

**INCLUSION AND COMMUNITY OUTREACH ADVISORY COMMITTEE –
JUNE 16, 2025**

COMMUNICATIONS

Distributed June 13, 2025

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C1.

Communication

Inclusion and Community Outreach

Advisory Committee – June 16, 2025

Item No. 1

Inclusion and Community Outreach Program: 2025-2030

**Inclusion and Community
Outreach Advisory Committee
June 2025**

5 Principal ICO Directives

- ▶ Vaughan's inclusion work continues to be guided by four main Council-approved strategies:
 1. The Diversity, Equity and Inclusion Plan 2022-2026
 2. Member's Resolution: Strengthening Vaughan by Recognizing Causes, Events and Commemorations of Significance (Dec. 12, 2022)
 - A. Other Council-directives
 3. The 2023-2027 Multi-Year Accessibility Plan
 4. The Addressing Anti-Black Racism Action Plan 2024-2031
 5. The 2022-2026 Term of Council Service Excellence Strategic Plan

Defining a Program

*“In project management, a plan focuses on how a specific project or task will be carried out, including timelines, resources, and steps. **A program, on the other hand, is a larger undertaking that brings together multiple projects, often with shared goals and resources, to achieve a broader organizational objective. Think of a plan as a detailed roadmap for a single trip, while a program is like a comprehensive travel itinerary that includes multiple trips and activities.”***

Why create a program for ICO?

► An Inclusion and Community Outreach Program will seek to:

1. **Leverage data-driven decision making** that is reflective and responsive to the Vaughan community and the corporation.
2. **Prioritize initiatives** in the 5 Principal ICO Directives to be actioned on from now until 2030 (mid-point of 2026-2030 Council term).
3. **Better align existing resources** including staff, strategies and budget,; eliminate duplication and deliver tangible results for ongoing reporting.
4. **Crystalize the WHY?:** Why are we doing this? How does ICO make Vaughan a better community, and the corporation a better place to work?

2 Data-Informed Decision-Making

Achieving diversity, equity and inclusion goals requires identifying and developing appropriate key objectives, related metrics and setting accountability for outcomes. The City will collect data and identify trends, barriers and gaps, and develop and implement solutions meant to address inequities.

ICO Program Audience

► Audiences: External & Internal

1 Fostering and Embedding a Culture of Belonging

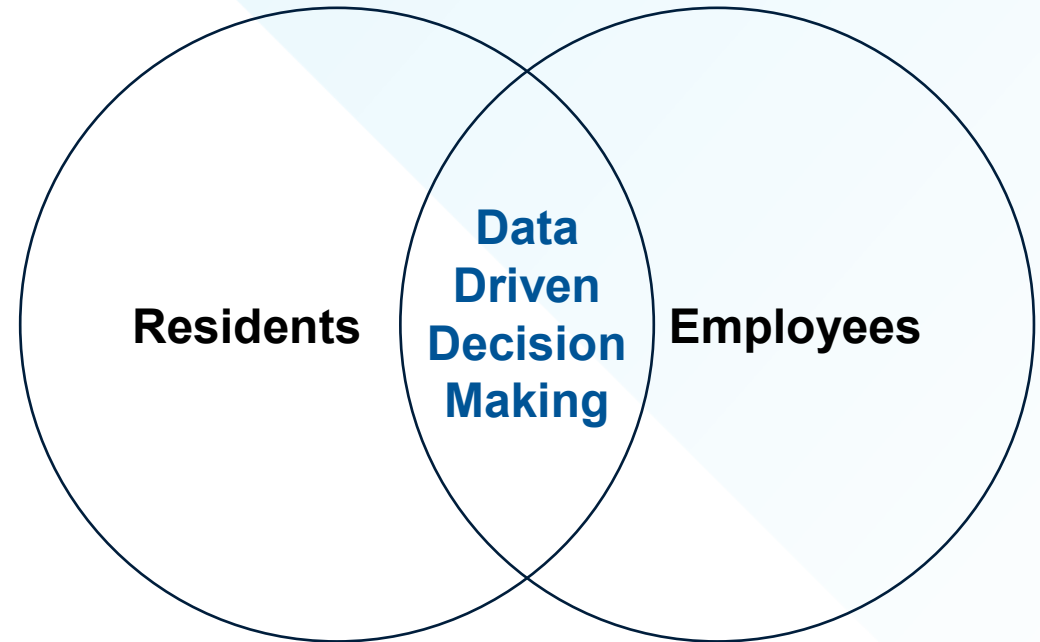
The City recognizes that a true sense of belonging is created when diversity, inclusion and equity combine to make all people feel welcome, included and part of the culture. The City is committed to fostering, embedding and sustaining a culture of diversity, equity and inclusion into all aspects of the organization through progressive policies and practices that encourage engagement and belonging, and welcomes all employees to be part of the change.

