

A stylized, abstract illustration of a group of people's faces, rendered in various shades of brown, tan, and pink, set against a dark blue background. The faces are overlapping and looking in different directions, creating a sense of diversity and community. A semi-transparent dark red rectangular box is centered over the faces, containing the title text.

THE CHANGING FACE OF CANADA'S WORKFORCE

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Who We Are

ABOUT PINK ATTITUDE



- Pink Attitude is a Canadian non-profit organization helping to empower women of South Asian origin to achieve their full potential.
- At Pink Attitude Evolution, we celebrate women who shatter barriers while inspiring and empowering other women and rise up to be prominent leaders regardless of their age, gender, orientation, race, or religion.
- Founded in 2015, it is the first non-profit organization of its kind in Canada, where women of South Asian origin are empowered to achieve their full potential in their chosen endeavours with the guiding hand of a cross-section of professionals, who share a common vision and have the passion and commitment to make a difference.
- The Pink Attitude Evolution celebrates women that shatter through barriers while inspiring and empowering others to be prominent leaders regardless of their age, gender, orientation, race, religion, or abilities. The organization also recognizes the valiant efforts of men in encouraging and supporting women; ultimately building stronger generations together.

ABOUT CULTURALIQ

- CulturaliQ is committed to helping Canadian organizations and institutions embrace diversity and help them realize their full potential in a rapidly changing landscape.
- We help identify cultural nuances and untapped market opportunities. We partner with our clients to leverage actionable insights that drives strategy, optimizes marketing investments, and supports them in delivering a culturally optimized pathway to purchase.
- Our team operates from respect for diversity and inclusion within the organization, with our suppliers and clients, and represent a large cross-section of the ethnocultural BIPOC community. Our services include Quantitative and Qualitative, Global Sense, Consumer Sentiment Analysis, 360deiTM, Cultural Synthesis and Strategic Services.

New Study Examines Why Unemployment for South Asian Women in Canada is Almost Double the National Average

- Research indicates South Asian women have the highest unemployment rate in Canada and now a new study is trying to determine why.
- South Asian women have almost double the national unemployment rate (20.4 per cent compared to 11.3 per cent).
- They are also more likely to be underemployed and underpaid compared to their non-visible minority counterparts, despite the fact that they are amongst the most educated population group in Canada.

AN INCREASING NUMBER OF NEWCOMERS ARE CHOOSING CANADA



341,000+

Permanent Residents
Arriving Yearly (2019)



