

**ANTI-HATE, DIVERSITY AND INCLUSION ADVISORY COMMITTEE –
DECEMBER 4, 2023**

COMMUNICATIONS

Distributed November 27, 2023

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Distributed December 1, 2023

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Please note there may be further Communications.

#EndHateYR CAMPAIGN

PREPARED FOR THE MUNICIPAL DIVERSITY AND INCLUSION GROUP (MDIG)

C1.

Communication

Anti-Hate, Diversity and Inclusion

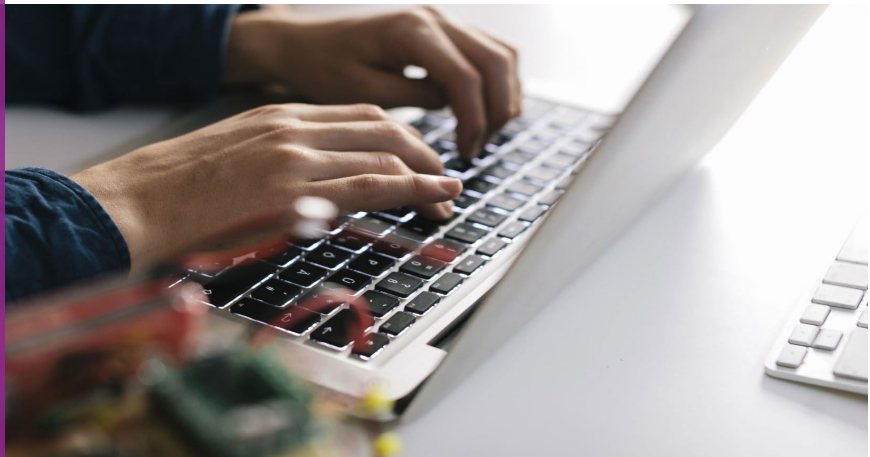
Advisory Committee – December 4, 2023

Item No. 1

Agenda

- #EndHateYR campaign goals
- Phase One: Recap
- Phase One: Next steps
- Phase Two and beyond





Campaign goals



Educate about the difference between hate crimes and incidents and how to report them



Build awareness about hate crimes and incidents in York Region



Engage residents in taking the pledge

A phased approach



01

Phase 01: Education

- Launching November 13, 2023 and running until December 10, 2023

02

Phase 02: Education and Awareness

- Approx. Q1/Q2 2024

03

Phase 03: Engagement

- Approx. Q3/Q4 2024

PHASE ONE: RECAP

Accomplishments to date

- Launched the york.ca/EndHate information hub
- Drafted a communication toolkit
- Created an image library

HATE HAS NO HOME IN YORK REGION



Hate can take many forms and whether hidden or obvious, it is always scary – finding its way online and into schools, hospitals, public transit and communities. Locally, York Regional Police [recorded](#) an increase in hate crime occurrences in recent years.

Statistics Canada [reports](#) that in 2021 some of the largest increases in the number of police-reported hate crimes were right in our province.

Campaign imagery: Streets and public spaces



Campaign imagery: Mobile use




Campaign imagery: Workspaces



Campaign imagery: Schools and playgrounds



PHASE ONE: NEXT STEPS



Campaign launch
November 13, 2023

Campaign end
December 10, 2023

Campaign reporting
due
January 2, 2024

A reporting tool is included as part of the communication toolkit

Strategy	Potential evaluation measures
External Audiences	
External website news item	<ul style="list-style-type: none"> • Page views • # and tone of articles
Social media posts: <ul style="list-style-type: none"> - X (formerly Twitter) - Facebook - LinkedIn - 	For each type of post, collect: <ul style="list-style-type: none"> • # of likes • # of shares • # of views • # of link clicks
Emails	<ul style="list-style-type: none"> • # of emails delivered
Internal Audiences	
Internal Emails or Internal E-newsletters	<ul style="list-style-type: none"> • open rate • # of emails delivered
Intranet Post	<ul style="list-style-type: none"> • # of views
Information Session	<ul style="list-style-type: none"> • # of registrations

Thank You

C2.

