

FY24/25 through FY26/27

Creative BC Accessibility Plan

Our offices are situated on the unceded traditional territories of Coast Salish people, including the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

On behalf of the province's creative industries, Creative BC gratefully acknowledges the 200,000 Indigenous people living in British Columbia, including First Nations, Inuit, and Métis.

The sector works across unceded homelands of 34 First Nations language and cultural groups with close to 60 dialects, representing over 200 distinct First Nations in B.C. Learn more through the First Peoples Cultural Council's [First Peoples' Map of British Columbia](#).

Creative BC and the sector we support have a crucial role to play in uplifting Indigenous people and specifically, Indigenous voices, creators, companies, and creative content.

We prioritize actions that foster relationships and lasting partnerships, contribute to long-term value, ensure greater access, and deepen cultural understanding.

Table of Contents

About Creative BC	4
Creative BC’s Strategic Platform and Commitment to Accessibility	5
Work to Date	7
Creative BC Accessibility Committee	9
Creative BC Accessibility Plan	10
Foundations: Required Awareness Training + Engagement.....	11
Pillar 1: Employment Accessibility	11
Pillar 2: Service Accessibility	13
Creative BC Feedback Mechanism	15
APPENDIX.....	16
WorkSafeBC Accessibility Framework of Intent and Definitions.....	17

About Creative BC

Creative BC is an independent society created and supported by the Province of British Columbia to sustain and help grow British Columbia's creative industries:

- motion picture
- interactive digital media
- music and sound recording
- magazine and book publishing

The organization delivers a wide range of programs and services with a mandate to expand B.C.'s creative economy. These activities include:

1. Sector-wide program funding
2. Administration of motion picture industry tax credit programs
3. Provincial film commission services and motion picture stewardship
4. Strategic export marketing and business attraction support
5. Intellectual property (IP) creation
6. Sector research

Combined, these activities serve to attract inward investment and market B.C. as a partner and destination of choice for domestic and international content creation. The agency acts as an industry catalyst and ambassador to help B.C.'s creative sector reach its economic, social, environmental, and creative potential - both at home, and globally.

Creative BC's workforce is made up of three key service departments and an operational and administrative team that supports them. The organization's board and leadership guide internal teams and bridge industry and government to collaborate in strategic, sustainable, inclusive advancement and promotion of B.C.'s creative industries at home and around the world.

At the time of writing this plan, the organization's full-time permanent staff complement is 44 people. Together they serve the creative sector that delivers \$6.8B Total GDP and \$8B in Direct Output to B.C.'s economy. It is responsible for 89,397 Total Jobs and 137,261 estimated people when freelancers are counted. (Source: CIERA™ 2022)

For more information visit <https://creativebc.com/about/>

Creative BC’s Strategic Platform and Commitment to Accessibility

STRATEGIC PLATFORM

Vision: British Columbia’s creators, companies, and stories are sought out and celebrated—at home and around the world.

Mission: Creative BC elevates a diverse and dynamic creative sector through leadership, collaboration, and investment.

Values:

- **Integrity:** We commit, uphold, and deliver.
- **Inclusion:** We listen, respond, and expand.
- **Innovation:** We challenge, imagine, and forge.
- **Wisdom:** We seek, trust, and share.

Commitment to Accessibility at Creative BC

Inclusion guides Creative BC’s behaviour as we strive to create an atmosphere of belonging in all spheres of our influence—for employees and for all those who interact with the organization. This means valuing the dignity of the person, and in the context of Accessibility, it means listening to the lived experiences of those working at and with Creative BC to understand where barriers are experienced. In doing so, the organization can remove and prevent accessibility barriers going forward – whether to employment or to the services provided directly by Creative BC.

The spirit of inclusiveness celebrates all participants, including people living with a range of disabilities, all races, ethnicities, and full spectrums of genders and sexual identities. Upholding principles of respect and equity honours the diverse range of experiences and perspectives necessary for a thriving and healthy organization.

