



Report on Multiculturalism 2020/21

1. Ministry / Crown Corporation or Agency Name

Destination British Columbia

2. Mandate / Purpose Statement

Under the [Destination BC Corp. Act](#), the Crown corporation has a mandate to fulfil several key marketing and leadership responsibilities critical to the long-term, sustainable growth of BC's tourism industry:

- Market British Columbia domestically, nationally, and internationally as a tourist destination;
- Promote the development and growth of the tourism industry in British Columbia to increase revenue and employment in, and the economic benefits generated by, the industry, including, without limitation, by:
 - Providing support for regional, sectoral and community tourism marketing;
 - Providing industry leadership in tourism marketing;
 - Promoting training and development in relation to tourism marketing;
 - Providing support for visitor centres; and
 - Conducting tourism-related market research;
- Enhance public awareness of tourism and its economic value to British Columbia;
- Provide advice and recommendations on tourism-related matters; and
- Administer and perform agreements assigned to it by the Minister.

For more information please refer to Destination BC's [2020/21-2022/23 Service Plan](#) and [Corporate Strategy 2020-2023](#)

3. Executive Commitment to Multiculturalism

Destination BC is committed to advancing and integrating **Diversity, Equity, and Inclusion (DEI)** within our organization and in all aspects of our work. this includes:

- **Corporate culture.** We want to be an organization that celebrates diversity; cultivates a culture where everyone feels encouraged to bring their most authentic selves to work; and ensures diverse voices and perspectives are represented in our decision-making, marketing, partnerships, and all aspects of our work.
- **Inclusive marketing** which helps us both accurately reflect and celebrate the diversity of all the peoples and voices of British Columbia.
- **Foundational learning** for all employees to support them in developing a holistic understanding of the importance of DEI.



4. *Key Practices, Policies and Programs in Support of Multiculturalism*

1) *Does your ministry / organization use targeted employee attraction, mentoring and retention initiatives aimed at diversifying the workforce? Yes / No. If yes, please provide brief examples.*

Yes. Destination BC uses the targeted, accessible recruitment practices to attract, mentor and retain diverse talent, including:

- Since 2018, Destination BC has recruited through the BC Public Service's Work Able Internship Program designed to attract, mentor, and retain recent post-secondary graduates who self-identify as having a disability.
- Destination BC routinely shares all of its employment opportunities with BC WIN and the Open Door Group ((**DEI**) employment placement services) for the purpose of connecting Destination BC with more diverse talent.

2) *Does your ministry/organization provide training for front line, managerial and executive staff on anti-racism, cultural agility, Indigenous cultural safety, unconscious bias, inclusive service delivery, GBA+ or other related training and supports? Yes / No. If yes, please provide brief examples.*

Yes. In 2020, Destination BC provided the following training:

- **Diversity and Inclusion Essentials**, BC Public Service course – all employees;
- **Unconscious Bias, Microaggressions, and Inclusive Marketing Workshops**. As part of foundational learning for all employees to support them in developing a holistic understanding of the importance of DEI;
- **How to work effectively with Indigenous Peoples**. Destination BC provides ongoing training for all new hires, new Destination BC Board members;
- **How to work with the United Nations Declaration of Rights of Indigenous Peoples**, provided to Destination BC's Executive members, Directors, Corporate Communications team, and People and Development team; and
- **How to effectively consult and engage Indigenous Peoples**, offered to all Destination BC employees.

3) *Does your ministry have any other specific initiatives in place to promote intercultural understanding and respect for diversity in the workplace? Yes / No. If yes, please provide brief examples.*

Yes. Destination BC's strategic mandate is to represent all British Columbians in our programs and services, effectively. Destination BC is committed to advancing and integrating DEI within our organization and in all aspects of our work. Initiatives include:

- The establishment of a Steering Committee made up of a diverse group of employees to help guide key decisions and provide strategic input.
- Partnering with DEI consultants/suppliers with deep expertise in the following service areas:
 - DEI Organizational Audit/Assessment
 - DEI Strategy Development and Implementation



- DEI Training and Facilitation

- Work is underway for all of these focus areas. Throughout 2021 Destination BC will work with consultants to develop a DEI and Inclusive Marketing Strategy, including a tailored learning plan.
- Garnering valuable employee insights through engagement surveys around various topics within the DEI umbrella.
- Partnering with the Canadian Centre for Diversity and Inclusion. All staff members have access to webinars, a knowledge repository, and various other resources to support their learning journey.

