



Women's Equality

ANNUAL REPORT

2024-2025

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Province of New Brunswick
PO 6000, Fredericton NB E3B 5H1 CANADA

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TRANSMITTAL LETTERS

From the Minister to the Lieutenant-Governor

Her Honour The Honourable Louise Imbeault

Lieutenant-Governor of New Brunswick

May it please your Honour:

It is my privilege to submit the annual report of Women's Equality for the fiscal year April 1, 2024, to March 31, 2025.

Respectfully submitted,



Honourable Lyne Chantal Boudreau
Minister

From the Deputy Minister to the Minister

Honourable Lyne Chantal Boudreau

Minister of Women's Equality

Madam:

I am pleased to be able to present the annual report describing operations of Women's Equality for the fiscal year April 1, 2024, to March 31, 2025.

Respectfully submitted,



Judy Wagner
Deputy Minister

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MINISTER'S MESSAGE

I'm proud to share the 2024–2025 annual report for Women's Equality.

Our work is rooted in a simple goal: ensuring that all women and gender diverse people can participate fully in their communities, make informed choices, and feel supported and respected. This is something we achieve together. With the help of our partners and stakeholders, we're removing barriers and improving access to the resources people need.

Over the past year, we made meaningful progress. We strengthened the use of Gender-Based Analysis+ (GBA+) and broadened our understanding of how policies, programs, and services affect people of all genders and backgrounds. We also encouraged the use of GBA+ in fiscal planning so that budget decisions better reflect the needs of equity-deserving groups.

We advanced New Brunswick's work under the National Action Plan to End Gender-Based Violence, investing \$4.478 million in community initiatives and completing a review of the domestic and intimate partner violence sector.

Our public engagement efforts grew significantly as well. By expanding our reach and connecting with more diverse audiences, our awareness campaigns reached over 100,000 New Brunswickers across social media.

I want to extend my sincere thanks to everyone who contributes to this work. Your dedication to the people of New Brunswick makes a real difference. Women's Equality will continue to build strong partnerships and broaden its reach so that all New Brunswickers have access to the supports they deserve.

Let's keep moving forward together toward a more equitable and inclusive New Brunswick.



Honourable Lyne Chantal Boudreau
Minister responsible for Women's Equality

DEPUTY MINISTER'S MESSAGE

I am honoured to present the 2024-25 Annual Report for Women's Equality, a reflection of our unwavering commitment to fostering an inclusive, equitable, and supportive environment for all New Brunswickers.

This report not only marks another milestone in our journey but also serves as a testament to the progress achieved, the obstacles encountered, and the innovative approaches we have undertaken to ensure women's voices are amplified, valued, and empowered.

At Women's Equality, we are dedicated to integrating gender equality into every facet of our work from policy development to program delivery. Over the past year, we have made significant strides in broadening our representation, removing barriers, and supporting initiatives that advance the rights and opportunities of women and 2SLGBTQIA+ individuals across our province.

Achieving gender equality is a collective effort. We are deeply grateful to the many stakeholders, partners, and advocates who have collaborated with us on this vital mission. Together, we are shaping meaningful change.

Looking ahead, we remain committed to working across departments, with partner organizations, and within communities to address real and urgent needs. By continuing to address systemic discrimination, we are building a future where all individuals can thrive, realize their potential, and contribute to a more just and equitable society.



Judy Wagner
Deputy Minister

GOVERNMENT PRIORITIES

Delivering for New Brunswickers

The priorities the Government of New Brunswick (GNB) has focused on represent the stories and solutions we hear from residents across the province. Our goal is to make a difference and enhance the quality of life for everyone in the province we proudly call home. Together, we are learning, growing, adapting, and discovering new and transformative ways of doing business. GNB is focused on taking the necessary steps to move our priorities forward, and work is being done more efficiently and effectively every day. New Brunswickers are resilient, creative and compassionate people, and by working collaboratively, we can create the brighter future we all deserve. GNB is prioritizing partnerships and trusting and empowering the people and organizations on the ground working most closely with New Brunswickers to achieve results.