Creative BC Compliance with the Accessibility Act of B.C. and the Accessible B.C. Regulations

The Accessibility Act of B.C. demonstrates the Province’s commitment to supporting people with disabilities to meaningfully participate in their communities.

The Accessible B.C. Regulation requires organizations listed in phases by the regulation to meet the requirements of Part 3 of the Accessible British Columbia Act. Government and listed organizations must establish:

1. An accessibility committee
2. An accessibility plan
3. A tool to receive feedback on accessibility

Creative BC was listed in the second phase with a requirement to comply by September 1, 2024. Organizations are not required to submit accessibility plans to government. However, organizations must make their accessibility plan available to the public, for example by publishing it on their website as Creative BC has done (creativebc.com/accessibility). The Accessible B.C. Act establishes a process

for accessibility standards to be developed and adopted as regulations. Each regulation will clearly identify to which organizations or class of organization it applies.

The following pages reflect on Work to Date and specifically outline:

1. Creative BC's Accessibility Committee's mandate
2. Creative BC's Accessibility Plan that focuses on improvements to employment at Creative BC and to the organization's service delivery, as well as
3. Creative BC's tool to receive feedback on accessibility.

Work to Date

A Timeline of Accessibility-Related JEDDI Work to Date

2020 - Creative BC embedded foundational Justice, Equity, Decolonization, Diversity, and Inclusion (JEDDI)¹ training within our workplace, including for the board, staff, and key partners such as B.C.'s creative sector associations². Principles of JEDDI were taught and action plans were defined by each department across all programs and services. JEDDI continues as a lens applied to all annual strategies, plans, and objectives, and is reported on annually in the organization's Impact Report.

A structured hybrid work model was introduced during the pandemic and retained in response to employee feedback, honouring both choice and community. The model appreciates the need for both collaborative and autonomous focused time, improves work-life balance, and supports diversity and inclusion.

Creative BC integrates the Global Diversity, Equity and Inclusion Benchmark (GDEIB) as a tool to guide its long-term JEDDI work for improvement across 15 Actions in 4 Categories relevant to Strategy, People, Internal Bridging, and External Services.

2021 – Creative BC joined Accessible Employers³, a President's Group initiative, and first contributed to their Accessible Employers Initiative's "Pledge to Measure"⁴. The Pledge to Measure is an annual commitment that demonstrates and assists Creative BC in its commitment to disability inclusion in the workplace. The Pledge to Measure benchmarks and monitors disability inclusion within Creative BC's employee base.

2022 – From an ongoing space of individual awareness, training, and institutional development, Creative BC launches the following inclusion tools and platforms:

Creative PathwaysTM, designed in partnership with the motion picture industry, as a rich repository of information and serviced resource for workforce entrants. The platform upholds an ongoing commitment to grow a dynamic workforce in B.C. that is equitable, diverse, and inclusive.

Creative Equity Roadmap, a collaborative JEDDI resource for B.C.'s motion picture industry. The platform includes the Global Diversity, Equity and Inclusion Benchmark used internally by Creative BC to help develop its practices. Features of the platform include an Accommodation toolkit and practical Tips and Best Practices relevant to inclusion of people with disabilities in film.

Creative BC was recognized with the President's Group Rising Star award⁵ at the

¹ <https://creativebc.com/about/justice-equity-decolonization-diversity-inclusion/>

² Books BC, Canadian Media Producers Association – BC Producers' Branch, DigiBC, MagsBC, Music BC, Screen BC

³ <https://accessibleemployers.ca/>

⁴ <https://pledgetomeasure.org/>

⁵ <https://www.opendoorgroup.org/events-and-media/news/untapped-awards-event-2022-welcomed-over-300-guests-across-bc>

Untapped Awards, focused on the creation of work opportunities for people living with disabilities.

