

Westman Communications Group

Accessibility Plan

(2026-2029)

General Overview:.....	4
Executive Summary.....	4
Accessibility Statement.....	4
Our Feedback Process.....	5
Alternate Formats Available.....	6
Definitions.....	6
Keys Areas Identified by the Accessible Canada Act.....	7
Employment	7
Identified Barriers:.....	7
Immediate Goal(s) and Action(s) 2026:.....	8
Medium-Term Goal(s) and Action(s) 2027-2028:.....	8
Long-Term Goal(s) and Action(s) 2029 and thereafter.....	9
The Built Environment	9
Identified Barriers:.....	9
Immediate Goal(s) and Action(s) 2026:.....	10
Medium-Term Goal(s) and Action(s) 2027-2028:.....	10
Information and Communication Technologies (ICT)	10
Identified Barriers:.....	10
Immediate Goal(s) and Action(s) 2026:.....	11
Medium-Term Goal(s) and Action(s) 2027-2028:.....	11
Long-Term Goal(s) and Action(s) 2029 and thereafter:.....	11
Communication (Other than ICT)	11
Identified Barriers:.....	12
Immediate Goal(s) and Action(s) 2026:.....	12
Medium-Term Goal(s) and Action(s) 2027-2028:.....	12
Long-Term Goal(s) and Action(s) 2029 and thereafter:.....	12
Procurement of Goods, Services and Facilities	12
Identified Barriers:.....	12
Medium-Term Goal(s) and Action(s) 2027-2028:.....	13
The Design and Delivery of Programs and Services	13



Identified Barriers:..... 13

Immediate Goal(s) and Action(s) 2026:..... 14

Medium-Term Goal(s) and Action(s) 2027-2028: 14

Transportation..... 14

Our Consultation Process..... 14

Regulatory Conditions 14

Reporting On Our Accessibility Plan..... 15

Conclusion..... 15

General Overview:

Westman Media Cooperative Ltd., operating as Westman Communications Group (WCG) was formed in 1977 as a cooperative cable television distributor. The company has grown significantly over the years and now serves over 80 communities in southwestern Manitoba. As a leader in communication and information technology, we offer a variety of products and services including cable TV, Internet, and Voice in both residential and commercial markets. Additionally, Westman WCG TV provides local community programming in 18 communities.

Executive Summary

Westman Communications Group (WCG) strives to be a diverse and inclusive organization, focused on providing an exceptional member experience while treating all individuals in a manner that respects their dignity and independence. WCG's dedication to service excellence includes our commitment to the *Accessible Canada Act* (the Act)¹ and identifying and removing accessibility barriers.

WCG supports and fosters a culture of diversity and inclusivity which is embedded in our core values of providing equal opportunities, including enabling the full participation of our team members, members, and stakeholders in the delivery of our services. This enables us to provide the highest quality of customer and team member experience.

We acknowledge that accessibility is a continuing and vital aspect of being an inclusive organization and we are committed to continual enhancements in all aspects of our operations. To achieve this, identifying and removing barriers that persons with disabilities may meet is a vital aspect of our plan. This requires a continued commitment to open and candid discussions with stakeholders, coupled with the development of clear and concrete commitments to eliminating barriers.

Accessibility Statement

Westman Communications Group recognizes our responsibility to build and foster a diverse, inclusive, accessible culture and environment. We are committed to supporting and encouraging the full and equitable participation of

¹ The Accessible Canada Act (S.C. 2019, c. 10) and its regulations are referred to as the "Act"

team members in our workforce. To achieve this, we recognize that identifying, preventing, and removing barriers experienced by persons with disabilities is vital.

Our Feedback Process

Our commitment to inclusion and accessibility encompasses communication, collaboration, and continual improvement. To achieve this, a feedback process has been established.

Feedback may consist of a suggestion, compliment or complaint relating the accessibility of WCG's goods, services, or facilities, or to a specific member experience in being accommodated with accessible formats, or communication supports, which may be requested when providing feedback.

We value and welcome your feedback on how well we are meeting your expectations and enhancing your experience with our team.

- To provide feedback, or to request a description of our accessibility feedback process in an alternative format, we recommend using our online accessibility feedback form.
- Your feedback can be submitted to our team anonymously. However, we may be able to provide better service to you, if you provide your contact information, a description of the interaction, suggestion, compliment or complaint, additional comments, preferred alternative format or accessible communication support (as applicable). This information will not be shared with any third party.
- If you require any support while providing feedback, please contact us and we will do our best to meet your needs.

By contacting us, you agree to the collection, use and storage of your personal information provided for the purposes of responding to your feedback and improving member experience.

Upon request, our accessibility feedback process is available in alternative formats, such as, print, large print, braille, audio format, electronic format or any other formats that are agreed upon. Requests for documentation in braille or audio format will be fulfilled within 45 business days of the request. All other requests will be fulfilled within 15 business days.

