

# Insurance Corporation of British Columbia

## MANDATE

ICBC provides universal basic auto insurance to B.C. motorists and also competes for the optional auto insurance business.

As part of its mandate, ICBC provides vehicle and driver licensing services, vehicle registration services and fines collection on behalf of the provincial government. ICBC invests in fraud prevention and road safety initiatives to promote a safer driving environment throughout B.C.



## EXECUTIVE COMMITMENT TO MULTICULTURALISM

ICBC is committed to supporting diversity and inclusion as a way to improve both our employee and customer experiences.

As our province becomes increasingly diverse, ICBC has the opportunity and responsibility to understand and better respond to the changing needs of our workforce and our customers.

## KEY PROCESSES, POLICIES, AND STRUCTURES IN SUPPORT OF MULTICULTURALISM

ICBC has an internal diversity and inclusion strategy in place with the goal of becoming more representative of the communities ICBC serves.

Policies are in place to promote understanding and respect between employees and towards customers of diverse cultural backgrounds.

Many of the ICBC initiatives identified and the services offered are possible due to ICBC's commitment to hire a diverse workforce and engage with partners who represent the diverse, multicultural customer base that we serve.

## HIGHLIGHTS OF INITIATIVES

- » Real-time translation services are available in over 170 languages for all customers calling in about drivers' licensing, insurance services or claims.
- » ICBC.com is available in Traditional Chinese, Simplified Chinese and Punjabi.
- » In September 2013, ICBC launched a dedicated 1-800 telephone line to better assist Punjabi speaking customers who have been involved in a crash. This service provides these customers the ability to report a claim in Punjabi so they fully understand the claims process and can more easily get access to available benefits.
- » Currently partnering with Progressive Intercultural Community Services (P.I.C.S.) to install video screens in their main facility to display in-language messages on the topics of road-safety, ICBC claims processes, driver licensing and automobile insurance.
- » ICBC actively works with Autoplan brokers in ethnic communities to better address the needs of their multicultural clients.
- » Information is made available through consular offices and multicultural networks to outline the driver's licence surrender policies for new B.C. driver's licences.

- » B.C.'s driver licensing reciprocity program includes 14 foreign jurisdictions so new B.C. residents from these jurisdictions can apply for a driver's licence without having to be retested. Driver licence reciprocity is also available for four countries to allow the motorcycle classification to be added to the B.C. driver's licence without the need for retesting.
- » Pre- and post-arrival communications for new B.C. residents are in place to help customers better understand how to obtain and transfer driver's licences and automobile insurance from their country of origin.
- » ICBC is working proactively with B.C.'s law enforcement community to assist in translating foreign driver's licences at roadside, allowing for foreign non-resident drivers (visitors, students) to continue to be able to drive in B.C. on their foreign licence where appropriate.
- » Driver's licence knowledge testing can be taken in Cantonese, Croatian, Farsi, Mandarin, Punjabi, Arabic, Russian, Spanish, Vietnamese and French. Motorcycle knowledge testing is also provided in Croatian, Farsi, Arabic, Russian, Spanish and Vietnamese.
- » The online practice knowledge test in Punjabi for a learner's was enhanced in 2014.
- » Ongoing radio, online and print advertisements in Mandarin, Cantonese and Punjabi.
- » Communicates various road safety campaigns in different languages using ethnic media as well as using the First Nations radio stations. Available languages for road safety campaigns include Punjabi, Hindi, Cantonese and Mandarin.
- » Ensures education, awareness and instruction on child passenger safety is made available to First Nations and multicultural communities.
- » Introduced pedestrian education tip cards in Simplified Chinese and Punjabi.
- » Provides translations of the Child Passenger Safety Law Card, as well as key information about the purchase and use of child passenger restraints, in Traditional Chinese, Simplified Chinese, Punjabi, Spanish and Korean.
- » Provides access to Road Safety Curriculum materials for First Nation's schools through the First Nations Schools Association.
- » Provides the Counter Attack safety kits in Chinese and Punjabi.
- » Implements proactive media outreach campaigns to build relationships and increase coverage with multicultural media outlets.
- » Produces select brochures providing information on insurance, claims and driver licensing in high demand languages.
- » ICBC proactively seeks input from community stakeholder groups when considering multi-cultural initiatives and outreach.
- » All external ICBC job postings are advertised through a wide recruitment network of diversity associations doing outreach on the margins of employment, such as persons with disabilities and the First Nations community, to generate the maximum number of diverse applicants for job openings.
- » Participated in select career fairs which target multicultural populations. As well, ICBC proactively participated in other human resources outreach activities aimed at promoting inclusive workplaces and improving access to employment opportunities from a multicultural and diversity perspective.
- » ICBC's corporate intranet includes a diversity and inclusion website. The site offers employees and managers access to information, statistics, stories, tools, resources, memberships and free online diversity training.

- » Participated in outreach activities such as the North Vancouver Chamber of Commerce event, “Capitalizing on Workplace Diversity and the Immigrant Workforce.” ICBC also participated on the employer panel where recruiters answered questions from immigrants about access to job opportunities.
- » Maintains corporate memberships with associations that support diversity and inclusion including:
  - Catalyst (women and diversity);
  - Kids and Company (child and elder care services);
  - Canadian Institute of Diversity and Inclusion; and
  - Equitek (job postings with employment agencies focused on diversity).

# Knowledge Network Corporation

## MANDATE

1. Carry on the business of broadcasting and communications to provide unique, quality educational programming to British Columbians.
2. Promote lifelong learning in British Columbia by providing quality educational programming.
3. Inform and educate British Columbians about their province and about issues that are relevant to them.
4. Provide British Columbians with a unique television experience.
5. Collaborate with the independent television and web media production sectors in British Columbia.



## EXECUTIVE COMMITMENT TO MULTICULTURALISM

Knowledge Network strives to provide British Columbians with content that reflects and supports the diversity of B.C. voices and experiences. It is fundamental to our role as B.C.’s public broadcaster.