

# Inclusive Northumberland



# Municipal responsibility

- Municipalities have responsibilities to build inclusive workplaces and communities under:
  - Ontario Employment Standards Act
  - Canada's Charter of Rights & Freedoms;
  - Ontario Human Rights Code
- **Key roles in:**
  - Combating racism, discrimination, and hate
  - Promoting equality, inclusion, and respect for all

# Commitment to inclusive Northumberland

- **Vision:** To bring together people, partnerships, and possibilities for a strong and vibrant Northumberland
- **Mission:** To be a best practice leader in County government & a collaborative partner with our member municipalities and community partners
- **Cores Values:**
  - Mutual Trust & Respect
  - Collaboration & Communication
  - Innovation & Excellence
  - Care & Support
  - Honesty & Transparency
  - Accountability

# Key actions

- **Accessible Services & Communications** positions for inclusive operations/AODA
- **Settlement Services Coordinator** to support newcomer integration and talent attraction
- **Diversity Festival** celebrating cultural vibrancy and diverse traditions
- **Canadian Citizenship Ceremonies** in partnership with IRC Canada
- **Commemoration** of significant events, holidays, and awareness days
- **Join In Northumberland** online portal for expanded community engagement

# Key actions - continued

- **Indigenous Cultural Competency Training** for Council, staff, and partners
- **Indigenous Advisory Circle** guidance for NCAM inaugural exhibit celebrating Ojibwe language and traditional territory
- **Collaboration with Friendship Centre** for culturally relevant child care and early years programs, and training for educators
- **Affordable housing development** with Ontario Aboriginal Housing Services and Habitat for Humanity (62 units) at 473 Ontario Street, Cobourg

# Leaders in inclusion

Coalition of Inclusive Municipalities (UNESCO) - three areas of municipal responsibility:

- 1) **Guardian of the public interest:** Addressing discrimination, hate speech, and ensuring equitable access to services
- 2) **Upholding human rights:** Equal opportunities, inclusive policies, and equitable procurement practices
- 3) **Promoting diversity:** Engaging the community in anti-racism initiatives and fostering understanding and respect

# Supporting a growing community



Increasing growth and more diverse population:

- Population projected to exceed **122,000 by 2051**, driven by migration from the GTA
- Increasingly vital that policies/practices in place to ensure access, cultivate community and belonging

# Canada's shifting employment demographics

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- **Immigrants in workforce:** Expected to grow from **1 in 4** - to **1 in 3** (2016-2036)
- **47% of workers** are women (2019)
- Increasing **generational diversity** as people retire later
- **Indigenous-identifying population** growing faster than non-Indigenous
- **Disability representation** in workforce grew from 4.9% to 9.1% (2006-2016)



# 2024-2026 Community Strategic Plan

## Principal Direction:

“Northumberland is recognized as a **vibrant and connected** twenty-first century county. We embrace innovation, respect our natural environment, **celebrate diversity**, and care for one another. Together, we are shaping an **inclusive, prosperous, and thriving** community for all.”

# Pillar 3: Fostering a thriving community

- **Strategic Direction:** Foster a livable, healthy, inclusive community where diversity is celebrated and all feel a sense of belonging
- **Guiding Principle:** Uphold human rights and dismantle barriers for an equitable workplace and community
- **Actions:**
  - **Demonstrate leadership** in developing strategies/committing resources to advance EDI
  - **Implement policies** to ensure the County is inclusive & equity-based employer of choice

# EDI Framework development

- **Priority:** Embedding EDI principles for operational success and community well-being
- **Work begins in 2025 on framework:** Intentional goals and initiatives to combat racism, and promote diversity, equitable access, inclusion
- **Will enable County to:**
  - Gain insights into employee and community experience
  - Identify gaps in talent attraction, service quality, and accessibility
  - Measure impact and business value of EDI actions

# Business case for EDI

- **Improves organizational performance:**

- Higher job satisfaction, employee engagement, productivity
- Diversity reduces groupthink, enhancing problem-solving, decision making, creativity
- Diversity in top management reduces perception of bias among employees by 64%
- High belonging = 50% less turnover, 56% performance increase, 75% fewer sick days

- **Expands talent pools:**

- 47% Millennials, 33% Gen X, and 37% Baby Boomers consider EDI when applying for jobs
- 32% of job seekers avoid non-diverse companies

# Business case for EDI

- **Enhances economic growth:**
  - Diverse communities bring cultural languages, connections, and new market opportunities
- **Boosts innovation:**
  - Diversity = creativity; 83% innovation increase with inclusive cultures
  - Organizations with diverse top management teams earn 19% more innovation revenue
- **Strengthens community engagement:**
  - Inclusive cultures improve customer needs assessment by 38%

# Reaffirming commitment to EDI

- **Reflecting on Globe & Mail Letter (June 2024):**  
'For the Sake of our County's Future'
  - 50 influential Canadians call for bipartisan action to foster respect, safety, and dialogue among Canadians
- **Council direction:** Address relevant recommendations in County's EDI Framework
- **Key recommendations:**
  - Support local efforts to confront hate/promote respect
  - Uphold free expression while addressing hate speech
  - Clarify hate speech definitions & address at its origins
  - Promote shared national values for unity and mutual understanding

# Questions