3 Equitable Employment

The City is committed to being an inclusive and equitable employer. The Office of the Chief Human Resources Officer (OCHRO) in collaboration with senior leaders and the Diversity and Inclusion Officer will actively identify barriers and take steps to address individual, systemic and institutional barriers to ensure that Indigenous and equity-deserving groups have equal opportunities to gain and retain meaningful employment.

ICO Program activities must be external and internal

Leverage Vaughan's Environics Subscription to further understand audiences and make data-driven decisions.



ICO Program

External Program Audience: Residents

Religious Affiliation	Census 2021	Census 2024	Year Over Year %
Christianity	53.1%	52.10%	-1.0%
Judaism	13.2%	13.50%	0.3%
Islam	7.4%	7.40%	0.0%
Hinduism	4.8%	4.80%	0.0%
Buddhism	2.4%	2.40%	0.0%
Sikhism	1.8%	1.70%	-0.1%
No Religious Affiliation	17.0%	17.60%	0.6%

ICO Program

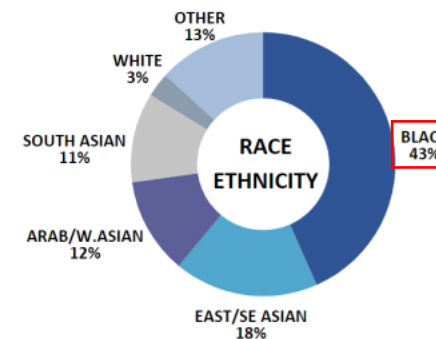
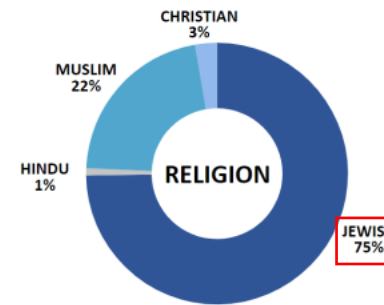
York Regional Police: Hate Crime Data

MOST SERIOUS VIOLATION

	2022	2023	YoY%
VIOLENT	140	147	5%
Level 1 - Assault	28	43	54%
Utter Threat to Persons	43	40	-7%
Criminal Harassment	15	20	33%
Harassing Comm	23	20	-13%
Level 2 - Weapon/BH	20	18	-10%
Other	11	6	-45%
PROPERTY	133	138	4%
Mischief Hate	97	75	-23%
Mischief Graffiti	17	27	59%
Mischief Property	16	21	31%
Theft Under/Shoplifting	2	9	350%
Other	1	6	500%
OTHER	4	8	100%
CRIMINAL	277	293	6%



MOTIVATIONAL FACTORS



	2022	2023	YoY%
RACE/ETHNICITY (46%)	150	136	-9%
Black	94	59	-37%
East/Southeast Asian	19	24	26%
Other Race/Ethnicity	9	18	100%
Arab/West Asian	14	16	14%
South Asian	10	15	50%
White	2	4	100%
Multiple Race/Ethnicities	2	0	-100%
RELIGION (38%)	85	111	31%
Jewish	60	83	38%
Muslim	21	24	14%
Christian	1	2	100%
Catholic	0	1	-
Other	3	1	-67%
SEXUAL ORIENTATION (11%)	28	32	14%
LGBTQ2S+	2	14	600%
Gay	18	12	-33%
Lesbian	7	4	-43%
Other	1	2	100%
GENDER (2%)	12	5	-58%
Transgender	7	3	-57%
Woman	5	2	-60%
LANGUAGE (0%)	0	0	-
DISABILITY (1%)	2	2	0%
AGE (0%)	0	1	-
IMMIGRANTS (2%)	0	6	-
TOTAL CRIMINAL HATE	277	293	6%

