

**DIVERSITY AND INCLUSION TASK FORCE – MARCH 18, 2021**

**COMMUNICATIONS**

---

**Distributed March 17, 2021**

	<b><u>Item</u></b>
C1. Presentation material titled: “ <i>Corporate and Strategic Communications Update</i> ”	1
C2. Presentation material titled: “ <i>Recreation Services – Building Active Communities</i> ”	2

**Disclaimer Respecting External Communications**

Communications are posted on the City’s website pursuant to Procedure By-law Number 7-2011. The City of Vaughan is not responsible for the validity or accuracy of any facts and/or opinions contained in external Communications listed on printed agendas and/or agendas posted on the City’s website.

**Please note there may be further Communications.**



Communication : C1  
Diversity and Inclusion Task Force  
March 18, 2021  
Item # 1

# Corporate and Strategic Communications Update

Diversity and Inclusion Taskforce  
March 18, 2021





# CSC Overview





# Corporate Communications and Engagement

- Corporate Communications
  - Internal
  - External
- Media Relations + Social Media
- Engagement + Policy Development





# Marketing and Creative Services

- Brand Management + Creative Development
- Marketing + Digital Media
- Photography + Videography
- Website + Digital Services





# Intergovernmental Relations

- The Intergovernmental Relations Business Unit seeks to advance and align Council-approved priorities with the priorities of other governments.



# Corporate and Strategic Communications

---

## 2020 Key Results

- Received six MarCom Awards which honour excellence in marketing and communication internationally
- More than 60 integrated internal communications campaign to all staff and People Leaders
- More than 2,260 graphic design requests, 64 photo/video ops, 207 video/media products, 4 virtual event productions and 1,995 website edits
- More than 131 Intergovernmental Relations (IGR) communications to Council and the administration
- Activated a robust COVID-19 Crisis Communications Plan



# Commitment to removing barriers



- Continuous improvement mandate
- Accessibility enhancements to websites and communications products
- AODA legislation requirements
- Jurisdictional reviews and industry best practices
- Spearheaded training and development for Corporate and Strategic Communications



# Flag Raisings and City Hall Illuminations



- Structured policy and protocol facilitated by the City Clerks office
- Council endorsed flag raisings, proclamations and illuminations receive full communications support: **Council communications package, photo/video and graphic support**

# Cultural Media Strategy



More than 15 different cultural media outlets including:

- Canadian Jewish News
- CHIN TV
- Cija.com
- Corriere Canadese
- Fairchild TV
- French CBC Radio
- Johnny Lombardi (OMNI)
- Jpost.com
- Lo Specchio
- Ming Pao Canada
- OMNI Cantonese
- OMNI Italian
- OMNI Mandarin
- Radio Canada (French)
- TLN