Communication

Anti-Hate, Diversity and Inclusion

Advisory Committee – December 4, 2023

Item No. 3

2024 City-Led Events

2023 Awards Received

Festival & Events Ontario (FEO)

Best Promotional Campaign Category

Vaughan Celebrates Canada Day

**Vaughan Celebrates Concerts in the
Park**

**Ontario's Top 100 Festivals & Events
Vaughan Celebrates Winterfest**

International Festivals & Events Association (ILEA)

GOLD Pinnacle Awards

**Best Promotional Brochure
Ontario Culture Days**

**Best Overall Sponsorship Program
Vaughan Celebrates**

**Best Overall Entertainment Program
Vaughan Celebrates Winterfest**

2024 Confirmed Events

Mayor's New Year's Levee	Jan 14 or 21
Tamil Heritage Month Celebration	15-Jan-24
Lunar New Year	03-Feb-24
Black History Month Celebration	04-Feb-24
Winterfest	11-Feb-24
International Women's Day	08-Mar-24
Iftar Event – TBC	13-Mar-24
Nowruz – TBC	25-Mar-24
Volunteer Recognition Awards	15-Apr-24
South Asian Heritage Month	06-May-24
Vaughan Fire and Rescue Graduation Ceremony	TBD
Park Opening - Vaughan Grove Sports Park	TBD
Canada Drive-America Avenue Bridge	Q2 - TBC
Italian Heritage Month	02-Jun-24
Mayor's Gala	06-Jun-24
Staff Appreciation BBQ	21-Jun-24
Recreation & Parks Month	TBC
Concert in the Park-Launch - #1	12-Jun-24
Concerts in the Park #2 - Ward 5	26-Jun-24

2024 Confirmed Events

Canada Day Celebration	01-Jul-24
Concert in the Park #3 - Ward 4	10-Jul-24
Concerts in the Park #4 - Ward 3	17-Jul-24
Concerts in the Park #6 - Ward 1	24-Jul-24
Concerts in the Park #5 - Ward 2	31-Jul-24
Culture Days Launch (program runs Sept 20 - Oct 13)	20-Sep-24
Mayor's Golf Tournament	25-Sep-24
Carrville C.C. & Library Grand Opening	Q3 - TBC
Sisters in Spirit	04-Oct-24
Sponsor Appreciation Event	09-Oct-24
Order of Vaughan Ceremony	13-Nov-24
Festive Lights Program (Nov 12 - Feb 1)	12-Nov-24
Diwali Celebration TBC	Nov - TBC
Toy Drive Campaign & Launch	Nov - Dec
Christmas Tree Lighting Ceremony	06-Dec-24
International Day of Persons with Disabilities	TBC
Staff Holiday Luncheon	13-Dec-24
Menorah Lighting	TBC
Chanukah Celebration	TBC

Winterfest

February 11, 2024
Vellore Village C.C.
10am – 3pm

Emcee & Interactive Dance Group

**Kreative In Dance Styles
(K.I.D.S.)**



Entertainment & Meet & Greet



JJ & Cody –From Cocomelon



Canadian Olympic Athlete

Roman Sadovsky

Figure Skater from Vaughan, ON (37K followers on IG)-Olympic Winter Games: 2022 - 29th (men), 4th (team) . Winter Youth Olympic Games: 2016 - 4th. ISU World Championships: 2022 - 12th

Entertainment



Fire Guy



Darrelle London
(Nominated 2024 Canadian Music Award –
Best Children’s Album)



Brandon David
Beyond Creative Magic

Entertainment



Raging Asian Womxn Taiko Drummers (RAW)

Is a Toronto-based performing arts ensemble made up of East and Southeast Asian womxn. Formed in 1998, we carry on the diasporic Taiko tradition that grew out of Asian American and Asian Canadian mobilization in the 60s and 70s. One of the few all-Asian, all-womxn Taiko drumming groups in the world, RAW exists as a critical response and challenge to both systemic and internalized oppressions. RAW plays large taiko drums as creative resistance for social change, carving space for self-expression, education and community building.

Entertainment

Ioanna

An up-and-coming artist from Toronto Canada. Within the last year she has garnered over 550,000 streams on Spotify, over 1 million views on her latest music video on YouTube, and just released her single "LOST TOGETHER" ft. Drake co-sign artist Dr. Bushman.



76K



1413



751



6,338



Event Giveaway

While Supplies Last





Thank you!

Recreation Services – Events Division
Vaughan City Hall
2141 Major Mackenzie Dr.
Vaughan, ON L6A 1T1

vaughan.ca

C3.

Communication

Anti-Hate, Diversity and Inclusion

Advisory Committee – December 4, 2023

Item No. 2

City of Vaughan Economic Development Update – Diversity, Equity and Inclusion

December 4, 2023

Background




ED's mandate is to help businesses grow in Vaughan by identifying opportunities for growth and reducing barriers to investment.

ED's primary tools to support business retention and expansion are business advisory and intelligence services delivered through:

- Direct services
- Strategic programs including Marketing/Education
- Research gathering and intelligence development
- Policy recommendations
- Partnerships and advocacy

The City of Vaughan has other levers to create a climate for job creation, which ED advises through its position in the City Manager's office. These include:

- Bylaw and enforcement
- Planning and building standards
- Infrastructure development
- Public works maintenance
- Public education via Libraries and Corporate Communications
- Finance and taxation policy



Black, Indigenous, and People of Colour (BIPOC) Canadians own more than 10% of the Small- and Medium-Sized Enterprises (SMEs) in Canada. These owners face unique obstacles to business growth.