Priorities

GNB is focused on creating a brighter future for all New Brunswickers. To make progress towards this vision, several priorities have been identified within the following areas:

- Health care
- Affordability and housing
- Education
- The economy
- Environment
- Trusted leadership

We invite you to explore the commitments we have made within each priority area, as well as updates on our achievements and the metrics we use to measure success. For more information, visit: gnb.ca/accountability.

HIGHLIGHTS

During the 2024-2025 fiscal year, Women's Equality focused on these government priorities through:

- Operationalizing New Brunswick's year-two implementation of the National Action Plan to End Gender-Based Violence.
- Enhancing New Brunswick's crisis line response to gender-based violence in partnership with NB211, United Way, Economic and Social Inclusion Network and the Department of Social Development by hiring additional system navigators, developing a promotional campaign and reporting metrics on gender-based violence calls to 211 and referrals to services.
- Completing the domestic and intimate partner violence sector review, informing decisions related to operational funding in the provision of supports and services to survivors, training for employees, streamlining communication between community and government, and resources for employee wellness.
- Providing Gender Based Analysis+ training to over 940 GNB employees and Gender Diversity Inclusion training to 454 GNB employees and community partners.
- Hosting four (4) Gender-Based Analysis+ (GBA+) Community of Practice (COP) sessions including a GNB-wide webinar for Gender Equality Week with guest speaker Karen Craggs focused on "conscious equality," and three additional COP exclusive sessions on the following topics: accessibility, inclusive writing practices, and disaggregated data.
- Published the 2025 Gender Impact Statement alongside the provincial budget.
- Hosting five (5) Career Exploration events in Trades and Technology. These events focus on mentorship to combat gender stereotypes while promoting non-traditional career sectors.
- Hosting two (2) Career Exploration for Indigenous Youth events. These events use mentorship to promote in-demand careers.
- Presenting seven (7) recipients with the Minister's Award for Excellence in Championing Gender Equality (VIVE Awards) during our International Women's Day celebration.
- Completing the Canada-New Brunswick bilateral agreement *Improving Response to Sexual Violence in Public Post-Secondary Institutions*, a two-year project that developed resources to improve campus responses to sexual violence, trainings, a service delivery model and workshop guides—ensuring accessible, informed, and compassionate support for survivors.
- Funding activities related to May 5, Missing and Murdered Indigenous Persons Day, also known as Red Dress Day, and October 4, National Day of Action for Missing and Murdered Indigenous Women, Girls, and Two-Spirit people (MMIWG2S)
- Funding four Indigenous Domestic and Intimate Partner Violence Outreach Programs in partnership with First Nation community-based Health Centres and one Indigenous transition house, who host, staff, and deliver the Outreach Program to Indigenous women and 2SLGBTQIA+ individuals in their regions.
- Funding a conference on combating human trafficking in New Brunswick with a focus on sex trafficking and sexual exploitation of Indigenous women, girls and 2SLGBTQIA+ people and identifying strategies, culturally appropriate supports, and cross-sector collaboration.
- Providing specialized training to Indigenous domestic violence outreach workers and the staff of transition houses and shelters that will help them to support Indigenous women and their children.

PERFORMANCE OUTCOMES

The information below outlines some of our priorities and how we measured our performance.

Outcome # 1: Operationalizing year 2 of New Brunswick's implementation of the National Action Plan to End Gender-Based Violence

New Brunswick's approach is a collaborative plan between various provincial government departments and community partners, investing \$4.478 million in 2024-25 under four key themes. These include delivering specialized training, improving public awareness, enhancing public programming, and expanding supports for individuals directly affected by gender-based violence.

The National Action Plan to End Gender-Based Violence is a 10-year Federal, Provincial, Territorial action plan with funding for four years. The vision of the National Action Plan is "A Canada free of gender-based violence. A Canada that supports victims, survivors and their families, no matter where they live".

Why is it important?

Gender-based violence has a profound impact on many New Brunswickers who have been subjected to gender-based violence as well as to society in general and has an economic cost. The National Action Plan to End Gender-Based Violence funding provides the opportunity to enhance existing resources and programs while addressing some of the gaps by developing new programs. Investing in the prevention of gender-based violence through education and awareness can help stop gender-based violence from happening before it even starts and also works to prevent further gender-based violence through intervention programs.