Accessibility feedback will be received by Senior Director, Human Resources, our designated person responsible for receiving and responding to accessibility feedback.

Feedback will be received by one of our feedback mechanisms (noted below).

Feedback will be acknowledged (other than anonymous feedback) as soon as feasible but at the latest, within 15 days of receiving the feedback.

Alternate Formats Available

WCG will provide any information relating to our Accessibility Plan and/ or feedback process in alternative formats upon request in accordance with the process identified above.

If you have any questions or require this information in an alternative format, please contact: Senior Director, Human Resources (Accessibility and Equity, Diversity, and Inclusion Officer)

Phone 204 717 2030

TTY (Message Relay Service): Call 7-1-1, Ask the TTY Operator to connect you to 204 717 2030.

Email: accessibility-feedback@westmancom.com

In person or via mail:

1906 Park Ave.

Brandon, MB

R7B 0R9

<https://westmancom.com/accessibility>

Definitions

Accessibility: As defined by the *Ontario Human Rights Commission*: A general term for the degree of ease that something (e.g., device, service, physical environment, and information) can be accessed, used, and enjoyed by persons with disabilities. The term implies conscious planning, designing and/or effort to make sure something is barrier-free to persons with disabilities. Accessibility also

benefits the general population, by making things more usable and practical for everyone, including older people and families with small children.²

Barrier: As defined by the *Accessible Canada Act*: “Anything – including physical, architectural, technological, attitudinal, anything that based on information or communications or anything that is the result of a policy or practice – that hinders the full and equal participation of society of persons with impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or functional limitation”³.

Disability: As defined by the *Accessible Canada Act*: “Any impairment, including a physical, mental, intellectual, cognitive, learning, communication, or sensory impairment – or 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.”⁴

Keys Areas Identified by the Accessible Canada Act

Employment

Accessibility will be embedded in our practices throughout a team member’s entire journey on the WCG team. Accommodation(s) will be made available to candidates and team members upon request and accessibility should be embedded into our policies, processes, and practices, such as: recruitment, team member onboarding, learning and development, short- and long-term disability leaves, return to work processes and redeployment.

Identified Barriers:

1. WCG has enhanced accessibility within its recruitment, onboarding, and accommodation practices. Opportunities remain to further strengthen outreach, attraction, and participation of persons with disabilities to support long-term workforce inclusion.
2. WCG continues to foster an inclusive and respectful workplace culture through accessibility and leadership initiatives. Opportunities remain to further strengthen psychological safety, accessibility confidence, and

² <https://www.ohrc.on.ca/en/teaching-human-rights-ontario-guide-ontario-schools/appendix-1-glossary-human-rights-terms>

³ The Accessible Canada Act (S.C. 2019, c. 10) and its regulations are referred to as the “Act”

⁴ The Accessible Canada Act (S.C. 2019, c. 10) and its regulations are referred to as the “Act”

awareness of available accessibility supports and self-identification processes.

3. Accessibility initiatives have strengthened organizational knowledge and leadership awareness. Opportunities remain to further embed accessibility considerations into leadership practices, operational decision-making, and the overall team member experience.
4. WCG has enhanced accessibility-related feedback and engagement practices across the team member lifecycle. Opportunities remain to further strengthen accessibility measurement, lived experience consultation, and evidence-informed continuous improvement practices.

Immediate Goal(s) and Action(s) 2026:

1. Continue strengthening accessible recruitment communications, accommodation messaging, and outreach practices to support inclusive workforce participation.
2. Continue promoting awareness of accessibility supports, self-identification processes, and psychological safety practices throughout the team member lifecycle.
3. Continue building accessibility knowledge and confidence among people leaders and team members through accessibility-focused learning and practical resources.
4. Continue evaluating accommodation resources, accessibility supports, and employee experience practices to support clarity, consistency, and accessibility integration across operational areas.
5. Continue strengthening accessibility-related feedback collection practices through engagement, onboarding, exit, and pulse survey initiatives.

Medium-Term Goal(s) and Action(s) 2027-2028:

6. Benchmark talent acquisition, accessibility, and workforce participation practices against evolving accessibility standards and leading practices.
7. Expand partnerships and engagement opportunities with community organizations, educational institutions, and employment support agencies focused on persons with disabilities.
8. Further integrate accessibility considerations into leadership practices, workforce planning, employee experience initiatives, and operational decision-making processes.

9. Continue reviewing accessibility-related feedback themes, lived experience insights, and organizational trends to identify opportunities for enhancement and long-term accessibility integration.
10. Continue to identify and establish partnership opportunities with community organizations, educational institutions, and employment support agencies focused on persons with disabilities.