ICO Program

Internal Audience

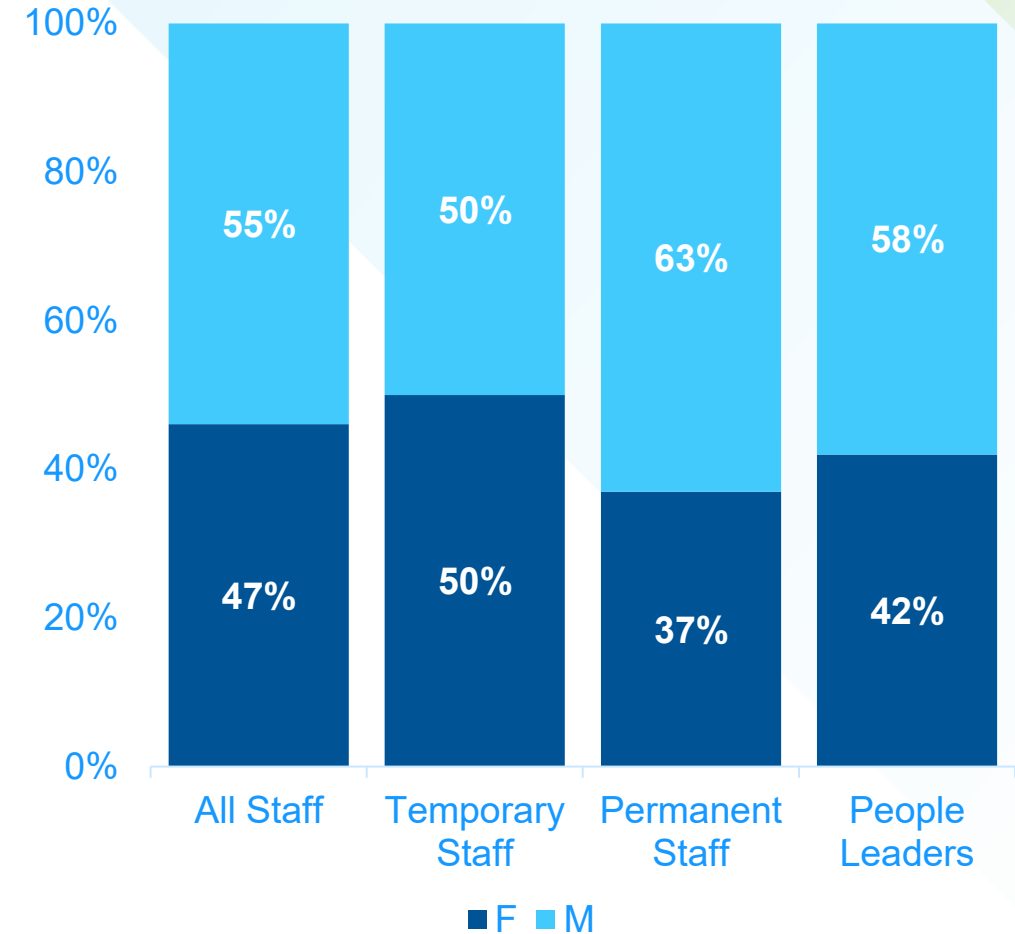
All Staff			
Gender	Total	Average of Age	Average of YOS
F	1675	32.26	5.98
I	1	17.72	0.77
M	2074	34.75	7.03
U	3	19.56	1.07
X	1	17.77	1.79
Grand Total	3754	33.61	6.55

Temporary Staff			
Gender	Total	Average of Age	Average of YOS
F	1096	26.71	3.76
I	1	17.72	0.77
M	1083	26.41	3.36
U	3	19.56	1.07
X	1	17.77	1.79
Grand Total	2184	26.54	3.56

Permanent Staff			
Row Labels	Total	Average of Age	Average of YOS
F	579	42.75	10.18
M	991	43.86	11.03
Grand Total	1570	43.45	10.72

