



Canadian Centre for Diversity and Inclusion
Centre canadien pour la diversité et l'inclusion

Success stories

Atlantic Lottery

A Canadian case study in diversity and inclusion

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Atlantic Lottery: A Canadian success story in diversity and inclusion

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Thanks to the teams at Atlantic Lottery and GlassSky for talking with us.

Atlantic Lottery generates employee discussion, future diversity and inclusion program

A new internal survey released by Atlantic Lottery in February is generating a meaningful discussion among employees around diversity and inclusion in the workplace.

“I think it started the conversation. It got people being more aware of their behaviours and how it impacts company culture,” says Alison Stultz, who is the vice president of people at Atlantic Lottery and the sponsor of its diversity and inclusion program. “The whole company is saying, ‘Wow,’ Atlantic Lottery issued me a survey asking me very personal questions that I normally wouldn’t have been asked ... and it really got me thinking about my work experience. What’s welcomed and appreciated, do I feel included in this company culture, what can I do to contribute to making it a more positive experience?”

The diversity and inclusion plan

The survey is part of Atlantic Lottery’s two-year plan to develop a roadmap for diversity and inclusion. Atlantic Lottery, based in Moncton, N.B, is made up of around 600 employees from Canada’s four Atlantic provinces.

This plan began in December 2015, when Robyn Tingley, a subject-matter expert on issues of diversity and inclusion from GlassSKY, an organization based in New Brunswick that is “dedicated to the empowerment and advancement of women, was brought in to speak with a group of 20 employees. The education and awareness workshop helped establish a common knowledge and language around diversity and inclusion, shared insights into what employees wanted to see in the future.

Tingley says that when any employer is developing a diversity and inclusion program, it’s important to connect with experts beforehand and take advantage of resources such as webinars and toolkits. She also stresses the importance of considering feedback from employees, customers and stakeholders, as well as management’s appetite to see the program through.

Leveraging CCDI resources

Atlantic Lottery joined the Canadian Centre for Diversity and Inclusion (CCDI) at the beginning of 2016 and developed the survey, which was launched in February, using the Centre’s diversity

and inclusion census tool. The survey is important in forming Atlantic Lottery's diversity and inclusion programs and guidelines because it keeps them relevant to employees.

"We could establish measures that might not speak to our employees or go down a road that really isn't relevant in meeting the needs of our employees," says Kim Wilson, who is the manager of corporate social responsibility at Atlantic Lottery. "So, by hitting pause and asking them [through the survey], it gives us solid data that we can actually establish success measures to create a diverse and inclusive workplace for our employees and get them more involved in the process."

Stultz says that while the diversity and inclusion program will have the benefit of making Atlantic Lottery a more attractive place to work for potential employees, it is mainly about generating awareness among their current employees and making them feel like the program was developed with them in mind.

"I think it will just make people more aware," says Stultz. "I think people are already more aware having just done the survey and reading about it in the news, so I think the company having the program and then (the employees) being able to see themselves that they helped build the survey will really help to evolve our diversity and inclusion program."

Carey Arsenault is a manager of program delivery at Red Shores, which is part of Atlantic Lottery and owns racetracks and casinos in Summerside and Charlottetown, P.E.I. Arsenault has helped to build Red Shores' diversity and inclusion program over the past three years. She says that in her experience at Red Shores making employees aware of diversity and inclusion issues in the workplace has helped engage employees and gives them an opportunity to be involved in the solution.

In one instance, Red Shores employees went ahead and cleared out and set up a space for a prayer room for a fellow employee. They did so without needing to be asked by management or wait for approval, but just because it was the right thing to do and something that would help a fellow employee.

"I really think that the more diversity you expose people to, the more natural and organic the inclusion becomes," says Arsenault. "I think it's like a level of respect that just naturally comes from people that respect each other."

Developing a diversity network

Atlantic Lottery will also be hosting one of CCDI's community breakfast series in its head office, where they hope to network with other local businesses to discuss diversity and inclusion practices and experience.

"I think this is a really good way for us to show our commitment and I think it's going to be really good because they've never done one in Moncton before," says Wilson.

She says Atlantic Lottery is also hoping to develop a diversity and inclusion network of employers in the Maritimes that can share success stories and encourage companies to start developing their own diversity and inclusion programs. "I think the best way to learn is from others," says Wilson, who hopes she can find more employers at the breakfast to join the working group.

This network could help fill a gap in knowledge, which Tingley says needs more development. “I think what’s lacking is the broad awareness of best practices and the opportunities for businesses of any size to gain access to networks and resources, and to learn from best-in-class companies.”

The results of the survey won’t be available until April, after which they will be used to adjust any elements of Atlantic Lottery’s two-year diversity and inclusion plan and help launch a successful diversity and inclusion program.

“We want to build a program that is relevant and meaningful to our employees because they formed this company, and we know that we could do more in a really important area to improve the work experience,” says Stultz. “And we’re just starting. We’re just one of those companies, that don’t have it all figured out, but we’re taking small steps to do something and get the conversation going.”

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The Success Story Initiative

There is astonishingly little published that shines a light on diversity and inclusion successes in Canada, though there are many, across a wide range of organizations. Case studies referenced by trainers and leadership tend to be reporting on different countries, cultures, political and economic settings.

The goal of this initiative is to support diversity and inclusion leadership with stories that are relevant to what's happening now, here in Canada. By sharing their stories, we celebrate the successes of Canadian organizations while contributing to learning for everyone that cares about diversity and inclusion.

The employers who have developed initiatives to promote diversity and inclusion as priorities in the workplace are responding to an increasingly competitive economy that's responsive to the diversity of employees – and the country. We are grateful to those who have participated in interviews.

This series of case studies will be published monthly through 2017. Subscribing to our monthly newsletter at ccdi.ca will keep you updated with the latest case studies, which will all be posted online at ccdi.ca/successstories. For more information, contact mail@ccdi.ca.

The Canadian Centre for Diversity and Inclusion

The CCDI has a mission to help the organizations we work with be inclusive, free of prejudice and discrimination – and to generate the awareness, dialogue and action for people to recognize diversity as an asset and not an obstacle.

Through the research, reports and toolkits we develop and our workshops, events and workplace consultations, we're helping Canadian employers understand their diversity, plan for it and create inclusion.

CCDI's leadership has a proven model that's cultivated trust as an impartial third party. Our expertise is focused on the topics of inclusion that are relevant in Canada now and the regional differences that shape diversity.

A charitable organization that thinks like a business, we have created a niche with our innovative research technology and data analysis that brings a deeper understanding of Canadian diversity demographics and mindsets at any given moment.

CCDI is grateful for the support of Employer Partners across Canada. For enquiries, contact Susan Rogers, Chief Client Officer, Susan.Rogers@ccdi.ca or (416) 968-6520, ext. 103.

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