsible for: over half of the nation's gross domestic product; nearly 90% of the private-sector labour force; and over three-quarters of the new jobs created in the past decade. Now entering its second year, [Canada's Top Small & Medium Employers \(SME\)](#) recognizes small and medium enterprises that lead the nation in creating exceptional workplaces and progressive human resources policies. Employers are evaluated using the same eight criteria as our national competition, but must meet the Statistics Canada [definition](#) of a "small or medium enterprise".



Your responses from the main part of this application will determine our editors' selections for Canada's Top Small & Medium Employers. *To be considered for this competition, we also require your confirmation on three additional questions confirming that your organization meets the definition of a "SME":*

(a) **Commercial Enterprise:**

Yes, we are a for-profit commercial enterprise.

(b) **Less than 500 Employees:**

Yes, we employ less than 500 people worldwide.

(c) **Ownership & Related Companies:**

Yes, our company is owned by an individual or corporation that employs less than 500 people worldwide. *If your company is a subsidiary of another organization, please provide the name and head office address of your parent company, plus the number of people it employs worldwide:*



**SCHEDULE 5**  
**PUBLIC RELATIONS & ALTERNATE CONTACTS**

You can use this schedule to:

- Designate a Public Relations contact, who should be copied on all important correspondence from our editors (e.g. notifications that you have won a competition, requests for more information).
- Designate a third person who should be copied on all important correspondence from our editors, in addition to the alternate contact you listed in Question 7 above.
- Designate other people in your organization to be our editors' primary contact for the Diversity, Green, and Young People competitions.
- Designate someone else in your organization to handle advertising and brand marketing inquiries from our newspaper/magazine partners and our intrepid Eluta.ca advertising team. If your organization is selected as a winner, they will contact this person about advertising opportunities around the annual competition announcements, and not the person listed in Question 6 above.

After submitting your application, you can always change any of the alternate contacts below by emailing a revised copy of this schedule to [ct100@mediacorp.ca](mailto:ct100@mediacorp.ca)

(a) Public Relations Contact:

Name	Title	Phone	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

(b) Third contact for this application (you can list others in an attachment):

Name	Title	Phone	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

(c) Contact for *Canada's Best Diversity Employers* competition:

Name	Title	Phone	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

(d) Contact for *Canada's Greenest Employers* competition:

Name	Title	Phone	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

(e) Contact for *Canada's Top Employers for Young People* competition:

Name	Title	Phone	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

(f) Contact for Media Partners (advertising/brand marketing opportunities in their competition features):

Name	Title	Phone	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>