



Report on Multiculturalism 2023/24

Crown corporation:	<i>Destination British Columbia</i>
Legislation:	<i>British Columbia Multiculturalism Act</i>
Reporting Year:	2023-2024

Section A: Key Practices in Support of Multiculturalism and Anti-Racism

Crown corporation:	<i>Destination British Columbia</i>
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Reporting Year:	2023-2024

Guidance: The following section applies to equity and anti-racism commitments, strategic direction, and approaches to assessing, measuring, and monitoring progress against your Crown corporation's priorities			
Implementation of the BC Multiculturalism Act across Ministries and Crown corporations			Comments: Actions/Evidence/Timelines
Executive Mandate and Commitment to Multiculturalism and Anti-Racism			
1. Purpose or mission statement: Destination British Columbia (Destination BC) is a Provincially funded, industry-led Crown corporation that supports a strong and competitive future for BC's tourism industry through a combination of global	Under the Destination BC Corp. Act , the Crown corporation has a mandate to fulfill several key		

<p>marketing, destination development, industry learning, cooperative community-based programs, and visitor servicing. Destination BC's programs help to improve the visitor experience, support businesses and communities across the province, and strengthen BC's worldwide reputation as a destination of choice.</p>	<p>marketing, destination development and leadership responsibilities critical to the long-term, sustainable growth of BC's tourism industry.</p>	
<p>2. Executive commitment to multiculturalism that supports the Multiculturalism Act and demonstrates executive commitment to equity and anti-racism.</p>	<p>Destination BC is committed to advancing and integrating DEIA (Diversity, Equity, Inclusion and Accessibility) within our organization and in all aspects of our work.</p>	<p>Destination BC has developed a three year DEIA Strategy and Action Plan.</p>
<p>3. Any additional commitments or statements your organization has made in your 2024 planning or reporting documents related to inclusion, diversity, respect, cross-cultural understanding, and awareness, if available.</p>	<p>The principles of DEIA are embedded in Destination BC's organizational culture. Our board, employees, and suppliers represent a diversity of the people living in British Columbia, and our operations, programs, and services strive to be equitable, inclusive, and accessible for each person.</p>	<p>Destination BC has developed a three-year DEIA Strategy and Action Plan.</p>
<p>4. Your Crown corporation has developed an equity and anti-racism strategy.</p>	<p>Destination BC has developed a three-year DEIA Strategy and Action Plan that supports equity and anti-racism.</p>	<p>Yes</p>
<p>5. If yes, describe the office(s) responsible for overseeing your anti-racism strategy and implementation.</p>	<p>CEO and Executive Team</p>	

Alignment with Legislation, Strategies, Plans and Analytical Tools and the Promotion of Intercultural Respect		
<p>1. State how your equity and anti-racism goals link to legislation, strategies, plans, and analytical tools in developing and reviewing policy. Examples may include:</p> <ol style="list-style-type: none"> a. B.C. <i>Human Rights Code</i> b. Multiculturalism Act c. <i>Anti-Racism Data Act</i> d. DRIPA- Declaration on the Rights of Indigenous Peoples Act (Declaration Act Action Plan) e. Truth and Reconciliation Commission of Canada (TRCC) Calls to Action f. Where We All Belong Diversity & Inclusion Strategy g. TogetherBC British Columbia’s Poverty Reduction Strategy h. K-12 Anti-Racism Action Plan i. B.C.’s erase (expect respect and a safe education) strategy j. Gender Based Analysis Plus 	<p>The DEIA Strategy aligns with the work of the Gender Equity Office, Accessible BC Act, and the Diversity and Inclusion Strategy for the BC Public Service, to ensure our organization is reflective of our province and inclusive to equity deserving groups* by supporting an increasingly diverse workforce, enhancing inclusion in the workplace, building a strong foundation for lasting and meaningful reconciliation, and removing barriers to accessibility in the workplace.</p>	<ul style="list-style-type: none"> • Destination BC honors the TRCC’s Call to Action #57, with a commitment “to provide education to public servants on the history of Aboriginal peoples...”. All staff are required to complete a Working Effectively with Indigenous Peoples workshop and attend a presentation on Meaningful Land Acknowledgements. • Destination BC respects the long-standing partnership with Indigenous Tourism BC and provides funds as supported by action 4.29 in the Declaration Act Action Plan. • In support of respectfully growing Indigenous tourism, Destination BC visits and meets with Indigenous communities interested in tourism. • Destination BC has developed a three-year Truth & Reconciliation Plan, and presented it to the DBC Executive, the Tourism