2023 - Creative Pathways™ held a Greet 10x event titled “Changing Perceptions of Disability in the Film Industry”⁶ featuring Yat Li, Associate Director at Accessible Employers, and Andrew Morris, then Interim Director of the newly formed Disability Screen Office. The event gathered engagement and resources for permanent feature in the Creative Pathways™ Opportunities resource hub.

2024 – Creative BC trains all leaders and managers on Psychological Safety, and all staff receive Respectful Workplace Training from Elevate Inclusion Strategies with a special focus on psychological safety in the workplace and mental health.

Creative BC establishes its internal Accessibility Committee in preparation for compliance with the Accessibility Act’s requirements for September 1, 2024.

Creative BC writes an inclusive language guide for communications and revamps its website for improved accessibility by screen readers and other software that enables people with sight loss to use computers. The revisions to main navigation and search functions were also undertaken with an inclusive lens.

Creative BC is soon hiring a full-time human resources professional to expand its support and resources for employees of the organization.

Creative BC refers to WorkSafeBC’s Accessibility Plan to inform and align with best practices, foundational definitions and considerations of its own Accessibility Plan. See excerpted references from WorkSafeBC’s Accessibility Plan in the Appendix.

⁶ <https://creativepathwayscanada.com/opportunities/networking-events/greet-10x-changing-perceptions-of-disability-in-the-film-industry/>

Creative BC Accessibility Committee

Creative BC's Accessibility Committee's Mandate

- **COMPLY:** Meet the intent of the Accessibility Act as a prescribed organization.
- **UNDERSTAND:** Build understanding of the needs of people living with disabilities and identify the limitations of Creative BC in meeting those needs.
- **ANALYZE:** Proactively identify, prioritize, and escalate issues associated with impairments and barriers encountered at the workplace.
- **ADVISE:** Advise the organization on how to remove and prevent barriers to individuals in or interacting with the organization.
- **PRACTICE:** Support Creative BC policies and employee programs that educate and inform on universal design and matters affecting staff and clients with disabilities.

Creative BC Accessibility Plan

Two Pillars: Employment and Services

The Accessibility Act provides a framework to identify, remove, and prevent barriers to accessibility. The new law is an important step to make B.C. a more accessible province.

It requires organizations listed in the Accessible B.C. Regulation (prescribed organizations, including Creative BC) to meet the requirements of Part 3 of the Accessible British Columbia Act. Government and listed organizations must establish:

1. An accessibility committee
2. An accessibility plan
3. A tool to receive feedback on accessibility

As a member of the President’s Group and its Accessible Employers Network in BC⁷, Creative BC draws directly from their guidance for its Accessibility Plan that establishes a “community of practice” approach to improvements within two key areas: Employment Accessibility and Service Accessibility.

In 2024, Creative BC’s compliance with the Accessibility Act formalizes and delineates the organization’s focus on disability within its existing JEDDI practice, bringing this community to the forefront for Creative BC’s increased support, improvement, and accountability.

The following plan is a high-level summary of the actions intended under each pillar of the plan.



⁷ <https://accessibleemployers.ca/member/creative-bc/>

Foundations: Required Awareness Training + Engagement

Action 1: Creative BC’s Leadership, management, and Accessibility Committee will together take two specific courses⁸ provided through the President’s Group:

1. Create an Accessible Workplace
2. Lead Culture Change

Action 2: For FY24/25, with the creation of the Accessibility Committee and Action Plan, Accessibility feedback and Accessibility Committee activities will become a standard agenda item for all leader and manager meetings.

Pillar 1: Employment Accessibility

Creative BC will remove barriers within its workspaces, employment practices and workplace culture, and be inclusive and accommodating of all employees and candidates with disabilities.