This commitment is reflected in our corporate commitment and in our [Standards of Conduct](#). These standards define how our organization strives to create an inclusive, safe, and healthy work environment, where employees and partners are treated with dignity and respect. Additionally, as an organization that conducts business around the globe, Destination BC contracts with many domestic and international agencies, and strives to implement in-market activities in such a way that respects and represents diverse cultural interests and needs that exist at home and worldwide.

4) Does your ministry / organization actively promote multiculturalism in the workplace or in the broader community through events and initiatives? Yes/No. If yes, please provide brief examples.

Yes. Respect for the individual is a core principle at Destination BC. Embracing and leveraging Diversity and Inclusion is fundamental to our organizational culture and is key to our ability to achieve service expectations and to effectively partner with industry to promote and develop BC's tourism sector. Destination BC has a diverse and multicultural workforce that represents the diverse demographic composition of British Columbia. Destination BC adheres to and supports the Human Rights Code of British Columbia and the *Canadian Human Rights Act*, which protects individuals from harassment and other forms of discrimination. Our organization's success depends on the integrity of its systems and the people involved in providing tourism products and services. Each Destination BC employee is required to fulfil the promise to conduct our business with respect, professionalism and honesty, as reflected in the [Standards of Conduct](#) and to participate in annual Diversity and Inclusion Essentials training.

In 2020, Destination BC continued to require that all employees take SuperHost's Service For All training course. Service For All provides practical knowledge to serve and accommodate customers from various backgrounds, abilities, and identities.

Throughout 2020, Destination BC delivered the ongoing Indigenous Awareness employee training including:

- How to work effectively with Indigenous Peoples - ongoing training for all new hires and new Board members;



- How to work with the United Nations Declaration of Rights of Indigenous Peoples – provided to Destination BC’s Executive members, Directors, Corporate Communications team and, People and Development team; and
- How to effectively consult and engage Indigenous Peoples (offered to all staff).

Furthermore, as part of our commitment to foundational learning within our organization, all staff received training on Unconscious Bias, Microaggressions, and Inclusive Marketing in 2020/2021 to support them in developing a holistic understanding of the importance of DEI.

In response to the 2020 COVID-19 pandemic, an additional priority for Destination BC has focused on supporting employee health and safety, including mental health. Multiple virtual workshops and learning webinars have been provided to employees on the following topics:

- Coping with change;
- Mental illness and substance abuse;
- Mental health in the workplace; and
- Managing employee health and wellbeing (people managers).

In addition, Destination BC leverages its internal employee newsletter to openly promote multiculturalism in our workplace. Topics have included:

- Applause for American Sign Language Interpreters Amidst the Pandemic
- People with Sensory Disabilities and Social Distancing Amidst the Pandemic
- Global Accessibility Awareness Day and Opportunities to Participate
- Diversity, Inclusion and Belonging for All
- Indigenous Tourism Association of Canada
- Indigenous Tourism BC
- Diversity and Inclusion Terminology and Definitions
- How Recognition Supports Inclusion in the Workplace
- Accessibility and Inclusion in the Workplace
- September as Disability Month and Related Learning Resources
- Gender Equity in BC & LGBTQ2s+ and Related Learning Resources
- November as Indigenous Disability Awareness Month
- December 3 as International Day of Persons with Disabilities
- December 6 as the National Day of Remembrance and Action on Violence Against Women
- Industry Partnerships:
 - Adaptive Surf Program in Tofino through Partnership between YVR and Spinal Cord Injury BC
 - Memorandum of Understanding between Indigenous Tourism Association and YVR to support and collaborate on marketing initiatives in global countries of mutual interest to rebuild Indigenous Tourism following the impacts of COVID-19.



5) *Does your ministry/organization incorporate Multiculturalism policy (including goals to increase equity, inclusion, and diversity) when developing policies, practices, and programs? Yes / No. If yes, please provide brief examples.*

Yes. Destination BC's policies, practices and programs are guided and governed by our Standards of Conduct, our Diversity and Inclusion HR policy, and our organizations commitment to DEI. To further strengthen and integrate our commitment to DEI in our workplace culture and business operations, Destination BC will conduct formal DEI audits in 2021 as follows:

- **Corporate Culture:** This audit will look closely at our culture, examining our current state, values, behaviours, business processes, and staff experience. We will also examine our hiring and promotion process and identify barriers.
- **Inclusive Marketing:** This work will include an evaluation of DBC's marketing through a DEI lens, including brand strategy, content, advertising, our procurement process and who we work with.

The insights gathered from these audits will be incorporated into a corporate DEI strategy, supported by policies, processes, programs, best practices and performance measures designed to advance and integrate DEI in how we do our work.