			<p>Marketing Committee, and the Board. The plan will provide a corporate and team path to learning.</p> <ul style="list-style-type: none"> • Destination BC created a new, more culturally safe, Consent and Release Form to honor the stories, songs, and teachings shared by Indigenous peoples for our marketing content. • In compliance with the Accessible BC Act, Destination BC formed an Accessibility & Inclusion Committee consisting of 13 individuals with varying disabilities and representing the diversity of people in BC.
2. Communications to external stakeholders about your Crown corporation's commitment to the Multiculturalism Act , anti-racism and anti-discrimination initiatives are sufficient (e.g. website is accurate and up to date).	Destination BC proactively communicates with industry regarding our commitment to DEIA.	Yes	<ul style="list-style-type: none"> • Presentations to industry • DEIA Strategy on website • Corporate News Channels (social and newsletter)
3. Your Crown corporation has established communication contacts and networks with culturally diverse communities including Indigenous communities. <i>For Crown corporations that do not engage the public this can also include engagement with international stakeholders.</i>	Destination BC continues to fund and work with Indigenous Tourism BC on the	Yes	<ul style="list-style-type: none"> • Content creators • Indigenous Communities • Indigenous Tourism BC • Contractors • Tourism Industry

	<p>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.</p>		<p>* <u>Note</u>: all of the above are inclusive of a diversity of peoples and communities in BC.</p>
<p>4. There is active promotion of events that help inform employees or in the broader community through events and initiatives of what constitutes equity, anti-racism, diversity, and multiculturalism (e.g. Multiculturalism Week, Annual Women's Memorial March, Moose Hide Campaign, Black History Month, Islamic Heritage Month, Jewish Heritage Month, Asian Heritage Month etc.).</p>	<p>Destination BC maintains and shares a multicultural calendar with staff highlighting important events.</p> <p>Destination BC actively promotes and/or amplifies the work of equity-deserving groups through its marketing</p>	<p>Yes</p>	

	channels. This includes collaborating with Indigenous Tourism BC on a content calendar.		
Use of Race Disaggregated Intersectional Data to Support the Development of Policies and Practices and Services			
Leading Practices and Success Stories			
<i>As an option, please provide examples of initiatives your organization undertook in 2023/24 or a success story from 2023/24 that you wish to highlight in the Report on Multiculturalism.</i>			
<p>5. Briefly highlight any new initiatives undertaken in 2023/24 in your Crown corporation that supported the objectives of the Multiculturalism Act and anti-racism and equity commitments that weren't identified in your response to Question 2.</p>	<p>Destination BC delivers marketing campaigns that strive to represent the diversity of people living in British Columbia and is committed to ongoing improvement. In 2022, Destination BC began work to audit and improve our internal processes around the production of visual and written marketing materials to be more inclusive; these improved processes started to be implemented in early 2023 and have influenced 2023-24 marketing materials.</p> <p>Destination BC is building a network of social media content creators located across BC that we can work with to create short-form, authentic content about their local communities, which we can then repurpose and share on our digital channels. A goal of this program is to work with creators of underrepresented communities in BC and share a unique perspective/identity outside of the dominant lens in the travel content that is shared on DBC's social media channels.</p> <p>Destination BC has BC-based writers, photographers, videographers, and designers on a qualified suppliers list who are contracted to support our content creation efforts across paid, earned, and owned channels. We recognize that there</p>		