Long-Term Goal(s) and Action(s) 2029 and thereafter

11. Maintain ongoing integration of accessibility considerations into recruitment, onboarding, accommodation, retention, and workforce planning practices to support long-term accessibility and inclusion.
12. Continue fostering an organizational culture that supports accessibility, psychological safety, dignity, inclusion, and meaningful participation across the team member experience.
13. Continue evolving accessibility-related measurement, engagement, lived experience consultation, and continuous improvement practices to support organizational learning and operational accessibility maturity.

The Built Environment

The creation of a workspace free from physical barriers is pivotal to fostering a culture of inclusivity.

Identified Barriers:

1. We continue to enhance the accessibility of our physical spaces through ongoing facility improvements, accessibility reviews, and consultation initiatives. Opportunities remain to further reduce physical barriers and strengthen accessible navigation, signage, visual supports, and wayfinding features across member-facing and team member environments.
2. We have enhanced awareness regarding accessible emergency preparedness and response practices, including improvements to sensory alert systems. We will continue to evaluate and strengthen emergency response procedures and accessibility support for individuals with varying needs



Immediate Goal(s) and Action(s) 2026:

1. Continue assessing member-facing and team member environments to identify and prioritize accessibility barriers impacting access, participation, and navigation
2. Assess emergency preparedness procedures, evacuation plans, and alert systems to identify opportunities to further support accessible and inclusive emergency response practices.

Medium-Term Goal(s) and Action(s) 2027-2028:

3. Continue integrating accessibility considerations into facility enhancement, workspace planning, and environmental improvement initiatives.
4. Implement prioritized accessibility enhancements related to signage, visual contrast, navigation, and wayfinding supports within member-facing and team member environments where feasible.
5. Implement prioritized accessibility enhancements within emergency preparedness practices, including sensory alerts and accessibility considerations during drills and response activities.
6. Evaluate opportunities to enhance accessible access features within internal workspaces and member-facing environments.
7. Continue integrating accessibility considerations into occupational health and safety reviews, investigations, and workplace safety planning activities.

Information and Communication Technologies (ICT)

We aim to achieve a high standard for digital accessibility within our operations by addressing information and communication technology-related barriers.

Identified Barriers:

1. We have enhanced accessible digital communication and document practices across organizational communications and information-sharing activities. Opportunities remain to further strengthen the accessibility, consistency, and usability of digital communications, documents, and online information shared with members, team members, and stakeholders.
2. We have continued to enhance the accessibility of our digital platforms, systems, and online services, including the development and implementation of a website designed to align with WCAG 2.1 Level AA

standards. Opportunities remain to further strengthen accessibility features, compatibility, stakeholder support, and user experience across evolving technologies and digital environments.

Immediate Goal(s) and Action(s) 2026:

1. Continue strengthening accessible digital communication and document practices across organizational communications, resources, and operational processes.

Medium-Term Goal(s) and Action(s) 2027-2028:

2. Develop organizational standards and guidance to support accessible digital communications and content development practices.
3. Commission an accessibility review of our website and digital properties, including social media platforms, with the support of accessibility consultants and individuals with lived experience to identify barriers, gather user feedback, and prioritize future enhancements.
4. Embed accessibility considerations into the planning, development, and implementation of new digital properties and technologies.
5. Complete a gap analysis of internal software systems to identify opportunities to further strengthen accessibility and user experience.
6. Explore opportunities to enhance accessibility supports and assistance for members, team members, and stakeholders interacting with digital forms, services, and online processes.
7. Develop organizational guidance for incorporating accessibility features into virtual meetings, digital engagement activities, and technology-enabled events where appropriate.

Long-Term Goal(s) and Action(s) 2029 and thereafter:

8. Continue consulting with disability organizations and individuals with lived experience to identify and prioritize opportunities to provide key accessibility-related information in alternate and accessible communication formats, including ASL and LSQ where appropriate.

Communication (Other than ICT)

We aim to achieve a high standard of accessibility within the delivery of our internal and external communication services.

Identified Barriers:

1. We continue to strengthen accessibility, clarity, and consistency within our internal and external communications. Opportunities remain to further enhance accessible communication practices and improve awareness of available communication supports and alternative formats for members, team members, and stakeholders.

Immediate Goal(s) and Action(s) 2026:

1. Continue incorporating accessibility considerations into the development of organizational communications, member materials, and marketing resources.

Medium-Term Goal(s) and Action(s) 2027-2028:

2. Continue strengthening organizational capability related to accessible and inclusive communication approaches through learning opportunities, practical resources, and guidance for team members and people leaders.
3. Develop organizational standards and accessibility guidelines to support the creation and delivery of accessible internal and external communications.
4. Continue enhancing awareness of available communication supports and alternative formats for members, team members, and stakeholders.