6) *Does your ministry/organization utilize networks, partnerships, advisory councils, consultation and/or other outreach mechanisms to gather input from Indigenous, racialized and/or other under-represented groups? Yes / No. If yes, please provide brief examples of the depth of collaboration you have with partners.*

Yes.

- Destination BC continues to fund and work with Indigenous Tourism BC (ITBC) on the implementation of programs that develop and market Indigenous tourism products in all of Destination BC's key markets. These programs support the growth of Indigenous owned and controlled businesses and their employees.
- Destination BC's partnership with ITBC also supported Indigenous communities and entrepreneurs to participate in Destination BC's Destination Development program. Together with ITBC, Destination BC is working on ways to advance the quality of visitor experiences, to assist in sustaining long-term demand for BC's tourism industry.
- Destination BC's partnership with ITBC resulted in the hiring of an ITBC Regional Specialist to support Indigenous communities and tourism entrepreneurs in the Vancouver, Coast & Mountains region.
- Destination BC works with key travel media outlets in BC and around the world to generate awareness of the diversity of BC's people and tourism experiences BC. This includes providing story ideas for the BC's multicultural media outlets.
- Destination BC relaunched their consumer websites in English and in the local language for the following markets: Germany, Mexico, and China (simplified Chinese language).



- Destination BC created a Steering Committee that will advance and integrate DEI within our organization and in all aspects of our work.

7) Does your ministry/organization deliver or support culturally appropriate and responsive programs and services? Yes / No. If yes, please provide brief examples.

Yes. Destination BC delivers marketing campaigns that include culturally appropriate content. In 2020, Destination BC's Global Marketing team delivered multicultural community print ads and select social media posts that were translated in Chinese (traditional & simplified), Punjabi, Farsi, and Filipino. Destination BC is actively working with an "all cultural marketing-communications agency" to ensure that our marketing content appropriately reaches and resonates with our diverse consumers.

8) Does your ministry/organization collect or use diversity data to better understand the impacts, outcomes and accessibility of your policies, programs, or services for Indigenous peoples and other racialized or marginalized groups? Yes / No. If yes, please provide brief examples.

Yes. Destination BC conducted an internal DEI employee survey for the purpose of understanding the representation of diversity in our workforce, the employee experience when it comes to equitable access to opportunity within our workplace and the opportunity to contribute fully at work, and the employee experience in regard to feeling valued, safe and included in our workplace culture.

The data collected from this survey helped Destination BC understand how the demographic composition of our workforce compared with the general population of BC in 2020. The data also helped identify areas that Destination BC needs to take a deeper dive, and seek a better understanding from our employees on the current impacts of our policies, programs and services for Indigenous peoples and other equity deserving groups, whether these groups are employees, partners, consumers or the public whom we serve.

5. Highlights of Any New Initiatives Undertaken in 2020/21, if applicable (maximum 300 words or 8-10 bullets)

Along with multiple audits of our organizational culture and business processes, Destination BC will undergo a DEI benchmarking process to assess our current state against the Global Diversity Benchmarking Index to understand how our organization currently compares against an established framework of DEI best practices used by organizations around the world. We are humbled to be on this journey and to continue to find ways to collect, leverage and action data for the purpose of integrating DEI and better addressing the needs of equity-deserving peoples as an employer and as a tourism leader.



6. Best Practices and Success Stories

Destination BC believes that diversity is strength and is an inclusive workplace founded on the highest degree of collaboration and innovation. Collectively, all teams at Destination BC value the diverse mosaic of backgrounds and identities of our employee community, British Columbians, and visitors to the Province. Since 2019, in partnership with go2HR: BC's Industry Tourism HR Resource, Destination BC has provided opportunity for all employees to participate in inclusive customer service training by taking the SuperHost Service For All course. This unique interactive service delivery focussed multi-day course offered key insights for delivering personalized and inclusive customer service approaches for distinct stakeholder groups and community members of all ages.

"I found the range of topic directed modules highly insightful and valuable for learning action-oriented tips to always keep inclusive service top of mind while avoiding stereotypes. The opportunity to gain knowledge for how to meaningfully and sensitively engage with people from different generations, Indigenous communities and other diverse community groups has enhanced my abilities to connect and adapt based on the needs of others. I particularly enjoyed the module on different generations and learning how to effectively communicate with a multigenerational workforce. I am so grateful I was given the chance to take this training and as an employee community, together, over 50 Destination BC staff have completed the course and advanced our collective desire to understand the dynamic needs of diverse groups."

7. Images and Graphics

- [Attached](#)

8. Approvals

Report approved by: Clare Mason
Corporate Communications Director

Date: 20 May 2021

Report approved by: Richard Porges
Interim President & CEO

Date: 25 May 2021