	<p>are systematic barriers in the competitive RFQ process that prevent equity deserving groups from successfully applying and getting added to the qualified suppliers list. This process is being updated to increase accessibility and the diversity of qualified suppliers on the content creator RFQ list.</p> <p>Destination BC’s Love for BC video series is designed for Instagram and YouTube, where locals tell their own stories – specifically, their pride of place and love for where they live. We set out to showcase diverse voices, highlighting everything from an adventurer’s passion for local birding and promoting queer visibility and urban wildlife.</p> <p>Destination BC, in partnership with Indigenous Tourism BC, provided a second round of funding to 33 community Visitor Centres through the Indigenous Learning & Projects Grant for Visitor Services. This application-based grant program helps Visitor Centre staff enhance relationships and enable partners to work collaboratively on projects, activities, and training that will foster a deeper understanding of Indigenous culture, history, and tourism products. The Visitor Centres that received funding will be working in partnership with over 50 First Nations communities.</p> <p>Destination BC partnered with go2HR to support the development of DEIA resources for the tourism industry. go2HR has developed a DEIA resource hub and is offering training to industry.</p>
<p>6. Briefly share leading practices /or a success story – how your Crown corporation is addressing systemic discrimination and racism and evidence of impact. <i>Examples could include an initiative that changed your service delivery model and/or reduced systemic barriers for underrepresented racialized groups spearheaded by your</i></p>	<p>“In spring 2022, Destination BC, (in collaboration with Indigenous Tourism BC, produced an Indigenous storytelling series, “Illahee.” This series formed a key part of our global marketing efforts and supported Destination BC’s strategic</p>

<p><i>Crown corporation. Include a statistical snapshot in your description (as per multiculturalism and anti-racism initiatives) by providing a measure of ‘how much, ‘how many’, ‘to what extent’ or ‘what size’.</i></p>	<p>aim of elevating Indigenous voices and perspectives within creative and content.</p> <p>Season 1 consists of three short documentary-style videos. Each episode features a different Indigenous storyteller and explores the connections that these individuals have with an element of nature, be it mountains, rainforests, or water. The aim of these videos is to inspire travellers to visit BC, to connect with nature and the people that have been stewards of these lands since time immemorial.</p> <p>To build on the great work in Season 1, production on a second season began in September 2022. While Season 1 spotlighted Indigenous leaders and their connection to the land, Season 2 focused on animals that are significant within each community. Indigenous leaders explained their relationship with these animals, their significance, and how they shape their culture, both past and present. Season 3 in 2023 encourages viewers to immerse themselves in the history, living culture, and dramatic landscapes of Indigenous communities across BC, and savour the flavours found at local Indigenous businesses.</p>
<p>Images If available, submit a publication-ready JPEG image (high resolution, 300 dpi or higher) with permissions.</p>	<p>NA</p>

Section B: Assessment of Programs and Services, Strategic Partnerships and Employee Experience

<p>Crown corporation:</p>	<p><i>Destination British Columbia</i></p>
<p>Legislation:</p>	<p><i>British Columbia Multiculturalism Act</i></p>

Reporting Year:

2023-2024

Guidance Citizen Experience and Service Delivery: The following section applies to your Crown corporation’s policies, programs, and service delivery (i.e. key services and activities your Crown corporation does to delivers its mandate – including grants/funding, support cross-governmentally etc.). In the section for Comments/Actions/Evidence, please describe (in bullets) examples or links to documents. If in progress, please describe status.

Category and Indicators	Yes/No/in development/ In progress	Comments, Action Items, Evidence
1. Apply multiculturalism policy (enhance the multicultural heritage of British Columbians and encourage positive interaction between cultural, religious, and ethnic communities) in review or development of programs and services.	Yes	Development and implementation of DEIA Strategy, including Inclusive Marketing Action Plan.
2. Treasury Board submissions, policies and budgets are reviewed through Gender Based Analysis Plus (GBA+ and IGBA+).	No	GBA+ training and implementation has been identified as a part of the DEIA Strategy.
3. Policy reviews and budgets are further evaluated through equity lens (that includes analysis of racial equity impact). <i>For example, Impact on racialized communities; promotion of rights, access to services and outcomes.</i>	In progress	Preliminary review conducted as a part of DEIA Culture Audit. Further review to be conducted as a part of DEIA Strategy.
Factors at the Program Level and Service Level		
4. Your Crown corporation plans to engage proactively, collaboratively and in inclusive ways with racialized communities in reviews or planning and development of new programs and service designs.	Yes	Implementation has been identified as part of the DEIA Strategy. Destination BC co-created an Indigenous Tourism 3-year marketing roadmap in collaboration with Indigenous Tourism BC.
5. Your Crown corporation measures progress equity goals in service quality (e.g. trust, transparency, access) by conducting community-engaged studies and outreach activities to assess citizen experience.	In progress	Design and implementation have been identified as a part of the DEIA Strategy, including the organization’s inclusive marketing action plan. An annual survey is sent to Industry partners who participate in Destination BC’s programs.
6. Your Crown corporation employs a diverse workforce with lived experience, cultural and/or language skills to adequately the diverse populations served.	Yes	Destination BC conducts annual and quarterly employee engagement surveys which includes analysis measuring belonging for equity deserving groups (including intersectiona

