



Freshwater Fish Marketing Corporation

ACCESSIBILITY PLAN

Accessible Canada Act

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Accessible Canada Act

Background

The [Accessible Canada Act](#) (ACA), which aims to make Canada a barrier-free country by January 1, 2040, came into force in July 2019. The goal of *the ACA* is to proactively identify, remove, and prevent barriers in the following seven priority areas:

- Employment
- The built environment (buildings and public spaces)
- Information and communication technologies
- Communication, other than information and communication technologies
- The procurement of goods, services, and facilities
- The design and delivery of programs and services; and
- Transportation (airlines, as well as rail, road, and marine transportation providers that cross provincial or international borders)

Guiding principles of the legislation

- "Nothing without us": persons with disabilities participate in the design and implementation of the strategy
- Collaboration: departments and agencies work in collaboration with each other, and with other public, private, and not-for-profit organizations
- Sustainability: the strategy prioritizes actions that will have an enduring impact
- Transparency: the strategy is developed and implemented transparently, and departments and agencies will report openly and transparently on their efforts to remove barriers

The [Government of Canada's Accessibility Strategy](#) is intended to be the most accessible and inclusive in the world.

Goals

Five goals are key to realizing the vision:

- Employment – Improve recruitment, retention, and promotion of persons with disabilities
- The built environment – Enhance accessibility
- Information and communication technology (ICT) – Make information and communications technology usable by all
- Services – Design and deliver accessible programs and services
- Culture – Build an accessibility-confident workforce



The ACA contains the following planning and reporting requirements for federally regulated organizations:

- **prepare and publish Accessibility Plans:**

- o develops Accessibility Plans to identify, remove, and prevent barriers in the priority areas in their:

- policies
 - programs
 - practices
 - services

- o updates their Plans every 3 years or as specified in regulations, and

- o consult people with disabilities when creating and updating their Plans

- **set up a feedback process:**

- o has a way to receive and deal with feedback about their accessibility

- **prepare and publish progress reports:**

- o makes regular progress reports that describe the actions the organization has taken to implement their Accessibility Plans

- o includes information in their reports on feedback received and how the organization took the feedback into consideration, and

- o consult people with disabilities when preparing their reports



General

The Freshwater Fish Marketing Corporation (FFMC, the Corporation, or Freshwater) is a federal Crown corporation established in 1969 under the [Freshwater Fish Marketing Act \(FFMA\)](#), for the purpose of marketing and trading in fish, fish products, and fish by-products in and outside Canada. The Corporation must conduct its operations on a financially self-sustaining basis, without parliamentary appropriations.

The Corporation purchases all fish legally caught and offered for sale in its mandate regions, which encompass Alberta and the Northwest Territories. These jurisdictions participate under agreements with the Government of Canada. The Corporation also purchases fish from outside its mandate regions under contracts with individual fishers or fisher cooperatives—specifically, from Saskatchewan and Manitoba, which were signatories to agreements with the Government of Canada until Saskatchewan withdrew from the *FFMA*.

FFMC achieves its purpose by focusing on the specific activities set out in the *FFMA* and priorities set by the Government of Canada, which are:

- marketing fish in an orderly manner;
- promoting international markets for fish;
- increasing interprovincial and export trade in fish; and
- increasing returns to commercial fishers.

Under the *ACA*, federally regulated entities must report to the public on their policies and practices in relation to the identification and removal of barriers by publishing their Accessibility Plans, feedback processes and progress reports.

Each department, agency and federally regulated employer is also required to develop an Accessibility Plan and report on progress made against this Plan annually, starting in December 2022.

Feedback Mechanism

The *ACA* requires organizations to establish a process for receiving and dealing with feedback regarding the implementation of the Accessibility Plan. FFMC will regularly monitor and evaluate feedback to incorporate into future Plans where possible. If you have any questions, feedback, or suggestions, please contact us:

ATTN: Diversity and Inclusion, Human Resources
 Address: Freshwater Fish Marketing Corporation, 1199 Plessis Road, Winnipeg MB, R2C 3L4
 Telephone: 204.983.6601
 Email: hr@freshwaterfish.com

Feedback Process:

1. Feedback will be received by either telephone (and transcribed to an accessible Word document), mail (and scanned to a pdf) or e-mail.
2. All feedback will be saved in a designated “Accessibility Plan Feedback” electronic folder.
3. The sender of any feedback will be notified that it has been received and suggested modifications to the Accessibility Plan will be reviewed.

Alternate formats of this Accessibility Plan are available upon request. Please contact FFMC for information and support.



Executive Summary

FFMC is a Crown corporation. As such FFMC must create a Multi-year Accessibility Plan as required under the ACA, which came into force on July 11, 2019.

This document sets out FFMC's Plan for reducing barriers and preventing the introduction of new barriers over the next three-year period by identifying three overarching accessibility goals:

Goal 1 – Ensure that FFMC employees are sufficiently equipped to deliver accessible programs and services as required.

Goal 2 – Ensure that FFMC communications products are created with accessibility in mind.

Goal 3 – Ensure compliance to the ACA requirements as they continue to emerge.

Accessibility Statement

FFMC strives to be barrier-free, accessible, and inclusive to all stakeholders, specifically those with disabilities. FFMC will review and develop its policies, guidelines, and documents with the intent to continually improve.

Multi-Year Accessibility Plan

A. Priority areas identified by the Act

1. Employment

FFMC is committed to removing and preventing barriers to recruitment, retention, and the promotion of persons with disabilities. Employees will be given access and insight on accessibility resources and information needed in completing their responsibilities.