2020 Coverage: **59** media products

Platforms leveraged: **Broadcast** (TV & radio), **print and online**

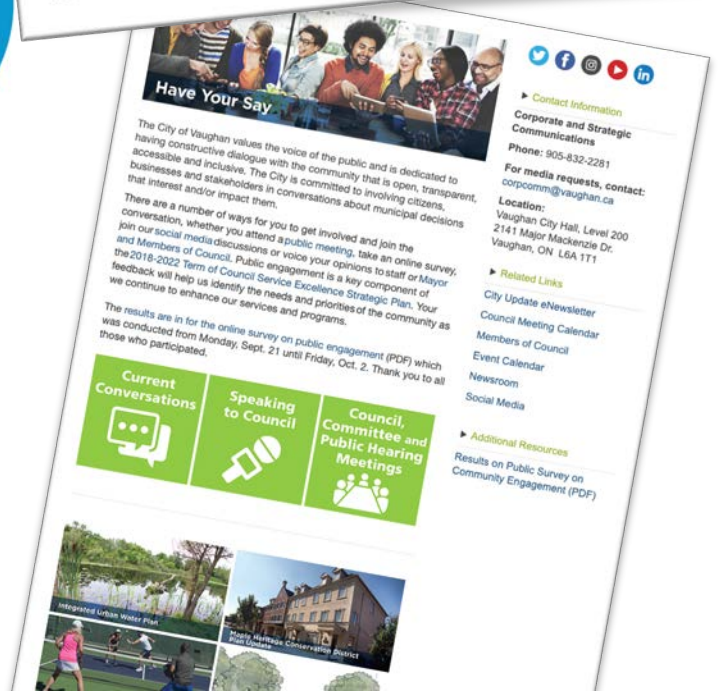
Total reach: **More than 3,552,078**

# Support for Access Vaughan



- Key message and communications support
- Immediate updates on all external communications being deployed by the City
- Live translation services for Citizens
- Supporting Service Vaughan and Counter Service Modernization initiatives

# Engagement Framework





# Corporate and Strategic Communications Update

Diversity and Inclusion Taskforce  
March 18, 2021



**Communication : C2  
Diversity and Inclusion Task Force  
March 18, 2021  
Item # 2**

# **Recreation Services**

**Building Active Communities**

**Community Services  
March 18, 2021**



# Recreation Services

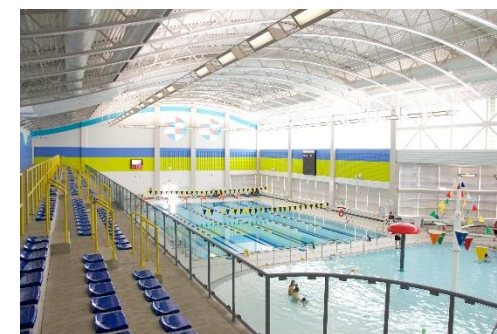
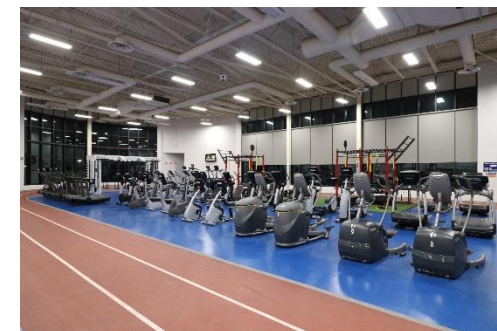
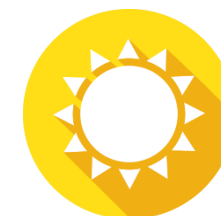
## Who we are

- Recreation Services plays an important role in delivering the City's mission of service excellence by supporting and promoting active, safe and diverse communities.
- Recreation Services, in partnership with community service organizations and groups, provides Vaughan residents of all ages and abilities with access to a wide range of recreation programs and events to encourage active, healthy lifestyles and enhance community well-being.



## Convenient Locations

- 10 community centres
- Over 4,000,000 traffic counts annually
- Great amenities”
  - 13 indoor pools plus  
1 outdoor pool (with ramp access)
  - 5 arenas
  - 5 outdoor rinks
  - 6 fitness centres
  - 11 gymnasiums
  - 7 youth rooms
  - 23 activity rooms
  - 4 bowling lanes
  - 21 bocce courts
- Community theatre
- Ski & Golf Centre
- Vaughan Metropolitan Centre







# Diverse Recreation Programs

**There's something fun for everyone!**

- Over 68,000 registrations
- Over 10,000 programs for all ages (preschoolers to older adults)
- Varied interests & abilities:
  - Swimming lessons & leadership
  - Sports, Health & Wellness
  - Creative, Culinary, Performing Arts
  - Science & Technology
  - Educational
  - Professional Development
  - Outdoor Nature

## **DID YOU KNOW...**

We offer the largest array of programs for individuals with different abilities and special needs in York Region.

- Connect & Circle of Friends
- Cuisine for Life
- Fitness & Sport Foundations
- Fun Club
- Learn to Play Music
- Skate & Swim



# Memberships & Drop-In Sports

Play when it's convenient for you!