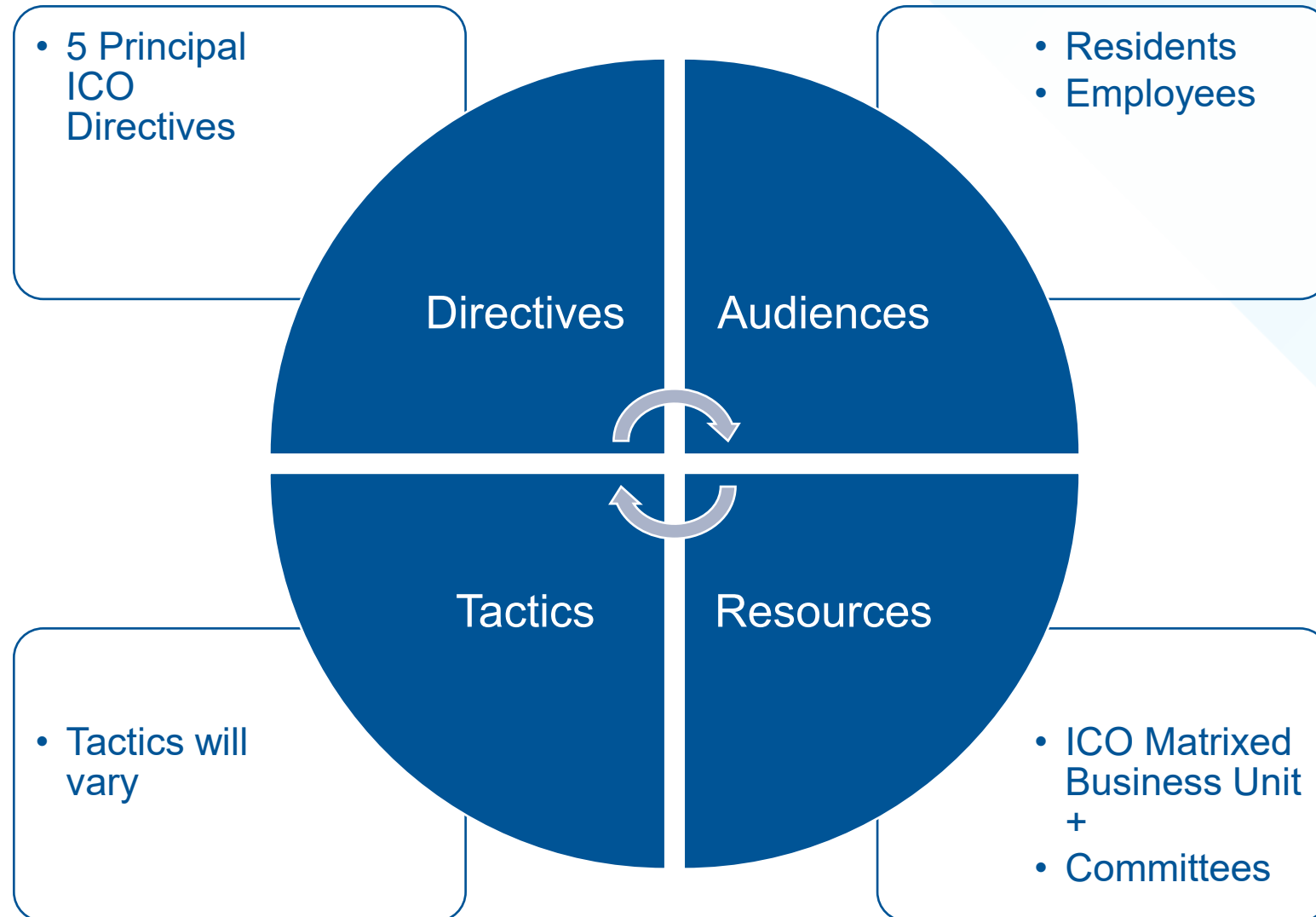
People Leaders			
Gender	Total	Average of Age	Average of YOS
F	108	45.21	10.96
M	148	47.41	11.49
Grand Total	256	46.48	11.27