			data when the sample size is large enough to protect privacy and ensure anonymity of respondents).
	7. Materials such as brochures, fact sheets and other print materials and/or websites are provided in multiple languages and include racially diverse and equitable visual representations (<i>For Crown corporations that do not engage the public this can include language translation to engage international stakeholders</i>).	Yes, and In Progress	HelloBC website is translated into Mandarin, German, and Spanish. Destination BC actively strives to ensure that we are authentically representing the diversity of people living in BC in our marketing.
	8. All programs and services make consistent and effective use of language that promotes multiculturalism, diversity, and inclusiveness (e.g. <i>Words Matter</i> and/or other inclusive language guidelines).	In progress	Inclusive language guidelines have been developed. All employees are developing the skills, knowledge, and intercultural competence so that a DEIA lens can be applied to all work in the organization
	9. Cultural experts (ethno-culturally and racially diverse employees, communities, or groups) have been clearly identified/used in the design, development and implementation of services and programs that enhance inclusivity.	Yes	Equity deserving groups (internal and external) were thoroughly engaged in the development of the DEIA Strategy. This work will continue.

Strategic Partnerships and Ecosystem: The following section applies to your Crown corporation’s strategic partnerships across government, external partners, procurement, and wider ecosystem that your Crown corporation engages with to deliver its mandate. In the section for Comments/Actions/Evidence, please describe (in bullets) examples or links to documents. If in progress, please describe status.

Strategic partnerships and Ecosystem (distinguishing between internal and external)

	10. Your Crown corporation has adopted a whole-of-government anti-racism approach to address anti-racism and multiculturalism commitments.	Yes	Destination BC’s DEIA Strategy is organization-wide, impacting every employee and program.
	11. Your Crown corporation coordinates and cooperates on cross-ministry priorities to address systemic discrimination and racism.	Yes	Destination BC has joined a network of BC Crown corporations to discuss and share DEIA initiatives.
	12. Your Crown corporation has established partnerships to adequately promote anti-racism and multiculturalism towards the elimination of discrimination, racism, and prejudice. <i>Partnerships could include immigrant serving organizations, universities, non-governmental organizations, First Nations and Indigenous organizations and other governmental organizations at the federal, provincial, or municipal level</i>	Yes	Destination BC has a long-standing partnership with Indigenous Tourism BC. Memorandum of Understanding with Spinal Cord Injury BC.

