



PROMOTING PARITY IN TECH

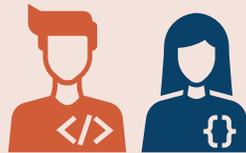
# MANITOBA NEEDS MORE WOMEN IN TECH



**Tech is an economic driving force full of opportunities for workers, businesses and communities.** Yet wide-spread and unconscious bias, bro culture, systemic workplace barriers and the gender pay-gap contribute to less participation of girls and women in the industry. Maven is an ICTAM initiative committed to promoting gender parity and increasing the number of women in Manitoba's tech community.



On average, women in tech earn **\$10,900 less** per year than men



Women make up **47%** of Manitoba's workforce but only **27%** of the tech industry



Number of tech workers in Winnipeg **14,735 Men > 3,525 Women**



**We looked at 76 Manitoba tech company websites...**

**66%** did not mention diversity or parity in any way

**90%** had no dedicated section for women

**96%** provided no information on their organization's plans for gender parity



**53%** of Canadian tech companies have no female executives at all.

Sources: Q3-Q4 Quarterly Monitor of Manitoba's ICT Labour Market 2017-2018; Brookfield Institute for Innovation + Entrepreneurship, Goss Gilroy Inc's ICTAM and Maven Gender Based+ Needs Assessment; "We absolutely have a problem: Canada's tech sector gender gap," Nov. 1, 2017, The Globe and Mail



Status of Women Canada

Condition féminine Canada



# MAVEN TOOLKIT

We spoke with our tech community about barriers to gender parity and how we can get more women working in tech. Maven is using this information and creating a toolkit to empower tech organizations to attract, retain and advance women in Manitoba.



## GET TOOLS TO HELP WITH

Inclusive hiring

Advancing women in leadership

Setting gender parity goals

Creating inclusive work policies

Establishing a positive work culture

Tracking results

Closing the gender pay gap

Broadcasting your success

## GENDER PARITY IS GOOD FOR BUSINESS



Closing the gender gap could add \$150 billion to Canada's annual GDP by 2026.



Companies with more women throughout the organization tend to outperform their competitors in sales, performance and stock growth.



There is a shortage of tech talent across the globe. Tapping into women gives tech companies the potential to be more competitive, innovative and profitable.

Find out more:  
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