I – Intersex
U – Undisclosed
X – Prefer to not answer



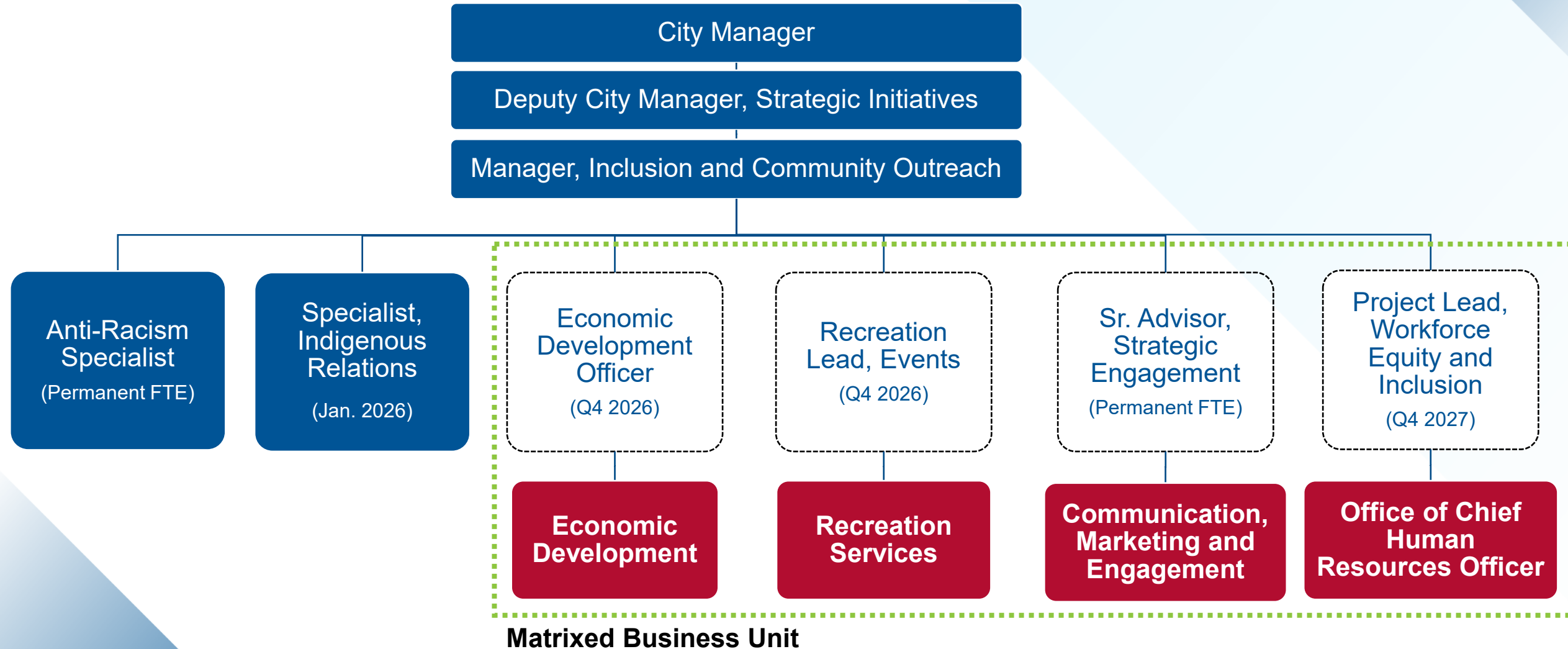
ICO Program

Prioritization and Delivery



Organizational Structure

April 2025



ICO Program

Prioritization and Delivery

- ▶ Tactics will be informed by the mandate of the matrixed Inclusion and Community Outreach business unit staff, and other corporate staff. Tactics will include but are not limited to:
 - Proclamations
 - Flag raisings
 - Illuminations
 - Community events
 - Staff-oriented learning and development
 - Corporate/portfolio/department initiatives (e.g., *Attraction & Retention Strategy*)
 - Staff reports
 - Council and advisory committee briefings
 - Corporate policies
 - Community outreach and corporate partnership coordination

ICO Program

Priority Areas (2025-2030)

- ▶ Identifying ICO Program priorities based on the 5 Principal ICO Directives, *including but not limited to:*
 - Accessibility
 - Combating Anti-Semitism
 - Combating Islamophobia
 - Anti-Black Racism Action Plan
 - Economic Development
 - Engagement
 - Corporate-wide *WISE* initiative
 - Indigenous Relations Guide
 - Youth engagement

Priority areas to be further identified and agreed upon based on the audience demographic.

Antisemitism

The City of Vaughan is home to one of the largest Jewish populations in Canada. The City has proclaimed Jan. 27 as International Holocaust Remembrance Day and adopted the International Holocaust Remembrance Alliance's (IHRA) working definition of antisemitism. The City continues to actively denounce and call out the disturbing rise in antisemitism. Antisemitism is a certain perception of Jewish people, which may be expressed as hatred toward Jewish people. Antisemitism has a long history in Canada, fueling discrimination and unfair treatment against Jewish Canadians, including discrimination in employment, health care and government.

The City will work with Jewish communities in Vaughan to support opportunities to build awareness and educate the public to effectively work toward the elimination of all forms of intolerance, discrimination and bigotry.