PHASE 1: Current State Assessment

Action 3: Creative BC’s operations department will audit its people and culture practices based on the Presidents Group Accessible Employer Self-Assessment Checklist⁹, and the 35 question Employer Self-Assessment¹⁰, assessing whether practices in the following six areas are getting started, building momentum, fully engaged, or best practice. The draft Employment Accessibility Standard¹¹ for British Columbia will also inform the audit. Findings of the audit will be delivered to the leadership team, the management team, and the Accessibility Committee:

4. Leadership + Culture
5. Employee Supports + Accommodations
6. Premises
7. Recruitment
8. Procurement
9. Customer Service (leads to Pillar 2)

⁸ <https://accessibleemployers.ca/courses/>

⁹ <https://accessibleemployers.ca/wp-content/uploads/2021/07/Accessible-Employers-Self-Assessment-Checklist.pdf>

¹⁰ <https://disabilityinclusion.ca/>

¹¹ <https://engage.gov.bc.ca/app/uploads/sites/892/2024/05/employment-accessibility-standard.pdf>

PHASE 2: Accessible Employment Improvements Approach

Action 4: The Operations Team will take findings of the audit and make recommendations for a phased **Accessible Employment Improvements Approach** within Creative BC. The recommendations and any budgetary requirements will be summarized and put forward to the leadership team. The Approach will include broad recommendations and a specific approach, department by department, and role by role.

The Accessible Employment Improvements Approach will consider all stages of the Employee Journey:

1. Recruitment and Hiring
2. Onboarding and Orientation
3. Retention, Engagement, and Recognition
4. Performance Management and Development
5. Career Management and Succession Planning
6. Offboarding

Action 5: Accessible Employment Improvements Approach recommendations to the leadership team will be made by Operations for review and consultation. Results of this process will establish a committed **Employment Improvements + Accommodations Framework** to be undertaken by Human Resources with short-, mid-, and long-term objectives. After leadership review, this Framework will be shared with the Accessibility Committee.

PHASE 3: Employment Improvements + Accommodations Framework Implementation

Action 6: Creative BC will implement the Employment Improvements + Accommodations Framework across all stages of the Employee Journey and annual practice review cycle.

Action 7: Leaders and managers will receive training on policies, protocols and any tools developed for the Employment Improvements Framework.

Action 8: Creative BC will offer a barriers-based, proactive approach to Accommodations, publishing policies, procedures and resources to all staff.

PHASE 4: Measurement + Cycle of Improvement

Action 9: As part of Creative BC's Accessibility practice, each year the Operations team will assess the current state (Action 3) and measure and report to leadership and the Accessibility Committee on progress against the Framework.

Pillar 2: Service Accessibility

Creative BC will remove barriers to its services and granting programs, its workspaces and across its engagement, application, and reporting processes to be inclusive and accommodating of all clients and applicants with disabilities.

PHASE 1: Proactive Awareness, Research + Resources

Action 1: Creative BC’s Accessibility Committee will recommend and coordinate a disability-focused **Speaker Series** for mandatory attendance by all staff at Creative BC to increase awareness and understanding of those with lived experiences of disability.

Action 2: Creative BC’s Accessibility Committee will build an **Accessibility Resource Hub** for all staff relevant to disability, including training and best practices for service delivery and barrier removal for people living with specific disabilities. Foundations of this work will be undertaken in collaboration with the Operations team and the Occupational Health and Safety Committee.

Action 3: Creative BC’s Accessibility Committee will meet with each service and program delivery team to provide an **Accessibility Resource Hub Orientation** for all staff to its resources and work with departments ongoing to advise on barrier removal.

PHASE 2: Engagement + Community of Practice

Action 4: Creative BC’s Accessibility Committee will establish a mechanism by which specific client, applicant, and recipient **Service Accommodation Requests** are shared with leaders and managers of relevant departments to the requests. When needed, the Committee will advise on the engagement of those with lived experience and on best practice remedies to barriers experienced. The Committee will collaborate with HR. to proactively promote and cross-share remedies, practices and tools through internal communications channels.

