



Report on Multiculturalism 2021/22

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 [2021/22-2023/24 Service Plan](#) and [Corporate Strategy 2020-2023](#)

3. Executive Commitment to Multiculturalism

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

- **Corporate culture.** We want to be an organization that celebrates diversity; advance 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 other aspects of our work.
- **Inclusive marketing** which helps us accurately reflect and celebrate the diversity of all the peoples and voices of British Columbia.
- **Foundational learning** for all employees to support them in a journey of unlearning and relearning.



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

✚ 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.

- 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 accessible employment placement service programs including BC WIN and the Open-Door Group for the purpose of connecting Destination BC with more diverse talent.
- In each job posting, Destination BC communicates:
 - Available Indigenous Applicant Advisory Services to job applicants who self-identify as Indigenous (First Nations, status or non-status, Métis, or Inuit) and are seeking work or are already employed in the BC Public Service.
 - Destination BC's commitment to ensuring accommodations are in place to support job applicants who self-identify as having a disability in our hiring process and in our workplace.

✚ 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 2021, Destination BC supported employees with the following:

- **Diversity & Inclusion Essentials:** BC Public Service course – all employees;
- **Inclusive Marketing:** Workshop – all employees;
- **Building Belonging:** Half-day workshop focused on Inclusive Leadership – delivered to Destination BC's Executive and Director Team; and
- **How to work effectively with Indigenous Peoples:** Destination BC provides ongoing training for all new hires, new Destination BC Board members.
- Access to the Canadian Centre for Diversity and Inclusion's (CCDI) digital learning platform.
- Multiple DEIA learning webinars:
 - **The Importance of Intersectionality in Diversity and Inclusion**
Explores the overlapping experiences that create a person's lived experience, and recognizes the interconnected aspects of a person's experience and identity that may create barriers for them in the workplace;
 - **Safe Spaces for Dialogue: Encouraging Authenticity in the Workplace**
Defines the meaning of "safe space" and explores how to encourage employees to be authentic, and feel psychologically safe in the workplace and touches on how to influence a culture of safe spaces within the workplace that is sustainable;



- **Activating Allies**

Explores the role of an active ally, as a person who takes a role in supporting a community or group;

- **Combatting Tokenism**

Addresses the issue of symbolic efforts of inclusion by propping up single efforts or people with diverse backgrounds, and how to rectify these efforts into real inclusive initiatives;

- **Accessibility: Navigating a World Filled with Barriers**

Explores the concept of ableism and accessibility, and what its like to try and navigate society when you don't fit into the box of able-bodied, including tips on how to make the workplace more accessible.

- Members of Destination BC's internal DEIA Steering Committee completed the certificate in *The Foundations of Diversity and Inclusion*, provided in partnership between The Diversity and Inclusion Leadership Council (DLC) and the Canadian Centre for Diversity and Inclusion (CCDI).
- Destination BC is in the process of developing a corporate learning plan that will accompany a three-year DEIA Corporate Strategy for the organization.

✚ *Does your ministry/organization 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. In 2020, Destination BC committed to advancing and integrating DEIA within our organization and in all aspects of our work. Initiatives that have taken place in 2021 include:

- Expansion of Destination BC's DEI Steering Committee which is made up of a diverse group of employees who help guide key decisions and provide strategic input;
- Continued partnerships with DEIA consultants/suppliers to support;
- The completion of a DEIA Corporate Culture Audit;
- DEIA Strategy Development (in progress);
- Inclusive Marketing Audit and Action Plan development (in progress);
- Continued DEIA Training and Facilitation;
- Garnering valuable employee insights through engagement surveys around various topics within the DEIA umbrella; and
- 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.

Destination BC is currently developing a three-year DEIA Corporate Strategy and action plan.



This 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.

✚ *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 and strives to represent the diverse demographic composition of British Columbia at all levels of the organization. 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.

Destination BC continued to make employee mental health a priority in 2021/22 amidst the ongoing COVID-19 pandemic

To build awareness during mental health awareness month in October 2021, all employees were invited to participate in:

- An information session on available Employee and Family Assistance Program resources with a focus on mental health supports; and
- The BC Public Service's Learning Centre Healthy Minds learning series.

Destination BC has provided funding for two employees to become certified in Mental Health First Aid, to voluntarily provide support services to their colleagues during a time of need.

Destination BC continued to engage employees through regular pulse surveys on the topic of mental health, coping during the pandemic and comfort levels talking about mental health in the workplace.

Recognizing the impact of events highlighted in the media related to racial trauma, Destination




BC secured dedicated counseling services for all employees who self-identify as a member of the BIPOC community.

All Destination BC employees continue to have access to mindfulness support resources via a corporate subscription to *Headspace*.

In addition, Destination BC leverages its internal employee intranet 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
- October as the Mental Health Awareness Month, and other days of significance (i.e. November as Indigenous Disability Awareness Month)
- 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.