Questions?



Thank you!

Strategic Initiatives Portfolio
City of Vaughan
2141 Major Mackenzie Dr.
Vaughan, ON L6A 1T1

vaughan.ca

C2.

Communication

Inclusion and Community Outreach

Advisory Committee – June 16, 2025

Item No. 2

Commemorating the Nova Exhibition

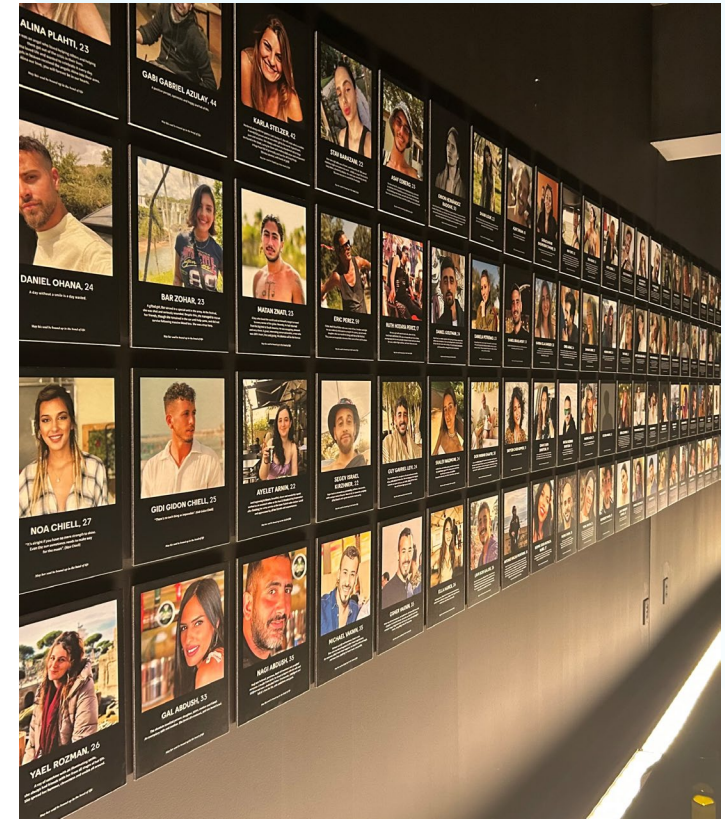
**Inclusion and Community
Outreach Advisory Committee
June 2025**



Background

Purpose

- ▶ To share key highlights and reflections from the City of Vaughan's visit to the Nova Exhibition in Toronto on May 16, 2025.



Memorial wall honouring victims of the Nova Music Festival massacre

Supernova Festival Tragedy

October 2023

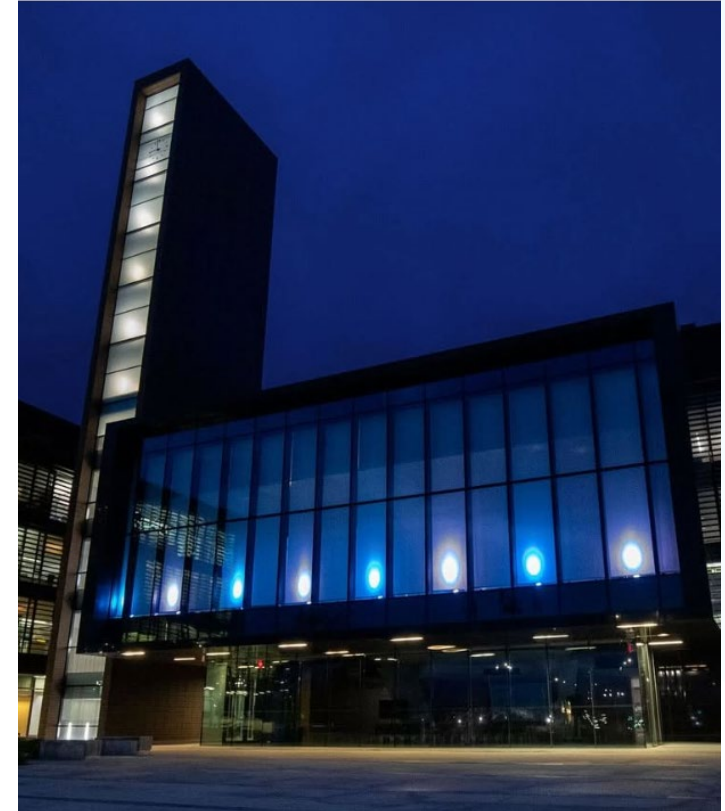
- ▶ The Supernova festival in Israel was a celebration of music, unity, peace, and love, became the deadliest concert attack and the worst civilian massacre in Israel's history.



