



FAMILY FRIENDLY BUSINESS AWARD OF DISTINCTION 2011

“Whether it’s big business or small business,
kids are everybody’s business.” C. Coffey

Ways to become a family friendly business. Do you...

- Provide a flexible workplace with human resource policies that support parental needs to encourage staff with children to stay longer:
 - Time off to address family matters (appointments, concerts)
 - Job sharing
 - Ability to work from home
 - Allowing for compressed work weeks
 - “Warm” line for calls from working parents to children at specific times

- Give children a healthy start, contributing to a future productive workforce:
 - provide information and resources to assist staff to make healthy lifestyle choices and to achieve and maintain optimum family health
 - provide Employee Assistance to respond to personal and family problems
 - promote work-life balance as a core business goal

- Create a family friendly environment to encourage customers with children to shop longer:
 - Staff view children as an important customer
 - Provide a quiet rest place
 - Support the importance of breastfeeding
 - Easy access for strollers and provide family parking spaces
 - Child friendly play area

You could win a Family Friendly Business Award of Distinction!

The HUB Family Resource Centre & The Fort McMurray Chamber of Commerce are proud to offer our first annual Family Friendly Business Award of Distinction.



IS YOUR BUSINESS FAMILY FRIENDLY?

The following ideas are the criterion used to award The HUB Family Resource Centre's *Family Friendly Business Award of Distinction*.



Employment Practices

flexibility

Does your business support the use of flex time, job sharing, paid time off, banked time and break time for employees to manage family obligations and school events?

advocate

Are you aware of and support government policies that support parents of young children? What do you know about national, provincial and municipal policies around child care, employment standards and parental benefits?

benefits

Do your employees understand and use benefits such as parental sick leave, parental leave, additional maternity leave and progressive returns after maternity leave?

Atmosphere

accessibility

Does your business have easy access for strollers including ramps, automatic doors and door holders? Is there adequate and safe parking with designated spots for customers with small children?

physical amenities

Is your business designed in such a way that customers with small children can find a quiet place to rest or breastfeed babies? Do you have a washroom that is suitable and available for small children and change tables for infants?

play space

Do you have a safe, designated play area for small children that is stocked with clean and cared for materials? Have you considered the needs of small children (booster seats, high chairs, small play furniture)?



Attitude

marketing

Do you regularly consider the needs of local families in your business plans and marketing efforts?

support of local children's programs

Do you or your staff volunteer with a local children's programs - either on the board of directors or during fundraising efforts? Have you considered financial and in-kind donations to local programs?

customer service

Do you encourage staff to acknowledge children in a welcoming friendly manner? Do your hiring practices and policies reflect this value? Do your customers report feeling respected and welcomed in your business? Do you have a process in place where customers can provide you with this feedback?

Do you know of a business that you consider family friendly? Maybe it is your own! For nomination forms - visit The Fort McMurray Chamber of Commerce Website at www.fortmcmurraychamber.ca

Nomination deadline is September 30, 2011 @ 4:00 p.m.