PHASE 3: Accessible Service Improvements Approach

Action 5: The Accessibility Committee has representation from each service and program delivery area at Creative BC. To compliment incoming Service Accommodation Requests, the Committee will use the draft Federal Accessibility Service Delivery Standard¹² to proactively **audit Creative BC service delivery** against the standards across all service and program delivery activities.

Acton 6: The Accessibility Committee will present service delivery audit findings to leaders and managers. The Committee will collaborate with the leadership and management teams in a consultative review of audit findings and together define a collaborative **Accessible Service Improvements**

¹² <https://engage.gov.bc.ca/app/uploads/sites/892/2024/05/accessible-service-delivery-standard.pdf>

Approach inside Creative BC. The Approach will include broad recommendations and specific approaches, department by department, and service by service, including specific support needed for managers and staff.

The Accessible Service Improvements Approach will be published for all staff and to inform department actions.

PHASE 4: Measurement + Cycle of Improvement

Action 9: As part of Creative BC's Accessibility practice, each year the Accessibility Committee will assess engagement and progress against recommendations and opportunities identified by the Accessible Service Improvements Approach.

Creative BC Feedback Mechanism

As part of its commitments under the Act, Creative BC launched the Accessibility Feedback Tool (or public feedback mechanism) in September, 2024. The Tool allows people to report barriers they experience in accessing Creative BC services.

Creative BC's public feedback mechanism, for the public to inform the organization's ongoing efforts to champion Accessibility is a newly-created email address: accessibilitycommittee@creativebc.com

When giving feedback on Accessibility at Creative BC we welcome:

- Information about the specific barriers people with disabilities face when they are trying to:
 - Access a Creative BC service, program, building, or information
 - Receive a service or support from Creative BC
- A description of the experiences and how they impacted you
- Your recommendations for how barriers can be removed

PLEASE NOTE: A summary of your feedback will be shared with the Creative BC department responsible for the barrier. They may wish to contact you to clarify your feedback. This does not guarantee they will contact you.

Creative BC will use the feedback received to identify and analyze barriers, share data and work with its internal Accessibility Committee to improve accessibility at Creative BC.

APPENDIX

WorkSafeBC Accessibility Framework of Intent and Definitions

As an employer, Creative BC seeks to align with best practices for its employees and therefore looks to the expertise of WorkSafeBC as the provincial benchmark and standard for workplace health and safety.

The following section is excerpted from the WorkSafeBC Accessibility Plan intentionally and directly to ensure that Creative BC’s fundamental framework of intent and definitions are informed, but *aligned* to those set by the provincial agency mandated to promote safe and healthy workplaces provincewide.

Beginning of WorkSafeBC Accessibility Plan¹³ Excerpt

“Nothing about us without us”¹⁴

In the context of our accessibility plan, we are also guided by the phrase “nothing about us without us.” This phrase was popularized by disability rights activists in the 1990s. It means that policies or decisions should be made with the meaningful participation of those affected by that policy or decision. The phrase is now associated with the [Convention on the Rights of Persons with Disabilities](#).

Language of disability

In the spirit of “nothing about us without us,” we want to clarify the terminology we use in this plan.

The language used to describe those who experience marginalization is continually evolving. This evolution is important as it represents a longer-term journey of learning and progress.

There is much discussion underway about the use of person-first versus identity-first language within the disability community.

Person-first language highlights the person before the disability (“person with a disability”). Some people with disabilities prefer person-first language because they do not want to be defined by their disability, condition, or difference. Person-first language is often used by government organizations.

Some disabled people prefer identity-first language (“disabled person”). They wish to centre their disability as an integral part of their social identities. They consider person-first language as minimizing their identity by suggesting that the person can be separated from their disability, condition, or difference.¹⁵

Finally, many euphemisms have emerged to describe persons with disabilities, such as “diversely abled,” “special needs,” “handi-capable.” Some people with disabilities prefer these as ways to counter the negative social stereotypes associated with the term “disabled.” At the same time, many disabled people prefer to embrace their disability identity and don’t agree with the use of euphemisms.¹⁶ Some

¹³ <https://www.worksafebc.com/en/resources/about-us/what-we-do/worksafebc-accessibility-plan-2023-2026?lang=en>

¹⁴ “[Nothing about us without us](#),” *Wikipedia*, accessed August 17, 2023.