Overall Performance

The National Action Plan defines outcomes as part of an Expected Results Framework. The outcomes are part of a collective national reporting structure. Provinces contribute to reporting on shorter term outcomes using indicators predetermined by Women and Gender Equality Canada. The long-term and ultimate outcomes are measured at the population level using national databases and are the responsibility of the federal government. The National Action Plan funding also provides for more robust supports for victims and survivors and helps support professionals through training so they can provide the best trauma informed services as possible.

Initiatives or projects undertaken to achieve the outcome

Year 2 of New Brunswick's implementation focused on improving access to services and supports for victims and survivors of gender-based violence, while supporting primary and secondary prevention. Some examples of actions to improve services and support included: an investment in therapeutic counselling services for survivors of gender-based violence, an increased investment in programs for children at transition houses and second stage facilities, and additional resources to support survivors during times of crisis. This implementation plan included support for actions in [Weaving Our Voices Together: New Brunswick's Path to Safety for Indigenous Women, Girls, and 2SLGBTQIA+ People](#). In collaboration with community partners, government departments built upon the work that began in the 2023-2024 fiscal year by enhancing prevention efforts, streamlining and funding public awareness campaigns, enhancing programming for children exposed to gender-

based violence and on healthy relationship education, and began planning for evidence-based perpetrator programming.

Measures to stabilize the gender-based violence sector included: increased financial investment in Transition Houses, Second Stage Housing, Domestic Violence Outreach and Community Based Sexual Violence Services; accessible trauma support for frontline staff to reduce high sector burnout rates; addressing challenges in the emergency-intervention order process; and delivering specialized training for justice, social services and health personnel. Fiscal year 2024-25 included the continuation of work started the previous year and working with partners to develop training to assist frontline service providers in navigating the justice system; enhance supports for diverse populations to access housing; provide support and training to individuals working with non-status, refugee, and immigrant people who have been subjected to gender-based violence; develop and support programming to prevent human trafficking; and enhance existing community health responses to sexual violence.

Baseline: As part of the bilateral agreement with the federal government, New Brunswick is required to monitor and report on actions funded under the National Action Plan. 19 actions in total were implemented in year 2. Baseline data for each individual action is available in our [annual report](#) to the federal government.

Target: As above, targets for each action are identified within the reports submitted to the federal government in accordance with our bilateral agreement.

Actual: Results will be reported at a national level and are the responsibility of the federal government.

Outcome # 2: Gender Impact Statement

Releasing the 4th annual Gender Impact Statement in partnership with Finance and Treasury Board alongside the provincial budget. The intended outcome of the Gender Impact Statement is to increase transparency and accountability and report publicly on gender and other diversity impacts of provincial budget items.

Why is it important?

Gender-Based Analysis+ allows government to assess how diverse groups of people of all genders may be affected by policies, programs, services, and initiatives. The Gender Impact Statement uses a Gender-Based Analysis+ lens on the budget to promote accountability and transparency in fiscal planning while also increasing gender-responsive participation in the budget process by considering all genders and equity-deserving groups in the budget preparation. The Gender Impact Statement provides information about the Gender-Based Analysis+ impacts of specific measures in the budget.

Overall Performance

In 2022, New Brunswick was the first provincial jurisdiction to publish the gender and diversity impacts of the budget in a public document of this magnitude. In the 2025 Gender Impact Statement, Women's Equality collected information and drafted impact reports on 74 budget items, up from 49 in 2024, 40 in 2023, and 17 in 2022. 43% of the 74 impact reports conducted indicated that no Gender-Based Analysis+ was undertaken at any stage of the development process, down from 53% in 2024 and 68% in 2023. This shows a 25% improvement of departmental Gender-Based Analysis+ consideration over the past two years.

Initiatives or projects undertaken to achieve the outcome

- Presentations to senior leaders to outline Gender Impact Statement process, including objectives, timelines, and outcomes.
- Worked with Finance and Treasury Board to ensure that Gender-Based Analysis+ budget information was accessible and that departmental finance leads had consistent and accurate information to promote the use of Gender-Based Analysis+ when departments were developing their annual budget.
- Worked with departmental Gender-Based Analysis+ Champions to facilitate the effective application of Gender-Based Analysis+ and facilitated communication between Women's Equality and department leads to co-create robust impact reports for the Gender Impact Statement.