In October and November 2021, Statistics Canada conducted the Canadian Survey on Business Conditions to better understand the needs of businesses emerging from the Global COVID-19 Pandemic.

The results indicated that BIPOC business owners were less likely to have an optimistic outlook for the future of their firms. The less optimistic outlook stemmed from above average concern in the following areas:

- Obstacles attracting customers
- Fluctuations in demand
- Maintaining cashflow and managing debt
- The absence of government support programs

Vaughan's BIPOC community is an essential part of our diverse economy and resident base.

According to the 2021 census, 41% of Vaughan's population is a visible minority. The top four visible minorities in Vaughan, as of 2021, are:

- South Asian (36,000)
- Chinese (27,000)
- West Asian (13,000)
- Black (10,500)

In Vaughan, the Black community includes a variety of organizations who support residents.

Vaughan's Black community is supported by the following organizations:

- The African Canadian Coalition against Hate, Oppression and Racism (ANCHOR)
- The York Region Alliance of African Canadian Communities (York Region AACC)
- The Canadian Black Chamber of Commerce (CBCC)
- The Black Entrepreneurship Alliance / YSpace YorkU
- Ogo Tawa – The Black Artrepreneur Program



Emerging Community Supports



The Federal and Provincial governments have invested in programs to support BIPOC business owners with specific resources for the Black business community.

In May 2021, the Government of Canada invested \$265 Million over four years in the Black Entrepreneurship Program (BEP). The BEP is a partnership with financial and business organizations. It provides support through three initiatives:

- The Black Entrepreneurship Loan Fund in Partnership with the Federation of African Canadian Economics (FACE)
- The National Ecosystem Fund to support not-for-profit Black-led business organizations that provide business training for Black entrepreneurs
- The Black Entrepreneurship Knowledge Hub led by Carleton University's Sprott School of Business and ream Legacy Foundation to identify barriers to Black business success

In March 2022, the Province of Ontario provided \$5 Million over two years to support Black-owned main street businesses through the Digital Main Street program. The Racialized and Indigenous Supports for Entrepreneurs (RAISE) program is providing an up to \$10,000 grant for business transformation, innovation, and growth plans.



Vaughan Supports

Better Your Business | Social and Environmental Sustainability Program

The Better Your Business Tap into Social and Environmental Sustainability Program is a new initiative that will support five Vaughan-based businesses in incorporating the United Nation's 17 Sustainable Development Goals into their corporate practices.

Every business has opportunities to serve its community and generate positive social and environmental change by implementing progressive business practices.

SDG1: No Poverty
SDG4: Quality Education
SDG5: Gender Equality
SDG8: Decent Work and Economic Growth
SDG10: Reduced Inequalities

Better Your Business | Tourism Diversity Program

Through this initiative, Tourism Vaughan provides up to 24 tourism-related businesses with an opportunity to plan and develop more inclusive and diverse tourism products, services and experiences.

Highlights


- A Panel Discussion on the Importance of Inclusion
- The Case for Accessible Tourism – Scope, Skills and Strategy
- Cultivating Safe Spaces for the 2SLGBTQIA+ Visitor
- An Unbiased Approach to Exceptional Customer Service

SMALL BUSINESS WEEK 2023

Small Business Week 2023 Event Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
<p>7:30 - 10:00 a.m. (In-Person) @ The Hub Kickoff Networking/Breakfast</p> <p>Speakers: Mayor Del Duca, Carlos Cadogan, Keynote, Diversity Advocate</p>	<p>10-11 a.m. (Virtual) Sustainable Development Goals Fireside Chat</p> <p>Speaker: Professor Mark Terry, Consultant for the City of Vaughan's Social and Environmental Sustainability Program</p>	<p>11 a.m. – 12:00 p.m. (Virtual) Financing for Small Businesses with the BDC</p> <p>Speakers: Louay Georgie & Nicole Ng, BDC Andrew Ko, Futurpreneur</p>	<p>11am -12:30 p.m. (Virtual) Getting your Venture Funded by YSpace</p> <p>Speaker: Erich Ko, Entrepreneur, Hopin</p>	<p>11 a.m. - 12 p.m. (Virtual) Accessible Business Scope, Skills, & Strategy</p> <p>Speaker: Joe Baker, Advocate for an inclusive, future-forward industry</p>
<p>2-3 p.m. (Hybrid) AI Tools for Small Businesses</p> <p>Presenter: Vaughan Public Libraries</p>	<p>12-1 p.m. (Virtual) Supporting 2SLGBTQ+ Employees Through Meaningful Practice</p> <p>Speaker: Jordyn Samuels, Lead Equity, Diversity, Inclusion Consultant, Journeys InEquity Consulting</p>	<p>12-1:30 p.m. (Virtual) Introduction to the Vaughan Business Café</p> <p>Speaker: Eliot Fenwick, Senior Program Manager, 10k Coffees</p>	<p>12-1:30 p.m. (Virtual) Inclusive Hiring Practices for Your Business (Postponed)</p> <p>Speaker: Kevin McShan, Disability Advocate</p>	
	<p>6:00-8:30 p.m. (In-Person) Grow Your Digital Presence and Influence Audiences</p> <p>Speakers: C3 Labs, Digital Service Squad</p>	<p>6-8 p.m. (Virtual) Being a Diverse Founder in the Food & Bev Industry</p> <p>Speakers: Olu Villasa, Manager, Black Entrepreneurship Alliance (BEA) with Panelists: Chaneé Dowdie Co-Fou, Gilles Tchianga, Tamara Shelly,</p>	<p>7-8:30 p.m. (Hybrid) Seniorpreneurship</p> <p>Presenter: Vaughan Public Libraries</p>	