 *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 DEIA. To further strengthen and integrate our commitment to DEIA in our workplace culture and business operations, Destination BC conducted formal DEIA audits in 2021 as follows:

- **Corporate Culture:** This audit looked closely at our culture, examining our current state, values, behaviours, business processes, and staff experience through a DEIA and anti-racist lens. Destination BC's hiring and promotion processes were also reviewed to identify barriers. In 2021/22, Destination BC:



- Implemented telephone interviews as a routine screening practice in our hiring process, for all externally posted job opportunities as a pre-qualification tool
- Committed to using a gender decoder tool on all job postings to identify and eliminate gender biased language for the purpose of attracting diverse talent.
- **Inclusive Marketing:** This work has included an evaluation of Destination BC's marketing through a DEIA lens, including brand strategy, content, advertising, our procurement process. The audit is ongoing, and a resulting action plan will be developed in 2022.

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

✚ *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.
- Through Destination BC's partnership with ITBC, the 130 Visitor Centres across BC are provided with product updates and training opportunities.
- 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).
- Destination BC created a Steering Committee that will help advance and integrate DEIA within our organization and in all aspects of our work.
- Destination BC has forged relationships with a number of disability subject matter experts to help inform our work towards supporting a more accessible tourism industry. These include Spinal Cord Injury BC, Rick Hansen Foundation, Inclusion BC, CNIB, Autism BC and others.



✚ *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 strive to represent the diversity of British Columbia's people. In 2021, Destination BC's Global Marketing team delivered two domestic campaigns in Mandarin and Punjabi, made significant efforts to increase diversity in its images and content, and partnered with a diverse number of content creators and influencers. Additionally Social Impact Procurement Guidelines have been implemented on recent Destination BC Request for Qualifications (RFQs).

✚ *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 internal employee engagement and DEIA culture audit surveys 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. Specific analysis was done to understand the different experiences of equity deserving groups so the organization can identify inequities and work towards improving the experience of each person.

5. *Highlights of Any New Initiatives Undertaken in 2021/22*

Destination BC completed an audit of its corporate culture with the support of third-party experts in DEIA. The organization also worked towards the completion of an audit of its marketing and brand strategy. We are humbled to be on this journey and will have a clear strategy in place that will support the organization in better integrating DEIA and better addressing the needs of equity-deserving peoples as an employer and as a tourism leader.

6. *Best Practices and Success Stories*

"In April 2021, in partnership with Indigenous Tourism BC (ITBC), Destination BC (DBC) hosted a virtual Indigenous learning session. Presented by ITBC, the session covered a range of topic areas including the cultivated history between ITBC and DBC, collaborative partnership efforts, Indigenous history and culture, reconciliation through tourism, cultural revitalization, alignment strategy, ITBC's story and key stakeholders, land acknowledgments, the UN Declaration on the Rights of Indigenous Peoples (UNDRIP) and the importance of collaboration. I deeply valued the information shared by the ITBC team especially the context and insights focussed on Indigenous cultures, perspectives, and relationships. The learning opportunity was an educational and profoundly informative experience that evolved my perceptions, knowledge and understanding of Indigenous values and what I can do on a personal level to be more thoughtful and supportive.



The presentation led me to thoughtfully reflect on the shared history between ITBC and DBC and my commitment to advancing the principles of reconciliation. One key personal takeaway was the human responsibility aspect of why land acknowledgments matter and understanding the importance of paying respect to the land while recognizing a particular moment in time and space. This is a guiding principle that I will feed forward and integrate into my day-to-day work and future presentations. Overall, this was an inspirational learning session that empowered a sense of true connection to the values of diversity and inclusion and the importance of strengthening representation, building meaningful relationships, and maintaining knowledge of Indigenous cultures, traditions, and outlooks. Indigenous communities form a vital cornerstone of British Columbia’s (BC’s) society, and I left the ITBC presentation with enhanced knowledge of how DBC and ITBC plan to work together moving forward to authentically represent, celebrate, and promote Indigenous cultures, heritage, and communities across BC.” / Laura S. @ DBC

“In 2021, Destination BC launched a new intranet to increase communication, collaboration, and engagement among employees. The learning opportunities that I was able to take a part in through webinars, workshops, and committees helped me feel confident in applying a DEIA lens to this internal project and continue integrating this thinking as a natural part of every project planning cycle. For example, in identifying potential software, accessibility was top of mind, ensuring our intranet offered multi-language support – allowing employees to access content in over 100 different languages. We also made it possible for employees to insert their preferred pronouns in their profiles, something that supports an inclusive environment for all. Our events calendar is also full of multicultural dates that are inclusive of all cultures, religions, and abilities, something that we never had before. While I still have a lot of learning to do, DBC’s efforts towards multiculturalism have enabled me to challenge my own thinking and understand that DEIA is the responsibility of each individual – no matter what your position may be. I am extremely proud of our organization for prioritizing and supporting this work.” / Laura B. @ DBC

7. Images and Graphics

- NA

8. Approvals

Report approved by: Clare Mason
Corporate Communications Director

Date: May 24, 2022

Report approved by: Richard Porges
President & CEO

Date: May 24, 2022