Actions

1. Benchmark against ACA standards for Employment and update relevant FFMC policies, guidelines and programs as needed.
 - ACA standards for Accessible Employment is targeted for 2025 publication
2. Provide additional accessibility training for employees on topics as identified by their role. i.e., training on creating accessible documents for communications employees; and training on accessible recruitment for employees.

2. Built Environment

FFMC recognizes the importance of an accessible built environment. As such, FFMC will continue to collaborate with all stakeholders to consider levels of accessibility within current facilities.

Actions:

1. Benchmark against ACA standards published for Built Environment and update relevant FFMC policies, guidelines, and programs as needed.
 - ACA standards for Built Environment is targeted for 2025 publication
2. Ensure alternative arrangements are made available to anyone needing accessibility accommodations prior to attending a site or office.



3. Information and Communication Technologies (ICT)

The public interacts with FFMC through its website (www.freshwaterfish.com). FFMC employees use a variety of technology hardware, software systems and communication devices in the conduct of their work. FFMC is dedicated to improving the accessibility and inclusivity of its technologies. As digitalization increases in the work environment, considerations of accessibility and usability will increase.

Actions:

1. Update the website to ensure compliance with the Treasury Board Secretariat (TBS) Web Accessibility Standard (WAS)
2. Assess all software solutions for compliance with the TBS WAS
3. Develop a technology architecture standard for accessibility.

4. Communications other than ICT

FFMC is dedicated to ensuring that its communications, whether internal or external, are accessible. This includes ensuring that communications are written in plain language.

Actions:

1. Benchmark against ACA standards for Communication and update relevant FFMC policies, guidelines and programs as needed.
 - ACA standards for Plain Language is targeted for publication in 2025
2. Create standards for public-facing communications to be in plain language where necessary.
3. Evaluate current public-facing documents for clarity and plain language and provide plain language versions where necessary.

5. The Procurement of Goods, Services, and Facilities

FFMC strives to engage with suppliers who have high standards of accessibility. The procurement guidelines for FFMC will be reviewed, as necessary.

Actions:

1. Benchmark against ACA standards for Procurement.
2. Review accessibility requirements and consider adding to FFMC's Procurement Policy.

6. The Design and Delivery of Programs and Services

FFMC's stakeholders are diverse and so are their needs. FMC's services need to be accessible so that anyone who needs the Corporation's help can access it.

Actions:

1. Benchmark against ACA standards for Design and Delivery of Programs and Services and update relevant FFMC policies, guidelines, and programs as needed.
2. Build a culture where universal design is used to guide the design and delivery of FFMC's policies, guidelines, and programs.

7. Transportation

FFMC's main processing facility is located in an area that can create barriers as a result of lack of public transportation available. The processing facility does abide by Municipal Codes which ensures that there are the appropriate number of accessible parking spots at the building.



B. Consultations

Methodology

This Plan was prepared through consultation with subject matter experts at FFMC. FFMC consults regularly with persons with disabilities to hear from them on the Accessibility Plan.

Subject Matter Experts at FFMC were interviewed through focus groups. Internal stakeholders with knowledge of employment practices, procurement, facilities, digital resources, communications, and the design and delivery of goods and services were consulted. Questions regarding accessibility barriers, current accommodation practices, and priorities for remediation were discussed and responses have been used to inform this Plan.

ACA Review Committee

The Accessibility Plan was also reviewed by The Manitoba League of Persons with Disabilities. Consultation group members are individuals with a variety of lived experience with disabilities, and knowledge of a range of accessibility issues. The committee consists of members who self-identify with a disability including mobility, vision, learning disability, mental health disability and hearing loss. Committee members were provided an overview of the functions at FFMC and an advance copy of the draft FFMC Accessibility Plan. Members provided comments on the Plan format and readability, accessibility actions as outlined in the Plan, suggested timelines for actions, and specific barriers that could be encountered. Committee feedback continues to be incorporated into this Plan.

C. Implementation, Monitoring and Reporting

To ensure that accessibility remains a priority, the ACA dictates that regulated entities prepare and publish annual progress reports on the implementation of their Accessibility Plans. Progress reports must be prepared in consultation with persons with disabilities. The progress reports must also present the feedback that we received (if any) and how that feedback was taken into consideration. FFMC's first progress report will be published in December 2023.

This progress report will include updates on the actions FFMC has taken. As specified in the regulations, organizations must publish a revised Plan every three (3) years. As such, the FFMC's first revised Accessibility Plan will be published in December 2025.

D. GLOSSARY

Barrier

According to the Accessible Canada Act the definition "means anything—including anything physical, architectural, technological or attitudinal, anything that is based on information or communications or anything that is the result of a policy or a practice—that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or a functional limitation."

Disability

According to the Accessible Canada Act the definition "means any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment—or a functional limitation—whether



permanent, temporary or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person's full and equal participation in society."

ICT (information and Communication Technology)

"An extensional term for information technology (IT) that stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals) and computers, as well as necessary enterprise software, middleware, storage and audiovisual, that enable users to access, store, transmit, understand and manipulate information."

Web Content Accessibility Guideline (WCAG)

The WCAG documents explain how to make web content more accessible to people with disabilities. Web "content" generally refers to the information in a web page or web application, including:

- natural information such as text, images, and sounds
- code or markup that defines structure, presentation, etc."

The Web Content Accessibility Guidelines (WCAG) are part of a series of web accessibility guidelines published by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C), the main international standards organization for the Internet. They are a set of recommendations for making Web content more accessible, primarily for people with disabilities.

Nothing Without Us Strategy

The implementation of the Nothing Without Us strategy will provide FFMC with the necessary tools to set high accessibility standards in its policies, programs, and services.