Raphael.Costa@vaughan.ca



To better support the Black community in Vaughan, Economic Development will deliver a 2024 program with three tactics. By leveraging the growing support ecosystem and Economic Development's current services, the program's aim is to make more information available to the Black community.

First, Economic Development will launch a new online resource page, to inform stakeholders about dedicated black business support programs, organizations, and funding opportunities. This resource is under development.

Second, Economic Development will continue to expand its work with community organizations to provide dedicated networking, seminars, and/or training programs to the Black community. Economic Development is in discussions with various organizations and hopes to provide new programming.

Finally, Economic Development, within the Office of Communications and Economic Development (OCED) will undertake enhanced outreach and communication about services and programs to the black community in collaboration with local black community channels. Enhanced communications will be conducted where appropriate.

Thank you

Raphael Costa
Director, Economic Development

905-832-8526 x 8891 | raphael.costa@vaughan.ca

Office of Communications and Economic Development (OCED) | City Manager's Portfolio

2141 Major Mackenzie Dr., Vaughan, ON L6A 1T1

vaughanbusiness.ca

From: [Nour](#)
To: Clerks@vaughan.ca
Subject: [External] Inquiry Regarding City's Anti-Hate Strategy and Addressing Islamophobia
Date: Monday, December 4, 2023 8:20:39 AM

Dear Members of Council,

I trust this message finds you well. As an engaged member of our community, my keen interest in the city's initiatives, specifically the anti-hate strategy and the dedication to diversity, equity, and inclusion (DEI), has led me to seek further clarification.

Given recent events in the Middle East and the localized impact they've had, I feel compelled to delve deeper into the city's comprehensive approach to combatting and alleviating hate. Regrettably, instances of Islamophobia and antisemitism have been observed in our community, making it imperative, as someone deeply invested in the well-being of our city, to ensure robust strategies are in place to address and rectify such issues.

In my capacity as a community member, I have reviewed the #EndHate YR campaign document related to these initiatives. Notably, I observed a relative lack of discussion and action specifically addressing the prevalent issue of Islamophobia within our city. Given the surge in such incidents nationwide, particularly within the province of Ontario, I am eager to understand why this facet appears to be absent from our city's current strategy.

I appreciate your time and attention to this matter and kindly request any insights or information you can provide regarding the city's approach to mitigating hate, specifically in the context of Islamophobia.

Thank you for your commitment to fostering a more inclusive and tolerant community.

Sincerely,
Nour Shehabi

Sent from my iPhone

From: [aysun dogan](#)
To: Clerks@vaughan.ca
Subject: [External] Inquiry Regarding City's Anti-Hate Strategy and Addressing Islamophobia
Date: Monday, December 4, 2023 7:55:25 AM

Dear Members of Council,

I trust this message finds you well. As an engaged member of our community, my keen interest in the city's initiatives, specifically the anti-hate strategy and the dedication to diversity, equity, and inclusion (DEI), has led me to seek further clarification.

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Thank you for your commitment to fostering a more inclusive and tolerant community.

Sincerely,

Aysun Dogan

From: [Mora K](#)
To: Clerks@vaughan.ca
Subject: [External] Inquiry Regarding City's Anti-Hate Strategy and Addressing Islamophobia
Date: Monday, December 4, 2023 7:33:06 AM

Dear Members of Council,

I trust this message finds you well. As an engaged member of our community, my keen interest in the city's initiatives, specifically the anti-hate strategy and the dedication to diversity, equity, and inclusion (DEI), has led me to seek further clarification.

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Thank you for your commitment to fostering a more inclusive and tolerant community.

Sincerely,
Mora

Sent from my iPhone