The Nova Music Festival – A celebration of peace, interrupted by violence

Vaughan's Response to October 2023

- ▶ Members' Resolution (October 2023) Solidarity with Israel
- ▶ Member's Resolution (May 2024) Protecting Vaughan's Vulnerable Social Infrastructure
- ▶ The City of Vaughan became the first jurisdiction in Canada to introduce this type of bylaw.



Blue and white illumination at Vaughan City Hall in solidarity with Israel.

Nova Music Festival Memorial Exhibition

- ▶ Honours victims of the Oct 7, 2023 terrorist attack:
 - 410 killed (incl. 4 Canadians)
 - 43 abducted (22 still held)
 - 3,750+ survivors affected
- ▶ Recreates the festival's spirit of peace and love.
- ▶ Launched in Tel Aviv; toured major U.S. cities.
- ▶ Open in Toronto: April–June 22, 2025.
- ▶ A powerful tribute to lives lost and ongoing struggles of survivors and families.

Purpose of the Nova Exhibition

- ▶ Honour victims, hostages, and survivors
- ▶ Educate the public on the Oct 7 terrorist attacks
- ▶ Raise awareness of the lasting impact on the festival community
- ▶ Offer space for reflection and mourning
- ▶ Support healing via donations to the Tribe of Nova Foundation



Inside the Exhibition Experience

- ▶ **“Lost and Found” Display:** Personal items recovered from the site
- ▶ **Memorial Wall:** Candle-lit tribute with names and faces of victims and hostages
- ▶ **Survivor Testimonies:** Firsthand, emotional accounts
- ▶ **Immersive Installations:** Burned cars, bullet-riddled portapotties, and artifacts from the attack
- ▶ **“Return to the Light”:** Healing circles, public art, and the Nova Heaven project at Burning Man



Burned car recovered from the Nova Music Festival site

Journey Through the Exhibition

- ▶ Visitors explored four zones:
 - Festival Spirit
 - Remembrance
 - Education
 - Healing
- ▶ Concluded in the Healing Room with testimony from Omri Rahoum, a survivor of the Oct. 7 terrorist attack



Memorial table for written tributes and reflections

Impact

Rising Antisemitism

The City of Vaughan's Commitment

- ▶ Post–Oct 7, antisemitic incidents surged across Canada, including Vaughan
- ▶ **6,219** incidents in 2024 documented by B'nai Brith Canada
 - 7.4% increase from 2023
 - 124.6% increase from 2022
 - Avg. 17 incidents per day
 - In-person harassment 58.8% increase (2022–2024)
- ▶ Vaughan is home to one of Canada's largest Jewish communities
- ▶ Guided by the City's [Diversity, Equity and Inclusion Plan 2022 to 2026](#)

Antisemitism has no place in Vaughan

Combating Antisemitism

- ▶ **Jan 27, 2020:** First Canadian city to adopt the IHRA definition of antisemitism
 - Proclaimed International Holocaust Remembrance Day
- ▶ Each May, the City recognizes Jewish Heritage Month and holds an annual flag-raising ceremony to mark Yom Ha'atzmaut (Israel's Independence Day).



Flag-raised to mark Yom Ha'atzmaut

Combating Antisemitism

- ▶ Other recent initiatives:
 - **February 26, 2025:** Vaughan City Hall illuminated in orange in memory of the Bibas family
 - **March 6, 2025:** Mayor attended the National Summit to Combat Antisemitism in Ottawa
 - **April 24, 2025:** Hosted Yom HaShoah commemoration at City Hall
 - **May 22, 2025:** Participated in the CJPAC Action Party
 - **May 2023, 2024, 2025:** Mayor attended the Annual Walk with Israel
- ▶ Ongoing partnerships with Jewish organizations to promote inclusion and safety



Illumination Vigil at Vaughan City Hall for the Bibas Family



Thank you!

Inclusion and Community Outreach
City of Vaughan
2141 Major Mackenzie Dr.
Vaughan, ON L6A 1T1

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Vaughan Culture Days 2025



C3.

