



**WCT** | **FCT**  
Women in  
Communications  
and Technology | Les femmes en  
communications  
et technologie

# CANADIAN WOMEN IN COMMUNICATIONS AND TECHNOLOGY

## Annual Report 2020

[wct-fct.com](http://wct-fct.com)



## 2020 IN REVIEW

### Message from our Executive Director

Women in Communications and Technology's vision is an inclusive and diverse digital economy. This vision has never been more important than in 2020, a year where a global health crisis and calls to end racial injustice have defined countries, communities, and workplaces across Canada. Since February, 20,600 Canadian women have fallen out of the workforce, according to a recent RBC study. Women at the beginning of their careers and women who are caregivers make up the bulk of that number. A recent [Brookfield Institute](#) study reported that women of colour working in tech make less than their white peers – \$20,000 less on average. As we close our 2020 season, WCT is more committed than ever to helping all women achieve their highest career potential.

While 2020 brought many unexpected changes to the way we work, WCT's programs, events and workshops all continued to change attitudes, remove barriers and equip and empower Canadian women to succeed and lead in the digital economy. Highlights included:

- Our Regional Forum on Closing the Gender Gap in Digital Workplaces in Halifax, bringing together a panel of experts in diverse talent pipelines to discuss innovative solutions to attract and retain early career women.
- Announcing our 2020 Leadership Excellence Award winners – 12 incredible women, men, and companies who are all sparks of change in closing the gender gap.

- Bringing together over 2,000 members of our community for 12 inspiring webinars during our spring webinar series, which occurred in response to the shift in the way we work due to COVID-19.
- Our Dr. Roberta Bondar Career Development Program, in partnership with Shared Services Canada and Treasury Board Canada, and sponsored by Microsoft, moved to a digital delivery and brought together 12 participants from across the country to network with industry leaders and peers and get a behind-the-scenes look at the science and tech industries in Canada.
- Our chapters had another successful year, hosting 22 events and workshops with hundreds of women from British Columbia to Nova Scotia for community and professional development – and pivoting to digital delivery after March 2020.

As workplaces continue to evolve, WCT looks forward to working with our chapters, sponsors, national board directors and members towards a truly inclusive and diverse Canadian digital economy. WCT is particularly proud and appreciative of the many volunteers and members across the country who have continued to contribute to WCT and our programs through such a tumultuous time.

**Joanne Stanley**  
Executive Director



# WHO WE ARE

Women in Communications and Technology is the only Canadian coast-to-coast non-profit organization that inspires and supports women to achieve their highest career potential in Canada's digital economy through professional development, mentorship, advocacy and research.

## VISION

Our vision is a global digital economy that is inclusive and diverse.

## MISSION

Our mission is to change attitudes, remove barriers and equip and empower Canadian women to succeed and lead in the digital economy.

WCT works to close the gender gap, promote female leadership and advance diversity across a range of industries including information, communications, media and technology.

- We help women develop career and leadership skills.
- We advance diversity in digital industries through advocacy, research and thought leadership.
- We connect women to the people who can promote, support and mentor them.

## YEARS OF OPERATION

29 years (founded in 1991)

## MEMBERS

Over 2,500 women and men across Canada from all sectors of the communications and technology industries including broadcasting, cable, telecommunications, print, IT, new media and related fields.

## FUNDING

WCT is a not-for-profit organization that operates on funding collected from sponsors as well as revenue generated from member dues and events.

# PROGRAMS

## **Annual Leadership Excellence Awards**

The Leadership Excellence Awards celebrate the men, women and companies who have distinguished themselves in any sector of the communications and technology industries.

## **Dr. Roberta Bondar Career Development Program**

The Dr. Roberta Bondar STEM Career Development Program is an opportunity for women, nonbinary people, and gender diverse people working in science, technology, engineering or mathematics (STEM) to network with industry leaders and peers to get a behind-the-scenes look at the science and tech industries in Canada.

## **Jeanne Sauvé Career Development Program**

The WCT Jeanne Sauvé Career Development Program is a “backstage pass” to the private and public sectors of the broadcast and communications industry and a unique way to gain unparalleled access to the area of communications regulation and policy.

## **Mentorship Programs**

WCT’s National Mentorship Program matches mentors with mentees based on experience, goals and networks to informally provide mentorship for women at all career levels.

WCT Chapters offer Mentorship Circle programs to support the formation of strategic partnerships among the circles.

## **Professional Development Webinars**

WCT offers webinars on a variety of topics. From developing agile communications strategies to managing innovation, the webinar series features inspiring leaders from across North America.

## **Protégé Career Sponsorship Project**

The Protégé Project is a career sponsorship program that matches an influential, powerfully positioned Canadian C-suite executive champion with a senior female protégé. The matches are formed across companies with a focus on supporting the protégé to move into even more senior leadership positions.