## Vaughan Fitness: Find Your Strong

- Flexible membership plans and payment options – along with membership renewal and family discounts, plus referral incentives!
- Over 5,000 active fitness members
- Sold over 12,000 different memberships types



VAUGHAN  
**FITNESS**  
find your **strong**



## Recreational Sports:

- Approximately 90,000 passes sold
- Pool: Aquafitness, Length & Recreational Swims
- Sports: badminton, ball hockey, basketball, bocce, bowling, pickleball, table tennis & volleyball
- Skate & Shinny Hockey
- Games Room: air hockey, ping pong, billiards, music, TVs, X-box, Wii

## Removing Barriers to Participation

- **RecAssist** is the department's fee assistance program funded solely through fundraisers and donations, including unclaimed credits.
- Subsidizes the cost of recreational programs for low-income individuals and families in Vaughan.
- In 2019, we processed 445 registrations totaling \$43,596 in RecAssist subsidies.



In 2019, 3,901 registrations totaling \$683,038 in York Region subsidies



In 2019, 224 registrations totaling \$29,606 in Jumpstart subsidies



VAUGHAN



## Facility Allocation: Ensuring Fair Play

- 82,000 bookings & 6,200 rentals annually
- Governed by the Safe Community Centre Policy that encourages a safe environment, free of harassment, violence, abuse or vandalism
- Facilities are allocated utilizing the Fair Play Facility Allocation Policy
- Promotes and recognizes that municipal parks, recreation, heritage and other facilities are integral to healthy communities and intended to be used by the public



# Fairs and Festivals: Supporting the Community

- Promotes diversity, innovation and opportunity for all citizens, fostering a vibrant community life that is inclusive, progressive, environmentally responsible and sustainable
- Recognizes that this vision can be achieved through various initiatives such as community-based heritage, village fairs and festivals
- Supports and encourages events planned by volunteer groups that assist in enriching and preserving our diverse community



# Building Stronger Communities

- Community outreach & development
- 250+ Community Service Organizations (CSOs)
- Older adult clubs (+ SAVI)
- Emerging cultures
- Community partnerships



## DID YOU KNOW...

We are pursuing the Age-Friendly Community Designation and we continue to implement Older Adult strategy recommendations



# Supporting our Youth

- Engaging youth through leadership and professional development courses, as well as volunteer opportunities
- Over 2,000 youth are members, with FREE access to games rooms and drop-in sports programs
- Major youth employer (1,000+ part-time rec jobs)



# Celebrating Our Vibrant & Diverse Community

- 100 events (with over 50,000 participants)
  - Award winning for Best Promotional Campaign (under \$100,000) & Best Youth Initiative: Winterfest, Canada Day, Concerts in the Parks
  - Official Openings
  - Mayor's Gala and Mayor's Golf Classic
- First-ever virtual events
- Sponsorship recruitment





# Diversity & Inclusion in Marketing

- Print, digital, web and social media materials published by Recreation Services are inclusive of Vaughan's diverse community
- Photos for advertisements promoting recreation programs, services, events and employment represent different ethnic groups, genders, ages, and abilities





# Diversity & Inclusion in Marketing

- Image selection for the cover of the bi-annual Recreation Guide (the department's main marketing tool) undergoes a rigorous review process to ensure it truly reflects the multicultural community we serve. A different ethnic group is represented in each new issue, and age ranges and genders are varied for back-to-back issues.





# Encouraging Active Participation

Recreation Programs Offered

 **10,037**

**new**  
Programs  
created **58**

**74,056**  
recreation  
POS transactions



**Registrations**  
**68,819**



Fitness membership  
sold **12,275**

**Bookings**  
**82,654**

Theatre rentals  
 **299**



**Rentals**  
**6,203**

Participant Vaughan Celebrate events

**over 50K** 



# Thank you

Questions?

