



Diversity and Inclusion  
a small town perspective  
Stratford P.E.I.



# Introduction to Stratford



# PEI Context



## PROJECTED LABOUR FORCE, BY SELECTED AGE GROUPS, P.E.I., 2003-2030



Source: P.E.I. Department of the Provincial Treasury.



# Sustainability Plan

## Quadruple Bottom Line



- Economic
- Environmental
- Social
- Cultural



# Economic Principle



# Ecological Principle

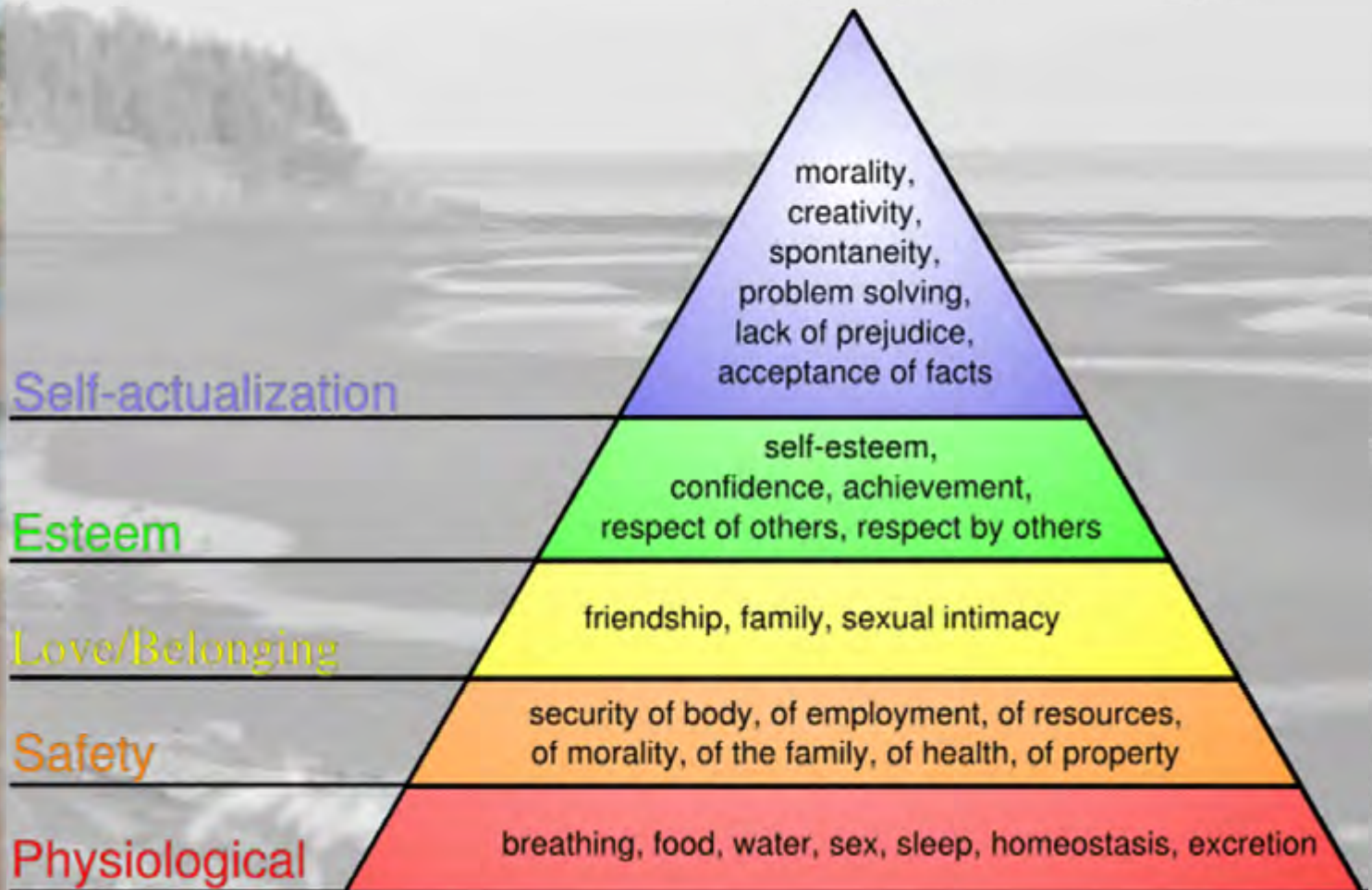


- Biodiversity
- Coastal and agricultural ecosystems

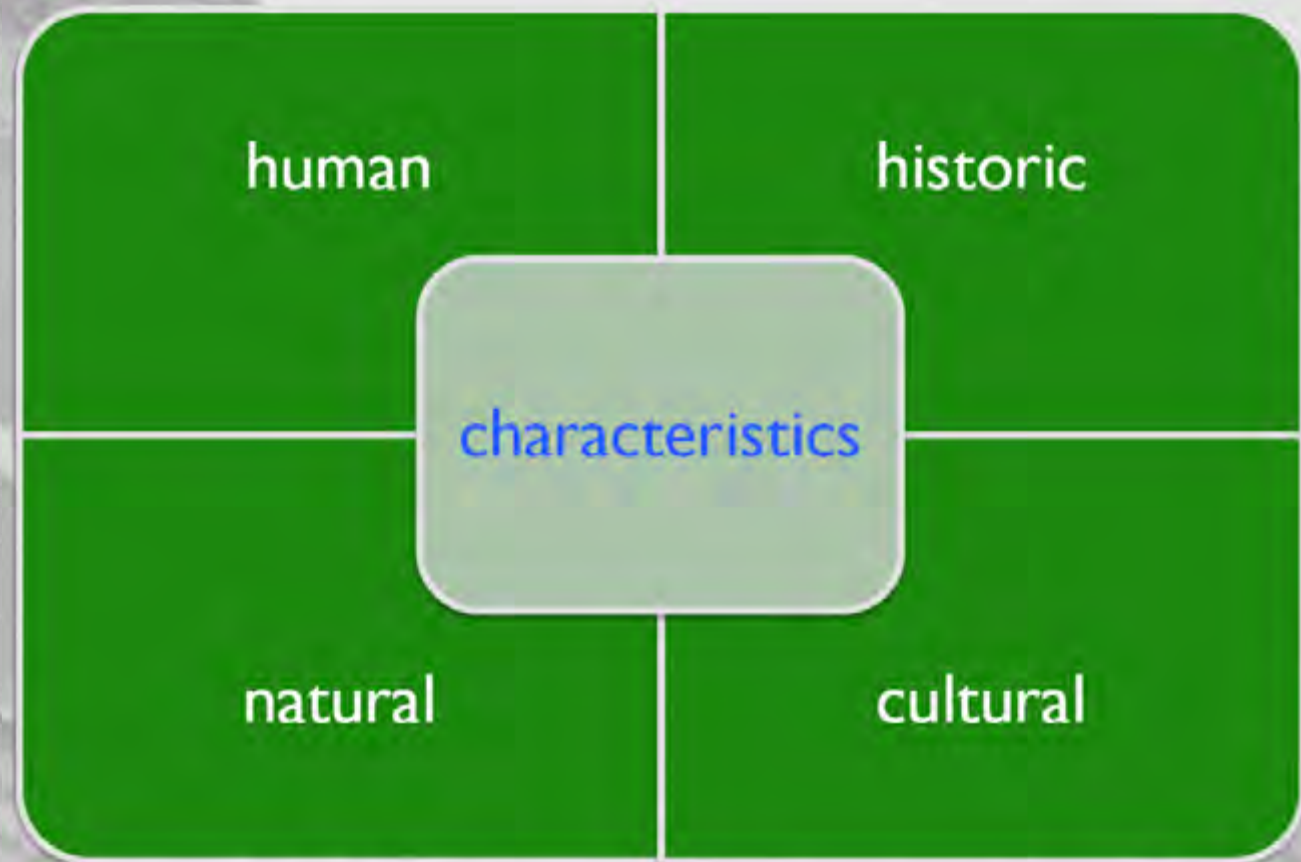
Nature  
sustains us



# Social Principle



# Cultural Principle



# Governance Principle



- leadership
- integrity
- accountability



# DMF – Cultural Questions



- Will the proposal
  - enhance the recognition and preservation of the town's heritage?
  - enhance our connection to the existing natural environment?
  - increase cultural diversity?
  - contribute to the expression of creativity in Stratford?
  - enhance recreation activities in Stratford?
  - enhance arts and entertainment in Stratford?
  - contribute to identity and sense of place?



# Diversity and Inclusion - Why



- Sustainability
  - Meeting Resident Needs
  - Creative Class
- Changing Demographic, Immigration



# CMARD



# Diversity and Inclusion Plan Process



- Developed by a committee who included members of diverse communities
- In developing the plan the committee:
  - reviewed literature/other plans
  - invited presentations
  - held a focus group session
  - distributed the plan widely for comments
- Adopted by Council in September 2009



# Plan Goals



- Create a sustainable environment
- Protect human rights, security and justice
- Foster social responsibility, engagement and public participation



# Plan Actions



- *Understanding and Awareness*
- *Identification*
- *Implementation*



# Understanding and Awareness Actions



- Inform residents about their rights and obligations