Long-Term Goal(s) and Action(s) 2029 and thereafter:

5. Maintain ongoing integration of accessibility considerations into member engagement, community outreach, and organizational communication initiatives.
6. Continue evolving accessible communication practices and engagement approaches to support inclusive participation and long-term accessibility integration across the organization.

Procurement of Goods, Services and Facilities

The *Accessible Canada Act* requires that we consider accessibility requirements when procuring, and as part of our provisioning of services and facilities, where appropriate (for example, accessible technology, materials, and amenities).

Identified Barriers:

1. We continue to strengthen accessibility considerations within procurement, purchasing, vendor selection, and service provisioning activities. Opportunities remain to further embed consistent

accessibility evaluation and decision-making practices into the procurement of goods, services, technologies, and facilities where appropriate.

Medium-Term Goal(s) and Action(s) 2027-2028:

1. Continue integrating accessibility considerations into procurement planning, purchasing activities, and vendor selection processes where appropriate.
2. Continue building organizational capability related to accessible procurement practices through learning opportunities and practical resources.
3. Develop accessibility evaluation tools, guidance, and review practices to support consistent procurement decision-making.
4. Develop accessibility-informed venue selection practices to support accessible participation for team members, members, and stakeholders during organizational events and activities.

The Design and Delivery of Programs and Services

The inclusion of accessible methods and protocols within our design and delivery of our internal and external programs and services is vital to cultivating a culture of accessibility. As such, we aim to incorporate accessibility considerations in our key activities.

Identified Barriers:

1. We continue to strengthen accessibility considerations within the design and delivery of our internal and external programs and services through engagement, consultation, and continuous improvement initiatives. Opportunities remain to further integrate accessibility evaluation, lived experience insights, and inclusive service practices into organizational activities and member experiences.
2. Accessibility and inclusion initiatives have strengthened organizational awareness and understanding regarding accessible member service and support practices. Opportunities remain to further strengthen organizational capability, accessibility confidence, and consistency in responding to accessibility needs, accommodation requests, and inclusive service interactions.



Immediate Goal(s) and Action(s) 2026:

1. Continue reviewing member and team member feedback to identify opportunities to strengthen accessibility within programs, services, and service delivery experiences.

Medium-Term Goal(s) and Action(s) 2027-2028:

2. Based on accessibility best practices, develop, implement, and promote an internal accessibility framework for program and service design and delivery.
3. Develop accessibility measurement approaches and reporting practices to support ongoing evaluation, continuous improvement, and organizational accountability related to programs and services.
4. Continue strengthening organizational capability related to accessible program and service delivery through learning opportunities, practical guidance, and accessibility resources for team members.

Transportation

Transportation is not applicable to WCG's operations.

Our Consultation Process

WCG is committed to fostering an accessible culture and environment where team members and stakeholders can fully and equally participate, while growing professionally within our organization. To this end, we will continue to consult and engage with persons with disabilities; capture insights and data from various surveys; and leverage external expert resources within this field; to achieve our accessibility goals.

Regulatory Conditions

The WCG Accessibility Plan has been created within the following regulatory frameworks.

1. Accessible Canada Act, S.C 2019 c.10⁵
2. Telecommunications Act S.C 1993, c.38⁶
3. Broadcasting Act S.C 1991, c.11⁷

⁵ The Accessible Canada Act (S.C. 2019, c. 10)

⁶ <https://laws-lois.justice.gc.ca/eng/acts/T-3.4/page-1.html>

⁷ <https://laws.justice.gc.ca/eng/acts/B-9.01/>

The Accessible Canada Act identifies 7 key principles⁸:

1. Everyone must be treated with dignity
2. Everyone must have the same opportunity to make for themselves the life they are able and wish to have
3. Everyone must be able to participate fully and equally in society
4. Everyone must have meaningful options and be free to make their own choices, with support if they desire
5. Laws, policies, programs, services, and structures must take into account the ways that different kinds of barriers and discrimination intersect
6. Persons with disabilities must be involved in the development of the design of laws, policies, programs and services and structures; and
7. Accessibility standards and regulations must be made with the goal of achieving the highest level of accessibility.

Reporting On Our Accessibility Plan

In accordance with the requirements stipulated in the *Accessible Canada Act*, we will publish a status report annually, and we will review and update our accessibility plan every three years.

Conclusion

The WCG Accessibility Plan incorporates the seven key evaluation areas as identified by the *Accessible Canada Act*, which provide the framework for our environmental scan, enabling the identification of barriers to accessibility. We are committed to the implementation of the developed 3-year action plan along with ongoing consultation efforts with stakeholders to identify and rectify any other unidentified barriers as of the time of submitting this report.

⁸ <https://www.canada.ca/en/employment-social-development/programs/accessible-people-disabilities/act-summary.html>