Communication

Inclusion and Community Outreach

Advisory Committee – June 16, 2025

Item No. 3



CULTURE DAYS

Culture Days is a national celebration of arts and culture. At the end of each September, millions of people attend thousands of free participatory arts and culture events across the country both in-person and online

The Culture Days national office works with provincial partners and a wide network of event organizers, from grassroots community volunteers to major institutions.



Criteria to be part of Ontario Culture Days

To qualify as a Culture Days event, it must:

- Take place within the dates provided by Culture Days
 - Can be virtual or in-person
 - Include arts, culture, or heritage aspect
 - Be hands-on, participatory, or behind-the-scenes
 - Be free for attendees or pay-what-you-may
 - Fair compensation for artists.
 - Promotion of accessibility, inclusive, and diverse programming.
- ❖ Ontario Culture Days has set September 30th, 2025, aside to create space exclusively for events organized to commemorate the National Day for Truth and Reconciliation, including those sharing First Nations, Métis, and/or Inuit experiences and perspectives celebrating the creative and cultural expressions of Indigenous people and communities.



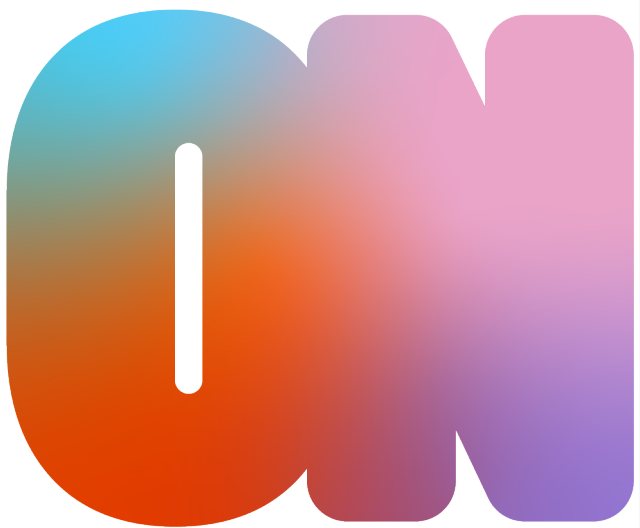
Paint night at Sara Elizabeth Centre
Photo by Sara Elizabeth Centre

2024 Festival Hub Review

- ▶ 82 free events throughout the city
- ▶ Over 7,700 attendees spanning all age groups.
- ▶ These events encompassed a wide range of activities, including cooking classes, book fairs, forest clean-ups, live art demonstrations, multicultural dances, story time sessions, inclusive games
- ▶ As a result, in 2024 Vaughan ranked the #5 spot overall nationwide and 2nd among Mid-Size Cities
- ▶ The City received the inaugural International Festivals & Events Association (IFEA)/HAAS Pinnacle Silver Award for Best Community Outreach Program. This prestigious award recognizes the Festival Hub program's dedication to cultural diversity and inclusion during Ontario Culture Days 2023.

[Vaughan Culture Days 2024](#)





**ontario
culture
days**



**September 19th -
October 12th, 2025**

Expression of Interest

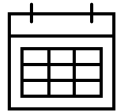
Applicants to this expression of interest will have the opportunity to

- Have ongoing promotion of Ontario Culture Days (ONCD) activities, using a variety of communication channels during the Vaughan Festival Hub promotional campaign from June to October 2025.
- Be included in the custom landing page for the Vaughan Festival Hub, which could include program features, links to hub activity listings and any relevant ONCD content, and video highlights.
- ONCD branded swag and signage during the Festival.
- Get support in pairing activities with city locations and connect with other organizations.
- Participate in the kick-off at Carville CC on Sep 20



VAUGHAN CULTURE DAYS KICK-OFF EVENT

Free event to anchor various arts and culture activities and performances to celebrate the city's rich multicultural diversity.



Date: Saturday, Sept 20th, 2025



Time 10:30 a.m. to 1:30 p.m.



Carrville Community Centre

This event will include:

- Official Ceremony with Mayor, Members of Council, City Staff
- Arts and Cultural performances/workshops
- Culture Days participants booths



Thank you!

Recreation Services, Event
Vaughan City Hall
2141 Major Mackenzie Dr.
Vaughan, ON L6A 1T1

vaughan.ca