642,000+

International
Students

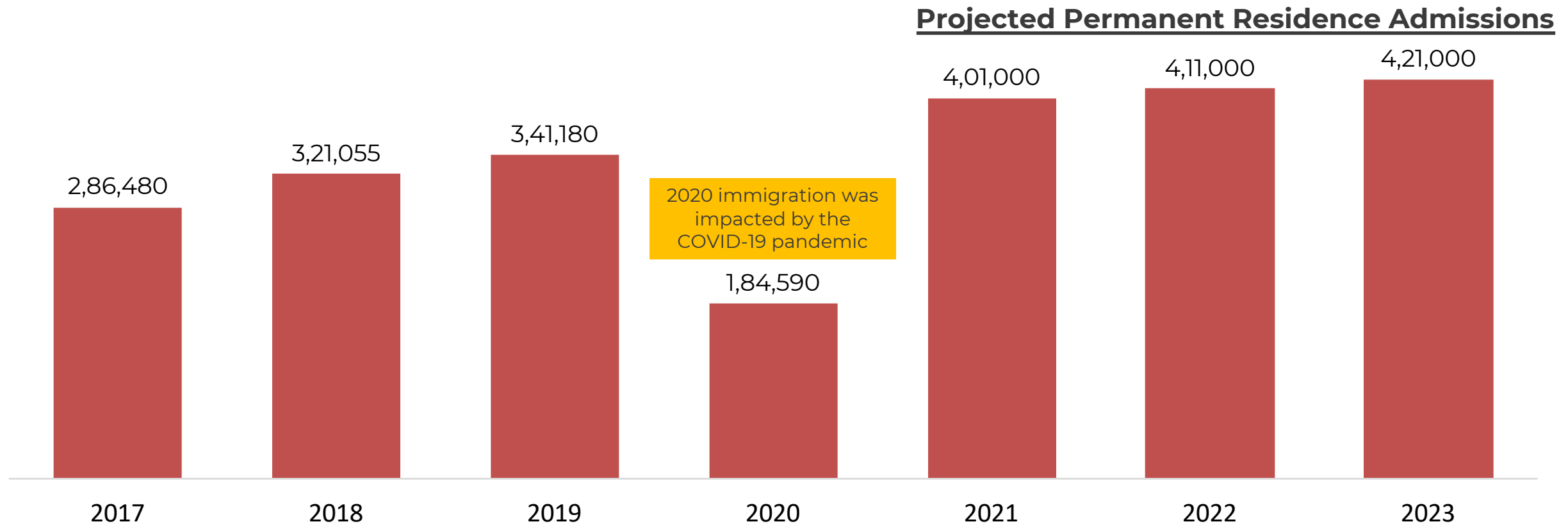


330,000+

Temporary Foreign
Workers

1.2 Million – expected number of new
permanent residents in the **next 3 years** to
make up for the COVID-19 pandemic.

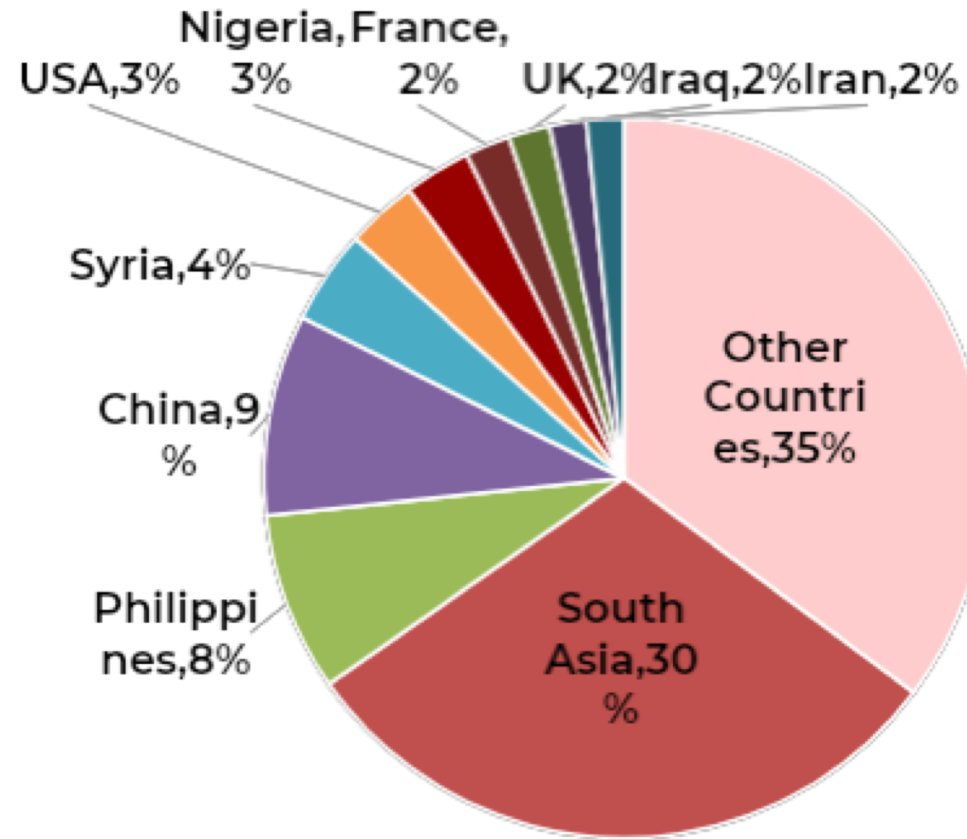
