

EMBRACING MULTICULTURALISM IN THE WORKPLACE

We are committed to building a culture of long-term wealth creation for our clients that is supported by a forward-looking and global mindset, including recruiting for global research expertise. Other programs in support of this commitment include academic partnerships with B.C. — based universities that have a large percentage of international students. Co-op students and corporate apprentices are selected with consideration given to bclMC's global business objectives. bclMC business cards are printed in English, and upon request, in the language of the region in which they will be doing business and/or the native language of the employee. We have approximately 20 different languages spoken by employees at bclMC, including Cantonese, Mandarin, Punjabi, Filipino, Arabic, French, Spanish, Afrikaans and Italian.

HIGHLIGHTS OF INITIATIVES

Regularly scheduled onsite informational sessions are provided to staff on a variety of relevant multicultural topics. Recent noon hour learning sessions included bclMC employees presenting information about their volunteer work in foreign countries, such as Thailand and Indonesia, as well as employee travel and culture information on countries such as Burma, China and Italy. bclMC also hosted learning sessions on Eastern medicine and Chinese art and culture.

BC Liquor Distribution Branch

MANDATE

Under the authority of the Liquor Distribution Act and in accordance with the Importation of Intoxicating Liquors Act (Canada), the BC Liquor Distribution Branch (LDB) has the "sole right to purchase both in and out of British Columbia, liquor for resale and reuse in British Columbia."

The LDB is responsible for the importation, distribution, wholesaling and retailing of beverage alcohol across the province through:

- » 194 BC Liquor Stores (government-managed and -operated liquor stores);
- » Two distribution centres;
- » Two wholesale centres; and
- » Head Office.



I live multiculturalism by...

Learning about different foods, drinks and trying out various cultural cuisine.

EXECUTIVE COMMITMENT TO MULTICULTURALISM

Located in urban and rural communities throughout British Columbia, the LDB is in a unique position to demonstrate its commitment to multiculturalism to the 36.2 million customers who visit its stores each year.

At the LDB, responsibility for equity, diversity and multiculturalism is shared between the executive directors of Retail Services and Human Resources. Both of these executive-level roles are responsible for ensuring that multiculturalism is reflected in their operational areas. Multiculturalism is reflected in all operational areas from Retail Operations' numerous in-store multicultural celebrations, events and promotions to Human Resources' recruitment, hiring, outreach and training programs.

Equity, diversity and multiculturalism are reflected within our employee recruitment materials (Jump Into a Career and Step Into a Career), which feature LDB employees who reflect British Columbia's cultural diversity. In some locations employees who are multilingual are recruited in order to serve customers more effectively.

The LDB's Respect Matters initiative is designed to further build our respectful workplace. Launched in 2010, Respect Matters reiterates and reinforces that discrimination, harassment and bullying are not behaviours tolerated in our workplace. Focused sessions for employees and managers/supervisors reinforce the LDB's long-term goal to be a safe and welcoming workplace for anyone who enters our doors. To date, over 3,400 employees have participated in the Respect Matters training.

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Valuing diversity is woven into the LDB's culture — our BC Liquor Stores, head office and our employees reflect this diversity.

In select BC Liquor Stores, cultural celebrations and holidays such as Chinese New Year and Diwali are recognized. In addition to recognition of these cultural events, the LDB ensures a wide product selection is available to meet the cultural needs of customers throughout the year.

The rich diversity of our employees is also reflected through the cafeteria's inclusion of international cuisine in its menus. Dietary restrictions are also considered.

For special events like the annual Public Service Week Breakfast menu, the LDB has replaced pork sausage with turkey and vegetarian sausages. These actions demonstrate the LDB's sensitivity to, and inclusiveness of, various personal, religious and cultural requirements.

Diversity is further incorporated in fundraising efforts. Each year, the LDB's Support Dry Grad Campaign accepts applications from public school districts, independent and private (First Nation, religious and other) schools throughout British Columbia

HIGHLIGHTS OF INITIATIVES

CUSTOMER AWARENESS

- » Enhance cultural experience through the pairing of beverage alcohol with food
 - Select beverage alcohol products from 63 international suppliers to ensure product selection in BC Liquor Stores meets the diverse beverage alcohol needs of British Columbia's multicultural population. This translates into BC Liquor Stores maintaining an extensive global product inventory.
 - Raise multicultural awareness in TASTE — the LDB's complimentary in-store magazine — which includes food and beverage alcohol pairings, recipes and features to interest British Columbia's diverse multicultural population. In 2013/14, TASTE features highlighted Scotland's Robbie Burns Day and Chinese New Year. TASTE is available in all of the LDB's 194 BC Liquor Stores throughout British Columbia and has over a half a million readers.
 - In addition, TASTE included smaller features on the wine and cuisine of India, Burma, Spain, France, Italy, Portugal, South Africa and Argentina.

- BC Liquor Stores showcase multiple supplier product displays featuring beverage alcohol from Argentina, Australia, California, Chile, France, Germany, Italy, Portugal, New Zealand and South Africa.
- » BC Liquor Stores host numerous multicultural food and wine pairing events for customers and support various cultural celebrations with in-store signage, website information, displays and special events that are recognized in select BC Liquor Stores including Hanukkah (20 stores), Chinese New Year (40 stores) and Diwali (30 stores).

British Columbia Lottery Corporation

MANDATE

The British Columbia Lottery Corporation (BCLC) operates under the provincial Gaming Control Act (2002) and within the legislative, regulatory and policy framework established by the Province.

MISSION

BCLC conducts and manages gambling in a socially responsible manner for the benefit of British Columbians. We offer exceptional gambling entertainment through:

- » National and provincial lotteries;
- » Casino gambling and Online gambling; and
- » Commercial bingo.

VISION

Gambling is widely embraced as exceptional entertainment.

EXECUTIVE COMMITMENT TO MULTICULTURALISM

BCLC's executive team promotes a fair, open, respectful and progressive workplace and business. We stand behind our Standards of Ethical Business Conduct, CSR Charter and corporate policies, all of which embody our values of social responsibility, integrity and respect.

