



NEGOTIATED REQUEST FOR PROPOSAL ADDENDUM 1

NRFP #DC 2020- DC- PO- 04 Destination Canada Organisational Review J.E.D.I.

Close Date/Time:

October 14, 2020
14:00 hours
Pacific Time

Issue Date: October 7, 2020

From: CTC Procurement

To: All Vendors

E-mail: procurement@destinationcanada.com

Below are answers to question(s) submitted in regards to the above noted NRFP as of September 29, 2020.

Q1. Who is currently part of DC's J.E.D.I. working group?

Answer: Members of DC's J.E.D.I. Working Group include DC's General Counsel and Corporate Secretary, the Executive Director of Human Resources, Director, Corporate Relations & Stakeholder Outreach, Director of Procurement, Executive Director of Global Content, the Strategic Advisor, Corporate and Internal Communications, and our Board Liaison Officer.

Q2. Referencing Section C.1 of the NRFP document - "DC is supporting the advancement of projects that champion Justice, Equity, Diversity and Inclusion" Other than the project detailed in this RFP, have other J.E.D.I. projects been planned and championed? If so, can you share any details?

Answer: Justice, equity, diversity and inclusion are integrated within many aspects of the organization. While this space is too limited to share our current framework and initiatives, some of our more recent projects include: forming an employee J.E.D.I. council, sharing each initiative that is currently underway with all staff through internal communications channels, undertaking a self-evaluation on DC's owned content to understand how we are representing the diverse people who make up the country we celebrate, and finalizing the 2019-2021 Human Resources Employment Equity & Diversity Strategy and Action Plan.

Q3. Referencing Section C.1 of the NRFP document - you mention "Based on staff feedback and thoughtful comments and concerns from external stakeholders...". Through what methods did DC collect feedback and comments from staff and external stakeholders?

Answer: Internal staff feedback was collected through our anonymous employee pulse surveys. External feedback was provided by stakeholders from our social channels, and through unsolicited emails to Destination Canada's media relations email address.

Q4. Can you provide insight on efforts made relating to J.E.D.I prior to the working group being formed in July 2020?

Answer: Destination Canada recognizes that a diversified workforce, embracing multiple viewpoints and cultures, drives innovation, improve decision-making, increase employee engagement and retention and leads to better results. To maintain our proactive approach on Employment Equity & Diversity in the workplace, our three-year plan reviews our current workforce and includes collecting and monitoring workplace information, reviewing employment practices, communications and training and reviewing and improving our programs and policies.

Q5. Referencing Section C.3 of the NRFP document - Are you able to share the key J.E.D.I.-related issues raised by staff external stakeholders?

Answer: This information will be shared with the successful Contractor to help inform the work of the review.

Q6. Would the Canadian Tourism Commission confirm that the J.E.D.I. framework has already been developed? If so, are you willing to share this in advance?

Answer: The J.E.D.I. Framework is included in the document on page 8. It is an established framework for Justice, Equity, Diversity and Inclusion.

Q7. Would you be agreeable also to share the external data to be evaluated?

Answer: The successful Contractor will have access to some of the external data that we already such as brand sentiment, and consumer segmentation, and will also be responsible for a gathering other external data such as census results, and statistics Canada information that may relate to our marketing.