CANADA TO WELCOME MORE THAN ONE MILLION NEW IMMIGRANTS IN NEXT THREE YEARS



RECENT IMMIGRANTS ARE MOSTLY FROM ASIA

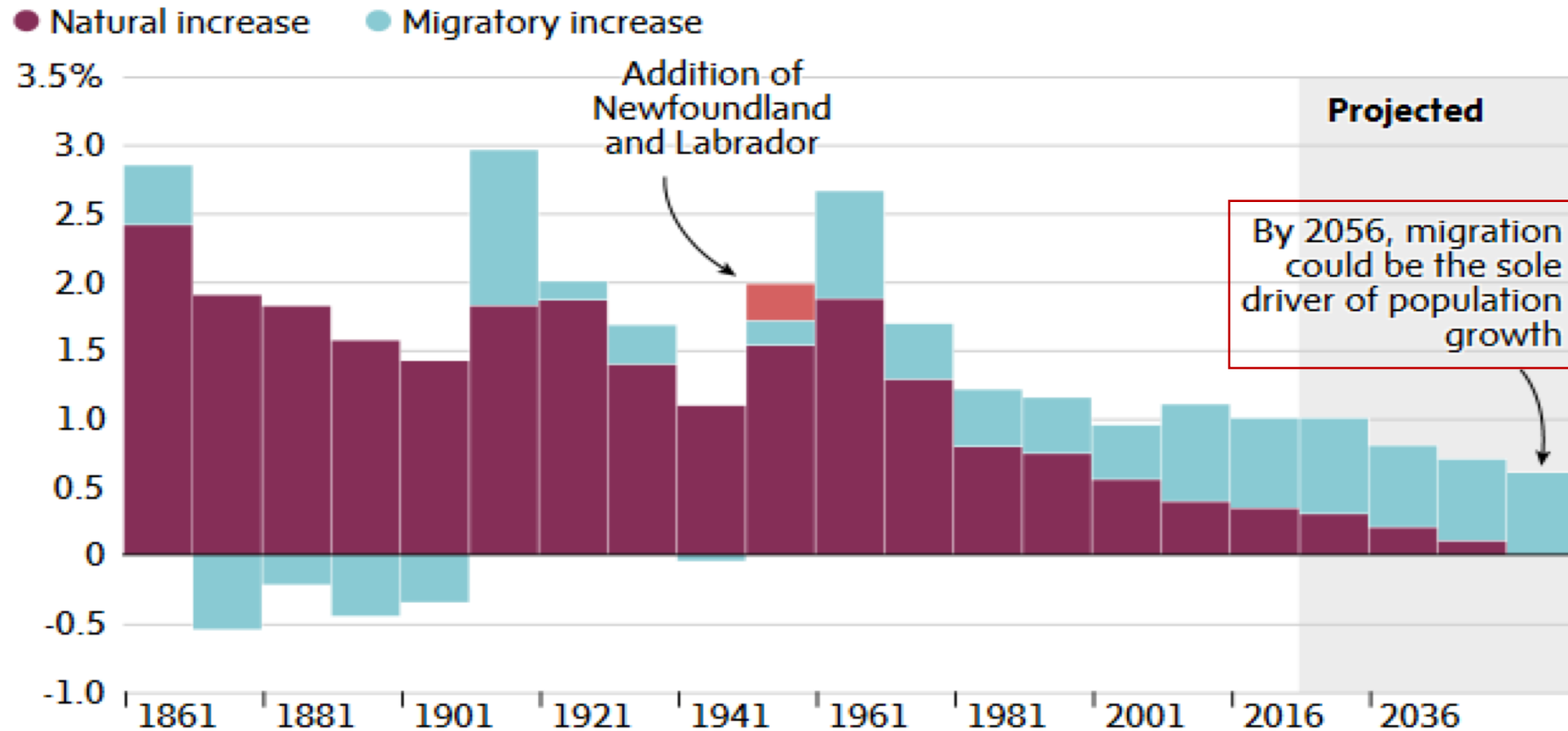
2019 Permanent Residence Admissions

TOTAL	341,180
South Asia	102,005
Philippines	27,815
China	30,260



47% of newcomers were from South Asia, Philippines and China in 2019.