Outcome # 3: Public Engagement

Public engagement is the process of listening to, learning from, and collaborating with the public, partners, and communities to shape programs, policies, and services. It goes beyond consultation; effective engagement ensures that the voices and lived experiences of women, girls, and gender-diverse people inform government decision-making.

Why is it important?

For Women's Equality, public engagement is essential to advancing gender equality in New Brunswick. It helps build trust, fosters accountability, and ensures our initiatives respond to the real needs of diverse communities. By engaging directly with youth, Indigenous communities, newcomers, the private sector, and the broader public, we strengthen partnerships and create more inclusive opportunities for participation in the province's social and economic life.

Overall Performance

In 2024–2025, Women's Equality demonstrated strong performance in public engagement by expanding its reach, diversifying its audiences, and deepening the impact of its initiatives. Our public awareness efforts reached over 100,000 New Brunswickers across social media platforms, while our research publications provided accessible, data-driven insights into complex equality issues. Overall, Women's Equality strengthened its role as a connector, educator, and advocate, ensuring that equity considerations are not only heard but acted upon in government and community spaces.

Initiatives or projects undertaken to achieve the outcome

Building Knowledge and Capacity

- Provided Gender-Based Analysis Plus (GBA+) training to over 940 GNB employees.
- Delivered Gender Diversity and Inclusion training on 2SLGBTQIA+ topics to 454 GNB employees and community partners.
- Continued offering the online pay equity training module to the private sector, with 32 companies participating this year. 864 modules have been completed to date with 34 accompanying implementation plans.
- Published two (2) Equality Profile public reports about mental health and human trafficking from a gender equality research lens. These reports educate New Brunswickers about issues impacting women and gender-diverse people across the province and equip stakeholders with accessible disaggregated data.

Engaging Youth Through Career Exploration

- Reached 337 high school girls and gender-diverse youth in Moncton, Dieppe, Saint John, St. Stephen, Saint Andrews, and Woodstock through five Career Exploration events in Trades and Technology, focused on mentorship and breaking gender stereotypes in non-traditional sectors.
- Engaged 207 Indigenous high school students from Pillick (Kingsclear), Sitansisk (St. Mary's), Welamukotuk (Oromocto) First Nations, and Indigenous students in the Moncton area through two Career Exploration for Indigenous Youth events, highlighting in-demand careers.

Celebrating Champions and Role Models

- Recognized seven (7) recipients with the Minister's Award for Excellence in Championing Gender Equality (VIVE Awards) during our International Women's Day celebration, which drew 100 attendees.

Expanding Reach Through Communication

- Increased public awareness via social media campaigns:
 - English Facebook reached 78,995 accounts (299% increase from the previous year) and gained 276 followers (+8.7%).
 - French Facebook reached 34,951 accounts (310.8% increase) and gained 163 followers (+147%).
 - Bilingual Instagram reached 24,659 accounts and gained 52 new followers.