## **Up the Numbers Report**

Up the Numbers is a sustained research and advocacy program led by WCT, with the support and guidance of corporate members of its community, to report annually on where women are in the digital economy and to encourage measures to actively increase the participation of women in digital industries.

## **Opening Doors Career Readiness Program**

The Opening Doors Career Readiness Program provides new and soon-to-be comm-tech women graduates with the hard and soft skills to enter and succeed in the digital technology sectors.

## **Closing the Gender Gap Diversity Workshops**

WCT’s Closing the Gender Gap Diversity Workshops give employers the knowledge to improve their diversity and inclusion outcomes. The workshop design features a unique assessment tool that queries participants about practices inside their companies that foster inclusion.

# OUR BOTTOM LINE

## Independent Auditors' Report

To the Members of the Canadian Women in Communications and Technology:

### Opinion

We have audited the financial statements of Canadian Women in Communications and Technology/L'Association Canadienne des Femmes en Communications et Technologies (the "Organization"), which comprise the statement of financial position as at August 31, 2020, and the statements of revenue and expenditures, changes in net assets and cash flows for the year then ended and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at August 31, 2020, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO).

### Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with ASNFPO, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing these financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to a going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative to do so. Those charged with governance are responsible for overseeing the Organization's financial reporting process.

### Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.



As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on

the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Organization to cease to continue as a going concern.

- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during the audit.

*Logan Katz LLP*

**LOGAN KATZ LLP**

Chartered Professional Accountants  
Licensed Public Accountants  
Ottawa, Canada, December 2, 2020

# SUMMARY FINANCIAL STATEMENTS

These financial statements are from the financial statements audited by the auditors:

## Statement of Financial Position

As at August 31, 2020

	2020	2019
	\$	\$
<b>ASSETS</b>		
<b>Current assets</b>		
Cash	1,569,308	1,535,644
Amounts receivable	53,550	169,163
Prepaid expenses (Note 10)	8,670	7,950
	<u>1,631,528</u>	<u>1,712,757</u>
<b>Property and equipment</b> (Note 2)	181	317
<b>Intangible asset</b> (Note 3)	29,880	44,820
	<u>1,661,589</u>	<u>1,757,894</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities (Note 4)	15,967	22,162
Deferred revenue (Note 8)	53,332	21,666
	<u>69,299</u>	<u>43,828</u>
<b>Deferred contributions</b> (Note 5)	243,547	379,772
	<u>312,846</u>	<u>423,600</u>
<b>Deferred capital contributions</b> (Note 6)	29,880	44,820
<b>Net assets</b>		
Unrestricted	1,248,863	1,219,474
Internally restricted (Note 7)	70,000	70,000
	<u>1,318,863</u>	<u>1,289,474</u>
	<u>1,661,589</u>	<u>1,757,894</u>
Commitment (Note 9)		
Financial instruments (Note 10)		
Covid-19 (Note 11)		

ON BEHALF OF THE BOARD:



Michelle Magwood, Director



Pardeep Singh Gill, Director

# SUMMARY FINANCIAL STATEMENTS

These financial statements are from the financial statements audited by the auditors:

## Statement of Revenue and Expenditures

Year ended August 31, 2020

	2020	2019
	\$	\$
<b>REVENUE</b>		
Corporate sponsorships	278,060	326,800
Membership fees	28,983	29,315
Programs		
Corporate	204,655	204,956
Annual awards gala (Note 8)	—	111,100
Interest	3,990	1,718
Events	32,878	37,107
	<u>548,566</u>	<u>710,996</u>
<b>EXPENDITURES</b>		
Administration	14,088	16,741
Amortization		
Intangible asset	14,940	14,940
Property and equipment	136	136
Annual awards gala (Note 8)	—	77,644
Bad debts	7,465	—
Bank charges and interest	6,870	5,264
Communications	6,257	12,362
Consulting fees	309,912	308,544
Events	30,005	38,891
Insurance	2,624	2,993
Professional fees	23,294	32,513
Program expenses	83,200	51,896
Rent	7,038	7,132
Telephone	1,090	2,014
Travel	15,540	22,586
Website development	11,658	13,108
	<u>534,117</u>	<u>606,764</u>
Excess of revenue over expenditures, before other item	<u>14,449</u>	<u>104,232</u>
<b>OTHER ITEM</b>		
Recognition of deferred capital contribution (Note 6)	14,940	14,940
<b>EXCESS OF REVENUE OVER EXPENDITURES</b>	<u>29,389</u>	<u>119,172</u>

# OUR SPONSORS

Thanks to generous financial assistance from our sponsors across Canada, WCT is able to help thousands of Canadian women from coast to coast achieve their highest career potential and advance diversity across a range of industries.