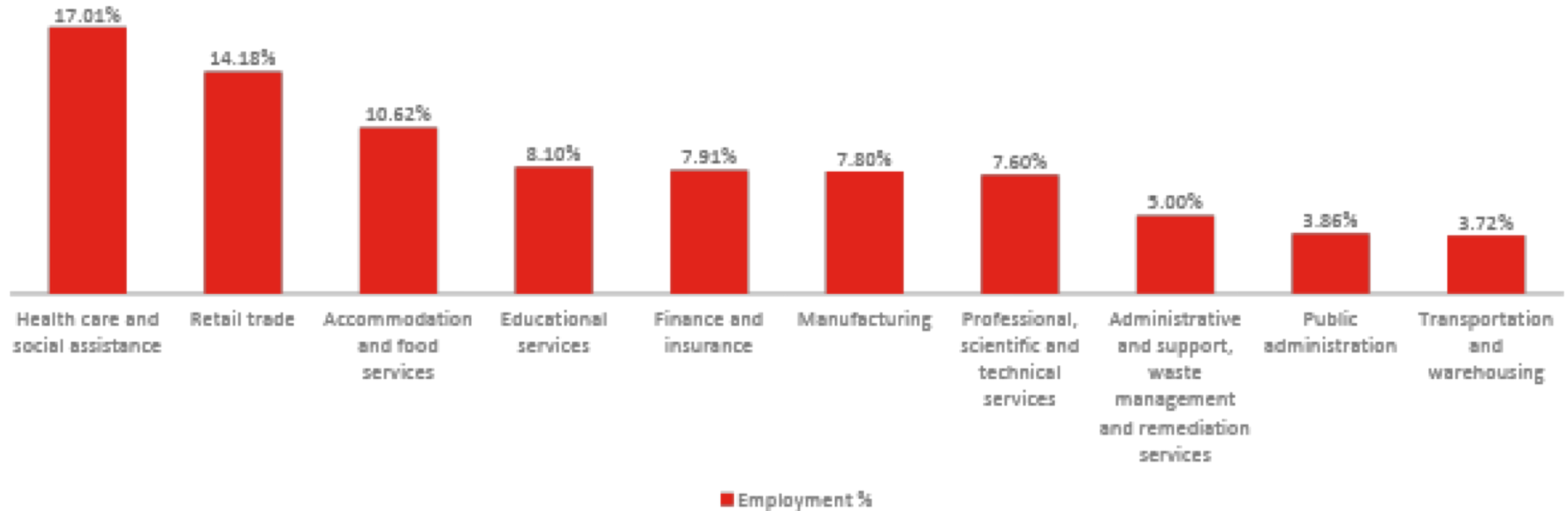
THE CHANGING WORKFORCE



Immigration is growth strategy for the country. Therefore, it should be a growth strategy for every company.

COMPOSITION OF SOUTH ASIAN WOMEN BY INDUSTRY

Health Care and social assistance, followed by retail are the top areas of employment for South Asian Women.



EDUCATION LEVEL AND EMPLOYMENT

South Asian women are highly educated but have a higher rate of unemployment compared to other segments of the workforce.

	<u>No Degree</u>	<u>Secondary High school diploma</u>	<u>Apprenticeship</u>	<u>College, CEGEP or other non college certification</u>	<u>University certificate, diploma below college level</u>	<u>University certificate, diploma at college level or above</u>	<u>Total All education level</u>
South Asian	15.4	13.2	8.5	8.6	8.3	10.5	11.1
Not a visible minority	12.7	8.2	5.7	5.2	5.1	4.2	6.4
Chinese	10.1	11	6.6	7	9	6.9	8.1
Filipino	9.9	6.4	4.8	4.1	3.7	4	4.7

<u>Metric for Females</u>	<u>South Asian</u>	<u>Any Visible Minority</u>	<u>Non-Visible Minority</u>
Have Any University Degree	37.4%	33.8%	21.9%
Have Masters Degree	10.4%	6.5%	4.1%

PARTNERS WHO HAVE JOINED US ON THIS MISSION



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IN DEPTH INTERVIEW SUMMARY

CULTURE AND TRADITIONS ARE IMPENDING CAREER ADVANCEMENT FOR SOUTH ASIAN WOMEN

- Corporate Canada demands roughly 9-11 hours of work daily; this makes it difficult for women of South Asian origin to balance their familial obligations and maintain a work-life balance. Several South Asian families perpetually practice a culture where women are obligated to take care of the household, chores, familial needs, children, and in-laws.
- Several industries such as Law, Retail, Finance, for example, follow a strict schedule and have pre-mandated expectations from their employees to be constantly available for work. In several cases, South Asian families will not let women work too much or at all on certain days.
- South Asian women might not feel the need to work. South Asian women tend to depend on their husbands or parents for finances and they tend to face pressure from their in-laws to focus on having and raising children.
- Lack of time for career building activities such as social outings, seminars, conferences, and other networking events.

SYSTEMIC ISSUES ABOUND IN THE CANADIAN WORKPLACE

- In general there is a lack of acknowledgement of the credentials that are achieved by South Asians in their home countries. When an immigrant comes to Canada, they are required to start from scratch, especially in areas such as medical associations, law societies, etc.
- South Asian women are not proportionately represented in the senior roles in Canadian Organizations – heavier at the bottom. The lack of South Asian women in senior roles to help mentor and sponsor junior South Asian women is a barrier
- Recruiters (non South Asian) do not typically understand the nuances of living as a South Asian woman in Canada – recruiters should be trained for Diversity, Equity and Inclusion, and there is a pertinent need to have a dialogue on unconscious bias.

Canadian Organizations Need to Better Understand South Asian Women “Personality”

- South Asian are culturally less assertive and aggressive than their white counterparts – need to “toot their own horn” to be seen and heard for career opportunities – as such many are taken advantage of at work.
- Hence the disconnect – the western ideal for senior managers is typically assertive, aggressive, and confident.
- As such, they are also to be perceived as having lower confidence compared to White women.

NEWS CLIPS



NATIONAL CTV NEWS



"Baby Bust: How the Pandemic and subsequent lockdowns reshaped family planning "



IMMIGRATE CAREERS & EDUCATION PEOPLE SETTLEMENT LIVING MONEY & BUSINESS COVID-19 AWARDS VIRTUAL FAIR FAIRS & WEBINARS

INTERNATIONAL STUDENTS

NEWS

Nationwide study examines high unemployment rate of South Asian women towards helping to find solutions

REACH OUT TO US!

CulturaliQ

John@culturaliqintl.com
culturaliqintl.com
416 707-1069

Pink
ATTITUDE

info@pinkattitude.ca
+1 (647) 207-1444