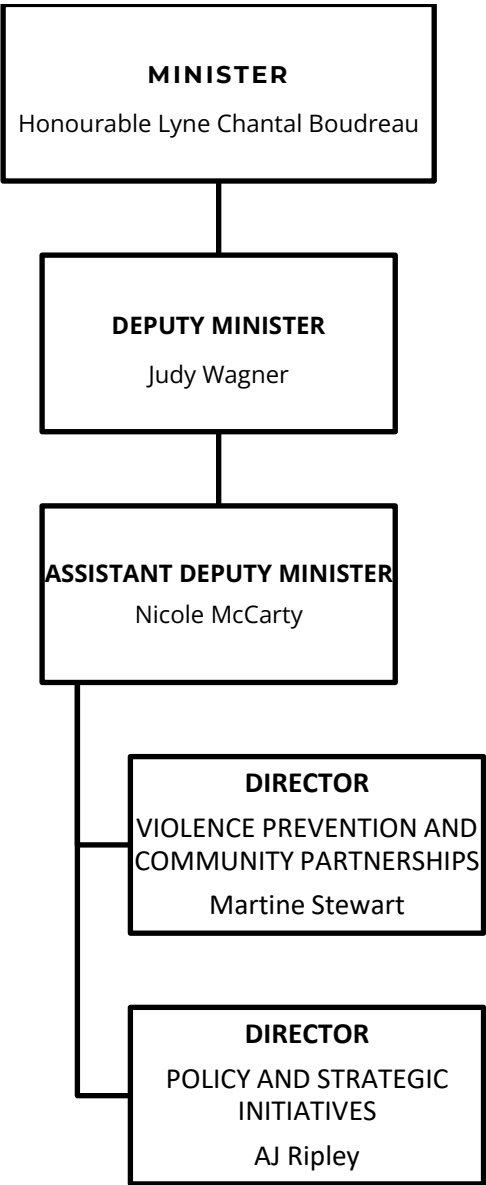
Supporting Newcomer Women

- Hosted the first Career Exploration for Newcomer Women event in Moncton with 67 participants and a 100% satisfaction rate. Attendees heard from newcomer women panelists, participated in interactive Q&A sessions, and connected with booths offering career resources.

OVERVIEW OF DEPARTMENTAL OPERATIONS

Women’s Equality is mandated to promote gender equality and reduce systemic discrimination; provide advice and support on advancing equality to the minister responsible for women’s equality as well as to departments of government; and co-ordinate the implementation of the government’s actions and initiatives in the areas of women’s personal, economic, and social security.

High-Level Organizational Chart – as of March 31, 2024



DIVISION OVERVIEW AND HIGHLIGHTS

VIOLENCE PREVENTION AND COMMUNITY PARTNERSHIPS UNIT

Overview

The Violence Prevention and Community Partnerships Unit is comprised of eight (8) employees including a director and seven policy and program advisors. The Unit focuses on sexual violence prevention and response, supports and services to women victims of gender-based violence, violence against Indigenous women, girls and 2SLGBTQIA+ people, community partnerships, public education and awareness and knowledge dissemination. It accomplishes this by contracting, funding and monitoring programs delivered by community agencies; consulting, developing and implementing programs, policies and legislation; creating linkages between government departments and community and supporting their initiatives; designing and delivering training to government and community; representing Women's Equality on interdepartmental committees and government on federal/provincial/territorial committees; identifying and analyzing emerging issues; and advising government.

POLICY AND STRATEGIC INITIATIVES UNIT

Overview

The Policy and Strategic Initiatives Unit, comprising seven (7) employees including a director and six policy and program advisors, focuses on overseeing pay equity legislation and practices, promoting women in leadership and nontraditional careers, integrating Gender-Based Analysis+ and gender budgeting into decision-making and policymaking, creating gender disaggregated reports about issues facing New Brunswickers, and using social media and public reporting to educate on gender equality issues. The unit drives progress towards economic security for women and gender diverse people and works to improve gender-responsiveness across government policies and programs. This is achieved through initiatives such as promoting initiatives aimed at reducing the gender wage gap, advising on gender equity in health care, mentoring students in non-traditional career paths, promoting Gender-Based Analysis+ across the public service and educating about best practices, and providing tools to advance women in leadership roles.

FINANCIAL INFORMATION

This financial overview was prepared based on the best available information at the time of publication and therefore may not correspond exactly with the figures that will be subsequently published in GNB’s Public Accounts.

**TABLE 1: ORDINARY EXPENDITURE
STATUS REPORT BY PROGRAM COMPONENT**

Fiscal Year Ending March 31, 2025 (\$000s)

ORDINARY PROGRAM	FINAL BUDGET	ACTUAL	VARIANCE (UNDER) OVER
Women’s Equality	\$10,408.0	\$11,313.5	\$905.5

SUMMARY OF STAFFING ACTIVITY

Pursuant to section 4 of the *Civil Service Act*, the Secretary to Treasury Board delegates staffing to each Deputy Head for his or her respective department(s). Please find below a summary of the staffing activity for 2024-2025 for Women's Equality.

NUMBER OF PERMANENT AND TEMPORARY EMPLOYEES AS OF DEC. 31 OF EACH YEAR		
EMPLOYEE TYPE	2024	2023
Permanent	14	19
Temporary	4	7
TOTAL	18	26

The department advertised 2 competitions, including 2 open (public) competitions and 0 closed (internal) competitions.