- Establish a sustainable connection with leaders
- Provide transparent, easy to understand policies
- Seek media cooperation
- Develop a Town “Champion of Human Rights”
- Partner with local education institutions
- Establish a resource to support individuals who experience discrimination, racism, and exclusion.



# Understanding and Awareness Actions continued



- Contribute expertise and skills
- Incorporate celebrating diversity into events
- Publish a directory of resources
- Develop innovative promotions to celebrate cultural diversity and inclusion.
- Promote the use of various languages on communication, as well as meeting the needs of the visual and hearing impaired.
- Provide information workshops on diversity and inclusion.



# Identification Actions



- Collect and evaluate data and information on discrimination, racism and exclusion
- Review Legislation and Policy
- Review program
- Conduct accessibility review
- Establish a resource to monitor program
- Work with police and agencies
- Review hiring practices



# Implementation Actions



- Organize community forums
- Increase the representation of diverse communities on municipal boards, commissions and committees
- Facilitate diversified entrepreneurs and investors
- Partner with the Newcomers Association
- Update the Town's employment
- Recommend a housing policy
- Hold welcome sessions for new residents.



# Implementation

## Actions continued



- Provide designated cultural spaces
- Build to barrier free design and use universal signs
- Encourage diverse volunteers
- Develop events aimed at inter-cultural bridge
- Develop an “Accessibility Policy”
- Announce and celebrate dates of various cultures’ significance.
- Appoint a Committee to implement the plan



# Next Steps



- Appointment of a Committee to oversee implementation of the plan
- Hire a coordinator to implement the plan



# Conclusion



- Questions?

