

# Canadian Forces Gender Integration - Recruiting



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# OVERVIEW

- **What it was**
  - Historical perspective
- **What it is**
  - Statistics
- **What we do**
  - Canadian Forces Recruiting
- **Summary**

# WHAT IT WAS

- Women have always played a crucial role in society, and for over a century in the Canadian Forces (CF) especially in times of conflict.
- **1970** - The Royal Commission on the Status of Women present recommendations for gender equality in the CF.
- **1979** - Military colleges open their doors to women.
- **1982** - The Canadian Charter of Rights and Freedoms is signed.
- **1989** - A Canadian Human Rights Tribunal directed that the CF remove all discriminatory employment barriers and fully integrate women into all occupations. The CF was granted a ten-year period to complete this task.

# WHAT IT IS

- Since 2000 all occupations open
- Statistics



# WOMEN IN THE FORCES - STATISTICS

## Regular Force

Year	Total Strength	% of Women	Total Enrolments	% of Women
2008	64403	13	6817	16
2007	63779	13	6444	15
2006	62779	12	5843	16
2005	61534	13	4344	15
2004	61465	13	4243	15

# WOMEN IN THE FORCES - STATISTICS

- **> 50 % of the enrolment requirement is Combat Arms related**
- **> 80% of Combat Arms enrollees are men (age 17-24)**
- **50% of enrollees into support occupations were women**

# WOMEN IN THE FORCES - STATISTICS

## Enrolments (women) - 2007

- Navy - 15 % (74)
- Army - 5 % (166)
- Air Force - 17 % (152)
- Support Occupations - 50% (560)

# WHAT WE DO

## Canadian Forces Recruiting

- Diversity Outreach Campaign
- Marketing and Advertising
- Recruiter for a Day Program



# DIVERSITY OUTREACH CAMPAIGN

- The aim of the Diversity Outreach Campaign is to foster relationships and raise awareness of the Canadian Forces within the three Designated Groups:
  - Women;
  - Visible Minorities; and
  - Aboriginal People
- The main message of the Women's Campaign is "unlimited opportunity"



# DIVERSITY OUTREACH CAMPAIGN

- National Recruiting Attractions Plan
- Local and Regional events
- Women's History Month, October
- International Women's Day, 8 March 2008



# DIVERSITY OUTREACH CAMPAIGN

- **Event Partnership with national organizations**
  - International Women in Aviation
  - Business and Professional Women of Canada
  - Women in Science and Engineering
- **Participation at local women job fairs and trade shows**
- **Regular contact and presentations to Women's student organizations at post secondary educational institutes**
- **Networking with coaches and players at Women's athletic events**



# MARKETING AND ADVERTISING

- **Internet - Unlimited Opportunity**
- **Multi-media products**
- **Family oriented products**

# INTERNET – UNLIMITED OPPORTUNITY

**FORCES.CA**  
CANADIAN FORCES

Canada  
1-800-856-8488

**UNLIMITED OPPORTUNITIES**

The Canadian Forces takes pride in being a leader in the field of equality and women's rights and is actively recruiting women for dynamic, rewarding positions.

It is indeed an exciting time for women, for now there is truly no limit to career opportunities for them in the Canadian Forces. Arriving at this juncture however, was not easy.

Women have always played a crucial role in society, and for over a century in the Canadian Forces. We honour the Nursing Sisters of the 19th century for their courage and bravery and for setting a standard that made them true pioneers. This first step was a significant milestone, not only in the evolution of women in the Canadian military but in the evolution of women's rights in this country.

Servicewomen of the Navy, Army and Air Force endured much hardship serving Canada during WWI, WWII, and the Korean War. It was their determination, dedication, and professionalism that opened the door for so many women to join. These brave and courageous women were faced with many obstacles as they entered what was traditionally a man's

**WHO WE ARE**  
OUR ORGANIZATION  
OUR MISSION  
OUR PEOPLE  
NEWS & EVENTS

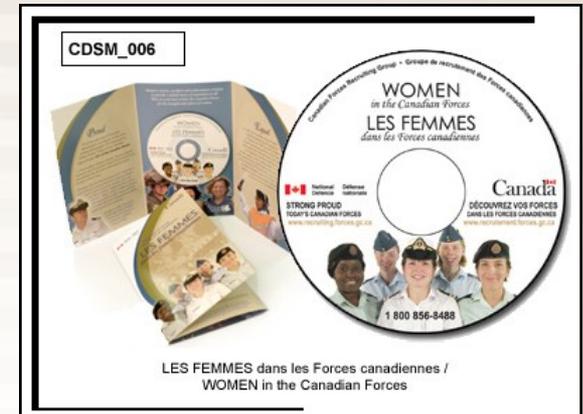
OUR PEOPLE, OUR STRENGTH  
ABORIGINAL PEOPLES IN THE CF  
WOMEN IN THE CF  
VISIBLE MINORITIES IN THE CF

**UNLIMITED OPPORTUNITIES**  
The availability, results, or proposed publication date of this website may vary without notice and will be made public as soon as they are available. For more information, please contact us.

[ EN ] FR HTML IMPORTANT NOTICES PUBLICATION DATE

# MULTI-MEDIA PRODUCTS

- Women in the CF CD-Rom
- Women in the CF Poster
- Women in the CF imagery integrated into all other Recruiting Information Products



# **FAMILY ORIENTED PRODUCTS**

- **Brochures and pamphlets**
- **Developing family oriented policies**
- **Military Family Resources Centres (MFRC)**

# RECRUITER FOR A DAY PROGRAM

- A program designed so currently serving women, aboriginal and visible minority members of the CF can volunteer to participate in recruiting events

The screenshot shows the top section of the Canadian Forces Recruiting website. At the top left is the Canadian flag, followed by the text "National Defence" and "Défense nationale". To the right is the "Canada" logo. Below this is a navigation bar with buttons for "Français Navy", "Contact Us Army", "Help Air Force", "Search Reserves", and "Canada Site Defence Site". The main header features "CANADIAN FORCES RECRUITING" and "Recruiter for a Day" with a small photo of two people. Below the header is a purple navigation bar with "INTRODUCTION", "FAQ", and "SITE STATS". The main content area has a large image of a woman in a military uniform and a man in a military uniform, with the text "Introduction Recruiter for a Day" overlaid. On the left side, there is a sidebar with a "Questions? CONTACT US" button, a "LOGIN" section, and links for "Create an Account", "Volunteer Recruiter", "CFRG Staff", "Forgot your Password?", and "Password?".

National Defence Défense nationale

Canada

Français Navy Contact Us Army Help Air Force Search Reserves Canada Site Defence Site

CANADIAN FORCES RECRUITING Recruiter for a Day

Questions? CONTACT US

INTRODUCTION FAQ SITE STATS

Introduction Recruiter for a Day

LOGIN

Create an Account  
[Volunteer Recruiter](#)  
[CFRG Staff](#)

[Forgot your Password?](#)

# Summary

- **Strategy to action plans developed to attract women**
- **Promote unlimited opportunity and quality of life**
- **In the CF “everyone is a recruiter”**



“In 2006 Captain Goddard lost her life in a lengthy firefight with Taliban insurgents. She wanted to be remembered as a really, really good soldier, not as a female officer, a female soldier or a first of anything.”

# QUESTIONS