Pursuant to sections 15 and 16 of the *Civil Service Act*, the department made the following appointments using processes to establish merit other than the competitive process:

APPOINTMENT TYPE	APPOINTMENT DESCRIPTION	SECTION OF THE CIVIL SERVICE ACT	NUMBER
Specialized Professional, Scientific or Technical	An appointment may be made without competition when a position requires: <ul style="list-style-type: none"> • a high degree of expertise and training • a high degree of technical skill • recognized experts in their field 	15(1)	0
Equal Employment Opportunity Program	Provides Indigenous Peoples, persons with disabilities and members of a visible minority group with equal access to employment, training and advancement opportunities.	16(1)(a)	0
Department Talent Management Program	Permanent employees identified in corporate and departmental talent pools, who meet the four-point criteria for assessing talent, namely performance, readiness, willingness and criticalness.	16(1)(b)	2
Lateral transfer	The GNB transfer process facilitates the transfer of employees from within Part 1, 2 (school districts) and 3 (hospital authorities) of the Public Service.	16(1) or 16(1)(c)	1
Regular appointment of casual/temporary	An individual hired on a casual or temporary basis under section 17 may be appointed without competition to a regular properly classified position within the Civil Service.	16(1)(d)(i)	1
Regular appointment of students/apprentices	Summer students, university or community college co-op students or apprentices may be appointed without competition to an entry level position within the Civil Service.	16(1)(d)(ii)	0

Pursuant to section 33 of the *Civil Service Act*, 0 complaints alleging favouritism were made to the Deputy Head of Women's Equality and 0 complaints were submitted to the Ombud.

SUMMARY OF LEGISLATION AND LEGISLATIVE ACTIVITY

Women's Equality had no legislative activity during this fiscal year.

SUMMARY OF OFFICIAL LANGUAGES ACTIVITIES

Introduction

In 2024-2025, Women's Equality continued to fulfill its obligation under the *Official Languages Act* and was committed to actively offering and providing quality services in both Official Languages. Below are associated activities that were carried out on an ongoing basis during the year.

Strategic Objective 1

Ensure high quality, equal bilingual services to all New Brunswickers:

- All Women's Equality communications and services are provided in both Official Languages or, where applicable, in the preferred language of the recipient or user.
- Ongoing consultation and discussions between human resources consultants and managers to ensure the department best meets the linguistic profile requirements. Linguistic profiles are all completed and reviewed on a needed basis.

Strategic Objective 2

Provincial government employees are able to work and pursue a career in the official language of their choice:

- All Women's Equality employees have the opportunity to work in the Official Language of their choice and are actively encouraged to do so.
- All employees received their performance review in the language of their choice. Managers also review the Language of Work and Language of Service policies with their employee to ensure they understand their right to work in their language of choice, as well as their obligation to provide an active offer of service in both Official Languages.

Strategic Objective 3

New Brunswickers understand the socio-economic benefits of bilingualism through improved and effective communication and better support.

- Policy and Guidelines on the Language of Work are available to all employees and includes detailed information on official languages.
- Policy and Guidelines on the Language of Service are available to all employees. This includes examples of active offer for services in both Official Languages on voice mail greetings, mailbox set-up, correspondence, electronic services, service in person, etc.

Strategic Objective 4

Positive measures are implemented to promote the development of both official linguistic communities:

- Bilingual service is central to the work of Women's Equality. We endeavour to provide service and support in both official languages and ensure all employees are mindful of their responsibility to provide an active offer of service in both.
- Provided second-language training to employees who met the requirement of the Second-Language Training Policy. One employee received second language training in 2024-2025.

Conclusion

Supporting and promoting official languages within GNB and to all New Brunswickers continues to be priority. We understand the importance and value of providing services and working in both official languages and strive to ensure we continue to improve on both each year.

SUMMARY OF RECOMMENDATIONS FROM THE OFFICE OF THE AUDITOR GENERAL

Women's Equality did not receive any recommendations from the Office of the Auditor General for the current reporting year and the previous year.

REPORT ON THE *PUBLIC INTEREST DISCLOSURE ACT*

As provided under section 18(1) of the *Public Interest Disclosure Act*, the chief executive shall prepare a report of any disclosures of wrongdoing that have been made to a supervisor or designated officer of the portion of the public service for which the chief executive officer is responsible.

Women's Equality did not receive any disclosure(s) of wrongdoing in the 2024-2025 fiscal year.