## CORPORATE SPONSORS

### National Diamond

- Accenture
- Amazon Web Services
- Bell
- COGECO Connexion
- Corus
- IBM
- Rogers Communications
- Symcor
- TELUS Corporation

### National Gold

- Cisco
- Hewlett Packard Enterprise
- Shaw Communications

## DIRECT PROGRAM FUNDING

### Alberta Ministry of Labour

Closing the Innovation Gap in Alberta

### Corus Entertainment

WCT National Mentorship Program

### Discovery Foundation

Vancouver Speed Mentorship Series

### Microsoft Canada

Dr. Roberta Bondar Career Development Program

Opening Doors: Career Readiness Program

Annual Leadership Excellence Awards Gala Presenting Sponsor

### Shaw Communications

Annual Leadership Excellence Gala Award Sponsor

### Women and Gender Equality Canada

Canada Blueprint for Women's Leadership in the Digital Economy

## EDUCATIONAL PARTNERS

- Algonquin College
- Dalhousie University Faculty of Computer Science
- Ryerson University
- Simon Fraser University
- Ontario Tech University
- Southern Alberta Institute of Technology
- University of Waterloo

## PUBLIC SECTOR PARTNERS

- Alberta Ministry of Labour
- Canadian Radio-television and Telecommunications Commission (CRTC)
- Department of Canadian Heritage
- Innovation, Science and Economic Development Canada (ISED)
- Shared Services Canada
- Treasury Board of Canada Secretariat
- Women and Gender Equality Canada (WAGE)

## AFFILIATE PARTNERS

- Canadian Health Information Management Association
- Canadian Communications Systems Alliance
- Catalyst Canada
- Digital Nova Scotia
- Information and Communications Technology Council (ICTC)
- TECHNATION
- Informed Opinions
- IT World Canada
- National Campus and Community Radio Association
- Techsploration

# OUR LEADERS

## EXECUTIVE COMMITTEE

**Chair: Michelle Magwood**,  
President, Magwood Consulting

**Vice-Chair: Fawn Annan**, CEO, IT  
World Canada

**Past Chair: Lynda Partner**, Vice  
President, Marketing, Pythian

**Corporate Secretary: Leslie  
Milton**, Partner, Fasken Martineau  
DuMoulin LLP

**Treasurer: Pardeep Singh Gill**,  
Partner, Audit Technology, Media  
and Communications, KPMG

## BOARD

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Web Services

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Microsoft

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Communications, Corus

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Accenture

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Customer Network Implementation,  
TELUS

**Irena Zhivov**, Director, Executive  
Leadership Team Management,  
Rogers

**Christin Weidemann**, Director,  
Quality Engineering, Slalom Build  
Radical I/O

**Saba Shariff**, Head, New Product  
Development and Innovation,  
Symcor

**Robin Hildebrand**, Vice President,  
Human Resources & Regulatory  
Affairs, Golden West Broadcasting  
Ltd. (Observer)

**Safdar Mahmood**, Managing  
Vice President (Toronto), Pariveda  
(Observer)

**Chantal Davis**, Director, Spectrum  
Regulatory Best Practices,  
Innovation Science and Economic  
Development (Observer)

## WCT CHAPTERS

WCT currently has 10 chapters  
coast-to-coast: British Columbia,  
Calgary, Manitoba, Greater Toronto  
Area, Waterloo Region, London,  
Ottawa-Gatineau, Quebec, New  
Brunswick and Halifax.

### BRITISH COLUMBIA

**Co-Chair: Christin Wiedemann**,  
Slalom Build

**Co-Chair: Andrea Wharram**, AWS

### CALGARY

**Co-Chair: Christy  
Valente**, TELUS

**Co-Chair: Natalie Farden**, TELUS

### GREATER TORONTO AREA

**Chair: Rekha Rao-Mayya**, AWS

**Co-Chair: Irena Zhivov**

### LONDON

**Co-Chair: Meghan Newman**, FCFP

**Co-Chair: Simone Moreau-Rodgers**,  
Fanshawe College

### MANITOBA

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Marketing + Design

**Co-Chair: Diane Kashton**, Bell

### NATIONAL CAPITAL REGION

**Chair: Kristal Felea**, Banfield Agency

### NEW BRUNSWICK

**Chair: Eleanor Austin**, e-telligence

### NOVA SCOTIA

**Co-Chair: Adrienne Power**,  
Edward Jones

**Co-Chair: Rose Wagner**, Rose  
Wagner Media

### QUEBEC

**Co-Chair: Marie-France Falardeau**,  
Cogeco Communications

**Co-Chair: Annie Miville-Dechêne**,  
Cogeco Communications

### WATERLOO REGION

**Co-Chair: Sherry Shannon-  
Vanstone**, Profound Impact

**Co-Chair: Sherryl Petricevic**,  
ESCRYPT

# CONTACTS

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For more information on WCT, please visit: [wct-fct.com](http://wct-fct.com)



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