¹⁵ Lydia Brown, “[Identify-First Language](#),” *Autistic Self Advocacy Network*, accessed August 17, 2023.

¹⁶ Erin E. Andrews, Anjali J. Forber-Pratt, Linda R. Mona, Emily M. Lund, Carrie R. Pilarski, Rochelle Balter, “[#SaytheWord: A disability](#)”

also feel that euphemisms should be avoided because they are not legally protected terms. Human rights and accessibility legislation all use the term “disability” and there is power in using the legally protected terms.

In the spirit of “nothing about us without us” we are using the language that has been recommended by our Accessibility Committee. In this plan, and in our work over the coming year, we will use both person-first and identity-first language as a small gesture of recognition to the diversity of preferences within disability communities.

The social and medical models of disability

It’s important to understand the differences between the social model and medical model of disability. These are both important to our mandate as an insurer and as an employer.

The social model of disability sees disability arising from the barriers created by society. For example, the absence of a ramp is disabling, not the fact that someone uses a wheelchair. The lack of closed captioning is disabling, not the fact that someone is D/deaf.¹⁷

The social model focuses on identifying and addressing systemic barriers to the full inclusion of disabled people. The *Accessible British Columbia Act* is based in the social model of disability.

In the medical model, a person’s health condition or difference is seen as disabling. In this model, people with disabilities are seen as in need of a cure, support, or care. The medical model is also used to identify and develop individualized supports for disabled people in the workplace.

The social model is systemic in focus, while the medical model is individualized. These two approaches — when operating in harmony — can support meaningful inclusion of people with disabilities.

These individualized approaches are fluid processes that rely on medical information, ongoing assessments, and regular reviews. These approaches also complement and support our systemic change efforts toward more meaningful and tailored inclusion.

Our accessibility plan and our equity and inclusion work are based on the social model of disability and are focused on the work of systemic change. This aligns with the intention of the *Accessible British Columbia Act*.

The Accessible British Columbia Act

The [Accessible British Columbia Act](#) aims to remove barriers to people with disabilities in accessing services and employment. It requires prescribed organizations to do the following:

[culture commentary on the erasure of ‘disability.’](#) *Rehabilitation Psychology*, 64(2) (2019): 111-118, accessed August 17, 2023,.

¹⁷ “[Terminology.](#)” *Canadian Association of the Deaf*, accessed August 17, 2023.

- Create an Accessibility Committee. The Committee should include people with lived experience of diverse disabilities and have Indigenous representation. It should also reflect the diversity of the population of British Columbia.
- Provide a feedback mechanism to receive reports of accessibility barriers experienced by people within and interacting with the organization.
- Publish an accessibility plan describing how the organization will identify, remove, and prevent accessibility barriers going forward.

The *Accessible British Columbia Act* provides disabled people with an unprecedented level of agency and voice in our province. As an organization, we will benefit from new direct methods of hearing from people with disabilities about how we can be a more accessible and inclusive organization.

Key definitions

- **Disability:** The state of being unable to participate fully and equally in society due to the interaction between an impairment and a barrier.
- **Impairment:** A physical, sensory, mental, intellectual, or cognitive limitation, whether permanent, temporary, or episodic.
- **Accessibility:** The state of having programs, services, and environments that allow all individuals to participate fully in society without encountering barriers. Accessibility is a fundamental aspect of the equity and inclusion of disabled people.
- **Barrier:** Anything that hinders the full and equal participation in society of a person with an impairment. Barriers can be caused by environments, attitudes, practices, policies, information, communications, or technologies. Barriers can also be made worse by intersecting forms of discrimination.

End of WorkSafeBC Accessibility Plan Excerpt