



A Growing Tradition

Town of Bradford West Gwillimbury DIVERSITY AND INCLUSIVENESS ACTION PLAN



December 15, 2020

PREFACE

The death of George Floyd on May 25, 2020, in Minneapolis, Minnesota, ignited worldwide protests against the unjust treatment of Black men, women and children. The protests – including peaceful gatherings held in Bradford West Gwillimbury this past June, have spurred a global “call to action” to close the racial divide that has subjected the Black community to centuries of oppression and inequality.

On September 1, 2020, Council of the Town of Bradford West Gwillimbury passed an anti-racism resolution through which Council committed to take a leadership role in the effort to end discrimination and racism. This plan is the first step towards delivering upon that commitment.

The BWG Diversity & Inclusiveness Action Plan sets out a number of actions that will drive us towards a better future for the Black and racialized members of our town. In time, the scope of the plan will be expanded to address the plight of all marginalized communities such that the town’s diversity will truly be embraced and all will have an equal opportunity to fulfill their dreams.

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ANTI-RACISM RESOLUTION

“WHEREAS, the Town of Bradford West Gwillimbury strives to be a vibrant and welcoming town, where all people feel welcome, included, secure and safe;

WHEREAS, despite federal laws that prohibit unjust treatment, oppression, and racism against those who identify as Black, Indigenous, and People of Colour, council acknowledges that systemic racism exists and persists in every community and institution in Canada, including Bradford West Gwillimbury;

WHEREAS, council is committed to anti-racism and acknowledges that it must take a leadership role, along with other community partners and public agencies, in the effort to end discrimination and racism;

NOW THEREFORE BE IT RESOLVED THAT Council of the Town of Bradford West Gwillimbury unequivocally states that Black Lives Matter and that the Town is committed to developing a Diversity and Inclusiveness Action Plan beginning with training for council, committee members, and employees for anti-racism, anti-oppression, diversity and inclusion. In developing the Action Plan, council will engage and consult with the Black, Indigenous, and People of Colour communities of BWG and beyond.”

Adopted by Town of Bradford West Gwillimbury Council on September 1, 2020.

MISSION STATEMENT

1.0 Workplace Culture

As an employer, the Town of Bradford West Gwillimbury will provide equitable opportunities for all employees to thrive within a workplace culture that is inclusive, supportive and representative of the community that we serve.

MISSION STATEMENT

2.0 Delivery of Programs and Services

The town will consult with Black and racialized communities to identify and deliver affordable municipal programs and services that align with the needs and interests of those communities.

All communities will be served by the town in a fair, equitable and respectful manner.

MISSION STATEMENT

3.0 Advocacy within the Community

The town will take a leadership role in ensuring that Black and racialized communities enjoy barrier-free and equitable access to education, healthcare, social support services, and economic prosperity.

ACTIONS: Workplace Culture

- 1) conduct diversity audits to understand employee composition and track changes over time
- 2) develop outreach and job posting strategy to attract diverse applicants for FT, PT, co-op, and summer employment
- 3) provide leadership team with training on bias-awareness in recruitment, selection and hiring practices
- 4) provide anti-bias, diversity and inclusion training for all staff, council and appointed committees
- 5) review workplace and employee policies to eliminate any barriers to a respectful workplace
- 6) create BWG Diversity Team to develop staff-supportive diversity and inclusion initiatives

ACTIONS: Delivery of Programs & Services

- 1) develop a communications and engagement strategy that will connect and resonate with local Black and racialized communities
- 2) implement recommendations of the Leisure Centre Equity & Inclusiveness Review
- 3) review all customer-facing policies and practices to remove any unintended bias and barriers to serving racialized communities
- 4) update customer service training to incorporate anti-bias, diversity and inclusion training for all staff
- 5) recruit and appoint diverse people to the town's advisory committees
- 6) engage Black and racialized communities to inform the town on how to best recognize and celebrate the arts and culture of those communities
- 7) partner in the development of programs that encourage and support candidates from racialized communities to seek political office

ACTIONS: Advocacy within the Community

- 1) compile a list of local agencies and organizations that serve Black and racialized communities; engage the groups to build partnerships and alliances with the town
- 2) assist in securing stable funding for the above-noted local agencies and organizations
- 3) advocate for the Province and school boards to embrace change to staff training and curriculum that better serves and supports effective learning for racialized communities
- 4) advocate for the Province and health providers to consult with racialized communities to tailor mental and physical health services to their needs
- 5) advocate for health, social and community workers to recruit and hire from diverse communities
- 6) host employment fairs in partnership with Black and racialized community-supportive agencies and organizations

ACTIONS: Advocacy within the Community

- 7) partner in the development of a youth employment program focused on youth from racialized communities (job placement, mentorship, skill development)
- 8) support the start-up and incubation of Black-owned businesses as well as those with ownership from other racialized communities