



# Strengthening Equality Bodies

Session 4: Improving capacity to reach out, engage with stakeholders and communicate effectively

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# Stakeholder Strategy

Stakeholder Strategy defines our stakeholders as:

Any group of individual who can affect or is affected by the achievement of the Commission's objectives

Stakeholder Strategy identifies a range of objectives and a range of actors, including employers and service providers – key to delivery of institutional/organisational change



## Context

- 4000 employers registered with Commission for purposes of Fair Employment monitoring – ongoing contact
- support for employers to introduce monitoring composition of employees (1989 – 1991)
- clear focus by public sector in early days providing leadership



## Priority – Extend equality practices

- dedicated resource – approximately  $\frac{1}{4}$  overall
- objectives:
  - advice and guidance to those who have responsibilities
  - maintain high levels of compliance



## Extend equality practices (1)

- employer training programme, conferences, events
- enquiry line – individual advice
- meetings with employers/service providers
- information – codes, guidance, website
- extend the reach of our services e.g. small businesses
- encourage systematic approach on e.g. equal opportunities policies and procedures
- encourage the use of positive action



## Extend equality practices (2)

- partnership working with key social partners – employer representative organisations, small business organisations – to act as champions themselves
- networks – retail, geographical
- specific projects e.g. Women into STEM industries; Access to services



## Positive results

- regular surveys show that employers are very satisfied with the support provided (86% at last survey)
- last survey showed 88% agreed that Commission provide a valued source of advice
- 90% have confidence in Commission's ability to promote equality for all
- 33% made changes as result of contact with Commission, rising to 61% of those with a significant level of contact



## Contact details

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