Canadian Forces Gender Integration - Recruiting

Commander
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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
## Regular Force

<table>
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<tr>
<th>Year</th>
<th>Total Strength</th>
<th>% of Women</th>
<th>Total Enrolments</th>
<th>% of Women</th>
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<td>15</td>
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</table>
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

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 in 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 met with many obstacles as they ventured into a world previously dominated by men's
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.
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