



# INCLUSION & ANTI-DISCRIMINATION COMMITTEE



# 2021 INDUSTRY BENCHMARKING DIVERSITY SURVEY

# KEY TAKEAWAYS

# BACKGROUND

The CCBA Inclusion & Anti-Discrimination Committee in partnership with Jalapeno Employee Engagement conducted an industry-wide survey to assess the state of diversity, equity and inclusion in the Canadian craft beer industry. The survey was administered to the main contact of all CCBA member breweries; brewery owners were asked to administer the survey link to their employees.

The survey was conducted from June 22-August 17, 2021.  
836 total participants completed surveys, representing 181 breweries.

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## KEY TAKEAWAYS

01

Participation

02

Demographics

03

Current State

04

DEI Initiatives

05

Next Steps



## 01 PARTICIPATION

Difficulty reaching employees and workers in the industry overall. A disproportionate percentage of the survey respondents were managers.

## 02 DEMOGRAPHICS

Many respondents felt anecdotally that employees and management are reflective of their community, but demographic data contradicts this.

## 03 CURRENT STATE

People feel generally included at the primary levels of safety, but it drops off as you move up the ladder of safety concepts.

Employees often don't feel comfortable challenging existing ideas.

**CHALLENGER**

**CONTRIBUTOR**

**LEARNER**

**INCLUSION**

## 04 DEI INITIATIVES

A low percentage of breweries provide DEI training. Responses indicated that breweries focus on outward-facing efforts.

## 05 NEXT STEPS

Overwhelmingly high scores may indicate lack of awareness of industry shortcomings and bias.

Qualitative responses indicate that breweries need resources and training.

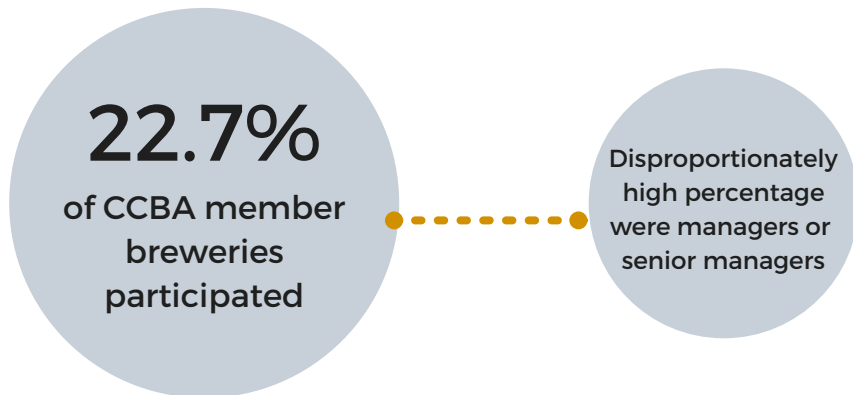
The committee intends to continue to survey our members every two years, incorporating what we've learned from this round about the process and participation level.





# KEY TAKEAWAYS - FURTHER INSIGHTS

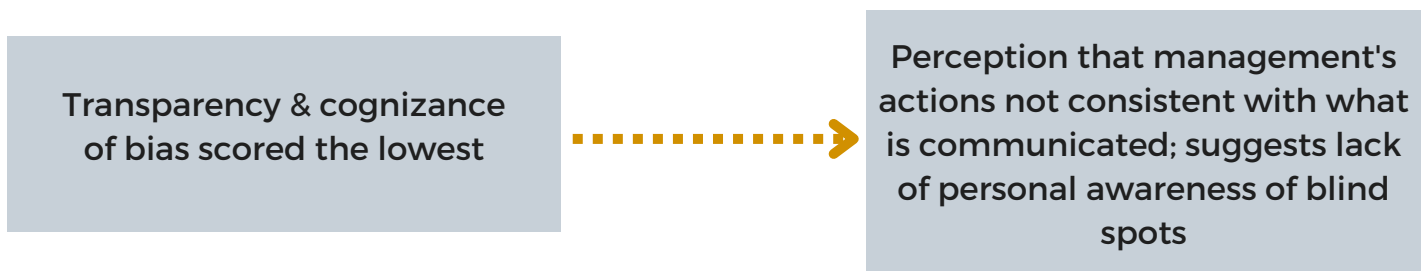
## 01 PARTICIPATION



## 02 DEMOGRAPHICS



## 03 CURRENT STATE



\*ACCORDING TO THE DEFINITION USED BY THE GOVERNMENT OF CANADA'S FEDERAL CONTRACTORS PROGRAM, A PERSON WITH A DISABILITY IS SOMEONE WHO HAS A "LONG-TERM OR RECURRING PHYSICAL, MENTAL, SENSORY, PSYCHIATRIC OR LEARNING IMPAIRMENT(S)" (FOR THE PURPOSES OF THIS SURVEY "LONG-TERM" IS DEFINED AS LASTING MORE THAN SIX MONTHS). THIS PERSON ALSO CONSIDERS THEMSELVES TO BE DISADVANTAGED IN EMPLOYMENT BY REASON OF THAT DISABILITY OR BELIEVES THAT AN EMPLOYER OR POTENTIAL EMPLOYER IS LIKELY TO CONSIDER THEM TO BE DISADVANTAGED IN EMPLOYMENT BY REASON OF THAT DISABILITY. THIS ALSO INCLUDES PERSONS WITH DISABILITIES WHO HAVE BEEN ACCOMMODATED IN THEIR CURRENT JOB OR WORKPLACE (E.G., BY THE USE OF TECHNICAL AIDS, CHANGES TO EQUIPMENT OR OTHER WORKING ARRANGEMENTS).