Dublin Bus

- Public transport provide – semi-state
- 3,500 employees
- 8 locations – Dublin city
- 500,000 customers per day
- Bus fleet – 1,083 buses
- 364 day per year – 20 hrs per day
Ireland 1997 - 2005

- Population increase 13% - to 4.3 ml
- Immigration – 57% increase
- Increase of 400,000 jobs
- 31% employment increase
- 39% increase women in workplace
- Reduced unemployment 10.4% to 4.2%
Dublin Bus 1997–2005

- 30% more buses
- 16% more staff
- traffic congestion
- social partnership
- increased wages
- intercultural workplace – (60 different countries of origin)
Changing workplace

- women at work
- older people in the workplace
- people with disabilities
- changing needs of employees WLB
- ethnic minorities
- customer needs
- equality legislation
Equality & Diversity Strategy

Objectives:

• supporting and protecting staff and business

• building competencies and awareness

• driving and facilitating change
framework

- point of contact
- implement and develop strategy
- staff, management & trade unions
- equality review and action plan
- implementation of action plan
- develop policies and procedures
- training for staff and management
10 good reasons

- equality legislation
- health and safety
- recruitment needs
- staff engagement
- staff progression and development
- customer satisfaction
- management skills
- company image
- best practice in all activities
Specific projects

- intercultural workplace
- work-life balance
- women at work
- say no to ageism
Tá fáilte roimh gach duine inár n-iónad oibre.

Everybody is welcome in our workplace.

Tout le monde est bienvenu sur notre lieu de travail.

Toată lumea este binevenită la locul nostru de muncă.

W naszym zakładzie pracy każdy jest mile widziany.
Equality & Diversity Strategy

Objectives:
• supporting and protecting staff and business
• building competencies and awareness
• driving and facilitating change
Everyday, almost half a million people travel together on Dublin Bus. And we’re all heading in the same direction - towards a more tolerant, inclusive Ireland. So let’s put our hands together - there’s room for everyone.
Lessons learned

• inclusion, partnership and consultation

• integration in all aspects of the business

• planned and systematic approach
Good for business

- employee engagement
- reduced turnover
  (reduced accidents & training costs)
- reduced absenteeism
- alternative conflict resolution
- enhanced HR processes
- positive publicity – company image
- improved quality customer service
Challenges for future

• reviewing and implementing policies
• consultation
• communicating best practice
• training and more training
• fairness, respect and inclusion
  – employees
  – potential employees
  – customers
  – suppliers
  – communities served by the business.
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