



Building Community Capacity: Linking the Economic Benefits of Immigration and Entrepreneurship

Supporting Our Diverse Clients at RBC

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Presentation based on excerpts from: RBC 2014 Diversity and Inclusion Report and RBC Diversity Blueprint 2012-2015.
Full reports can be accessed at: <http://www.rbc.com/diversity/index.html>



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Overview

- RBC Diversity Beliefs and Priorities
- Helping New Canadians
- RBC's commitments for Newcomer's to Canada



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RBC Diversity Beliefs and Priorities

- RBC Diversity Beliefs

- A message from Dave McKay: President and CEO and Chair, RBC Diversity Leadership Council
 - Diversity drives growth and innovation and helps moves us forward
 - Having Diversity and inclusion embedded in everything we do helps us bring the best of RBC to our clients and helps prepare us for what the future holds

- RBC Diversity Objectives and Priorities

- Be a recognized leader in workforce diversity
- Be the financial institution of choice for diverse clients
- Offer customized and accessible services and products to diverse client markets and support supplier diversity programs in North America
- Support economic and social development of our communities through leadership in research. strategic partnerships, donations, and sponsorships



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Helping New Canadian's

RBC Newcomer to Canada package focuses on:

- Recognizing unique need around accessing credit products without a Canadian Credit history
 - Focus on getting first: Credit Card, buying a first car and home, establishing a Canadian credit history, and getting recredited in a professional field
 - Product Offerings include banking account with no monthly fee's for 6 months and a unsecured credit card with no credit history required
 - Resources and financial checklists available for newcomers at rbc.com/Canada.
 - Accessibility - RBC provides telephone and in branch services in more than 200 languages



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Helping new Canadian's cont'd

- RBC's Top Immigrant Awards
 - Award showcases valuable contributions made to Canadian life by immigrants
 - Winners come from all walk's of life – humanitarians, athletes, artists, business leaders, community leaders etc.
 - Winners are role models, not just for new Canadians but for all Canadians
- Partnership with hireimmigrants.ca
 - Help businesses in Canada integrate newcomers into their workplaces
 - Website features:
 - advice and strategies for finding and recruiting immigrant talent
 - assessing international credentials
 - mentoring newcomers in the workplace



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RBC's Commitment for Newcomers

- Continue to recognize the accomplishments of newcomers through programs such as the Top 25 Immigrant Awards
- Enhance and promote the Newcomers' website
- Evolve and promote comprehensive banking solutions for newcomers that include:
 - key products, services, access to credit and advice to meet immediate and future banking needs
- Provide accessible services through multiple language capability in all businesses and online resources
- Continue to renew our branch presence and network to reflect the communities in which we operate.



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