	(e.g. Workforce Development Agreements). If yes, provide the number of partnerships.		<p>Destination BC facilitates awareness about Canada's 2SLGBTQI+ Chamber of Commerce's Rainbow Registered program to the network of 130+ Visitor Centres.</p> <p>Destination BC is now Rainbow Registered® .</p> <p>Partnership with go2HR to develop DEIA resources for industry. Go2HR has developed a DEIA resource hub and training to industry.</p> <p>A provincial tourism industry partners survey was conducted to assess DEIA needs for future program development.</p>
<p>Employee Experience: The following section applies to your Crown corporation's workforce development and workplace culture (e.g. key activities your Crown corporation does to ensure internal capacity to deliver its mandate. In the section for Comments/Actions/Evidence, please describe (in bullets) examples or links to documents. If in progress, please describe status.</p>			
	13. Your Crown corporation conducts organizational audit(s) to identify organizational challenges and opportunities related to understanding and acting on systemic discrimination and racism in the workplace.	Yes	A DEIA Culture Audit and inclusive marketing audit was conducted in 2021, informing the development of Destination BC's DEIA Strategy in 2022/23. 2023-24 marked year one of the DEIA Strategy.
	14. Your Crown corporation incorporates reconciliation and equity goals in workforce policy and planning efforts.	Yes	<p>Intercultural understanding and respect for diversity in the workplace is reflected in our corporate commitment and 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.</p> <p>All employees have received intercultural competence assessments in 2024.</p>
	15. Safe collaborative spaces and processes exist in your Crown corporation for employees to share and identify inequities and structural discrimination and racism.	Yes	Safe and brave spaces training has been conducted for all employees.

			Anonymous Q&A form is available for all employees to provide feedback, and a Whistle Blower policy is in place to support confidential reporting and investigation of misconduct.
	16. Your Crown corporation are engaged in expanding racial equity and inclusiveness of the BC Public Service (<i>e.g. Work-Able Graduate Internship Program, Articled Student Program, Indigenous Youth Internship Program</i>). <i>If yes, provide the number of internships.</i>	Yes	<p>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.</p> <p>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.</p> <p>In each job posting, Destination BC communicates:</p> <ul style="list-style-type: none"> • Available Indigenous 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; and • All hiring managers have been encouraged to add Indigenous Relations Behavioural Competencies (IRBC) to their Job Descriptions. • 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.
	17. There is targeted management and senior leadership recruitment and outreach to diverse employees and communities (<i>For example, there is a deliberate strategy to grow a racially diverse talent pool and talent pipelines</i>).	In progress	<p>Identified in Destination BC's DEIA strategy.</p> <p>This is underway with Destination BC's Board, its Tourism Marketing Committee, and the Accessibility and Inclusion Committee.</p>

	18. Your Crown corporation uses asset and strength-based approach to recognizing the skills, experience, insights, capitals (linguistic etc.), creativity, ways of knowing and intellect of employees.	Yes	All employees have access to strengths finder assessments as a part of the on-boarding process.
	19. Your Crown corporation provides mandatory leadership (executive) learning and development in building equity, anti-discrimination knowledge and skill level.	Yes	Foundational DEIA training provided to all employees. A DEIA Corporate Learning Strategy has been developed and intercultural competence training has been provided for employees in 2024 as part of the DEIA Strategy.
	20. Employees (including frontline, managerial and executive staff) have been provided anti-discrimination and anti-racism training (e.g. anti-racism, cultural agility, Indigenous cultural safety, Core Indigenous Competency training, unconscious bias, inclusive service delivery, GBA+ or other related training and supports). <i>If yes, provide the number of all staff (including executive and management).</i>	Yes	Over 100 Destination BC staff have been provided with training related to the Importance of Intersectionality in Diversity and Inclusion, Safe Spaces for Dialogue, Activating Allies, Combatting Tokenism, Accessibility, Inclusive Marketing, Building Belonging, Microaggressions, Safe and Brave Spaces, How to Work Effectively with Indigenous Peoples, and Meaningful Engagement.
	21. Hiring managers have been provided mandatory training in fair and racially equitable hiring, career, and advancement practices, with racial equity lens.	In development	Training for Managers on processes to support consistent implementation of policies and processes, particularly around performance management, professional development, and training/rewards has been identified as an action item within the DEIA strategy.
	22. Specific mentoring and leadership programs are offered to Black, Indigenous and people of colour, people with disabilities, women, and the LGBTQ2S+ community.	In development	Identified in DEIA Strategy.

Approvals

Report approved by Director, Industry Partnerships & Diversity, Equity, Inclusion, and Accessibility:

A handwritten signature in black ink that reads "Bill". The signature is written in a cursive style with a large, looped initial 'B'.

May 31, 2024

Report approved by President & CEO:

A handwritten signature in black ink that reads "R Porjes". The signature is written in a cursive style with a large, looped initial 'R'.

May 31, 2024