



Diversity 2010

**Leveraging the 2010 Olympic and Paralympic Games
to brand and make Greater Vancouver
a truly multicultural community**

The Laurier Institution
300 – 100 West Pender Street
Vancouver, BC V6B 1R8
Phone: 604.669.3638
Fax: 604.669.3626
feedback@thelaurier.ca
www.thelaurier.ca

Table of Contents

INTRODUCTION	2
BRANDING GREATER VANCOUVER A TRULY MULTICULTURAL COMMUNITY	3
MAKING GREATER VANCOUVER A CENTRE OF EXCELLENCE IN INTEGRATING IMMIGRANTS	7
The Toronto City Summit Alliance	10
MAKING GREATER VANCOUVER A TRULY MULTICULTURAL COMMUNITY	11
Diversity Calgary	13
CONCLUSION.....	14

Introduction

For the past two years, The Laurier Institution has been working with our partners to explore cultural diversity, immigration, and the future of multiculturalism in Greater Vancouver through an innovative multimedia series called Diversity/Vancouver. Diversity/Vancouver has engaged thousands of Greater Vancouver residents in an ongoing dialogue through community forums and consultations, web forums, television broadcasts, research, educational materials, and a multimedia website (see www.diversityvancouver.ca).

As part of the Diversity/Vancouver project, we have also been looking at what government, business, NGOs and other stakeholders can do to maximize the economic benefits of immigration and of the significant ethnic and cultural diversity in Greater Vancouver.

While the region can leverage our newcomers' connections and draw on the creativity of our population's cultural diversity in many ways, the real opportunity today – the once in a lifetime opportunity – is to leverage the Vancouver 2010 Winter Olympic and Paralympic Games to brand and make Greater Vancouver a truly multicultural community.

The potential economic benefits of this are huge. According to Richard Florida, author of *The Rise of the Creative Class* (2002) and *The Flight of the Creative Class: The New Global Competition for Talent* (forthcoming), “The growth and development of great cities comes from their ability to harness diversity, welcome newcomers and turn their energy and ideas into innovations and wealth.” (Richard Florida, “Forum: Pittsburgh’s prosperity depends on diversity”, *Pittsburgh Post-Gazette*, October 15, 2000)

If nothing else, the 2010 Games can be seen as a global marketing and talent recruitment campaign for Greater Vancouver. “By the time the Games have taken place it is estimated that Vancouver ... will have received significant media exposure, placing it among the best-known cities in the world.” (Vancouver Economic Development Commission, 2003 Annual Report, p. 5). The 2010 Games provide us with the opportunity to showcase Greater Vancouver – diverse, inclusive, creative and one of the best places in the world to visit, live, work and invest. The 2010 Games also provide us with an opportunity to create legacies that will support the ongoing development of Greater Vancouver as one of the most truly multicultural communities in the world.

How can we take advantage of this unique opportunity? What are the next steps?

We propose that the BC government in partnership with the City of Vancouver and the Greater Vancouver Regional District:

1. organize a Diversity 2010 Summit to focus the Greater Vancouver region on the opportunity presented by the Vancouver 2010 Winter Olympic and Paralympic

- Games to brand and make Greater Vancouver a truly multicultural community and
2. create a Diversity 2010 Task Force that includes leaders from all major cultural communities, business, tourism, media and other major stakeholder groups to (a) help develop a “truly multicultural” brand strategy for Greater Vancouver and (b) to identify and promote legacies that will help make Greater Vancouver a centre of excellence in immigrant integration and a truly multicultural community.

Other Canadian cities have implemented similar initiatives to improve the social and economic benefits of immigration and cultural diversity, but no other city has had the unique opportunity presented by the Vancouver 2010 Winter Olympic and Paralympic Games.

Branding Greater Vancouver a Truly Multicultural Community

The idea of using the 2010 Games to brand and globally market Greater Vancouver as a truly multicultural community comes, in fact, from the original Vancouver bid to host the Games. In making the pitch, the Vancouver bid committee described Vancouver as a “truly multicultural city”.

“Vancouver is a multicultural and diverse society, ideally suited to hosting the Olympic Family and the rest of the world.” (“Letter from the City of Vancouver”, *Vancouver 2010 Bid Book*)

“Vancouver is a city that reflects the world. It is a living mosaic of peoples and cultures from around the globe. Virtually every nationality is represented here, making ours a truly multicultural city where the languages of the world are spoken.” (“Letter from the Province of British Columbia”, *Vancouver 2010 Bid Book*)

“Our stunning scenery, numerous facilities and cultural mosaic make Vancouver one of the best places to live in the world.” (“Why Vancouver”, www.winter2010.com)

According to the Premier of BC, Vancouver’s cultural and ethnic diversity was a major plus for the IOC and contributed significantly to Vancouver winning the 2010 Games (Premier Campbell, Keynote address at the *Public Policy Forum, 2nd Annual Western Conference, British Columbia: Canada's Pacific Gateway to the World*, Vancouver, November 24, 2004).

The president of the IOC also commented recently on the importance of multiculturalism for the 2010 Games. On his first official visit to Vancouver since our city won the right to host the 2010 Winter Olympic and Paralympic Games, IOC president Dr. Jacques Rogge suggested that the 2010 Games should be the green and multicultural games (*Vancouver Sun*, February 2005).

The BC government is now looking for ways to continue to link multiculturalism and the 2010 Games. For example, in February 2005, the BC Ministry of Community, Aboriginal and Women's Services hosted a roundtable on the development of a provincial strategy for the potential improvement of the social and economic benefits of cultural diversity in British Columbia. The draft strategy includes a proposal to "Develop a 2010 Multiculturalism Theme strategy, in collaboration with Small Business and Economic Development (MSBED), B.C. Olympic Games Secretariat and Vancouver Organizing Committee for the 2010 Olympic and Paralympics (VANOC)... and to "provide input to MSBED's international marketing plans to brand Vancouver 2010 with the Multiculturalism Theme." ("Draft Provincial Strategy on the Social and Economic Benefits of Cultural Diversity in British Columbia", February 17, 2005, p, 8; 17)

The value of our ethnic and cultural diversity has been recognized by local development and marketing organizations. For example, in November 2001, the Vancouver Economic Development Commission (VEDC) put ethnic diversity first on its list of Vancouver's competitive advantages compared to the Canadian and U.S. cities that are generally considered to be our competitors. Yet the most recent branding activities undertaken by VEDC and Tourism Vancouver do not highlight our cultural diversity, and cultural diversity was not highlighted by the more than 150 business, government, labour and academic leaders who met in February 2004 as the first step to developing a regional economic development strategy for Greater Vancouver (see the *Economic Leadership Forum 2004 Report*, February 12 – 13, 2004). On the other hand, most "ethnicities" in the US emphasise their ethnocultural diversity and link it to a broader global or future vision.

For example:

- Portland: Oregon's most ethnically diverse community, drawing immigrants from Europe, Central and South America, Asia, Indo-China, the Pacific nations and Africa. Portland's residents and institutions alike reflect a global perspective.
- San Francisco: In a city known simultaneously for its diverse ethnic population and international cosmopolitanism, San Francisco boasts a "harmony between people of different races and sexual orientations."
- Sacramento: A beautiful and progressive city, Sacramento boasts a rich cultural and ethnic diversity that is embraced wholeheartedly at festivals and celebrations held throughout the year. Named America's most integrated city by Time magazine, Sacramento is proud to be a city where everyone is in the minority.
- Miami: Known as the gateway to the Americas, where diversity in culture and language always adds flavor to the melting pot of the Magic City.
- El Paso: The best of two nations, three states and a multitude of ethnic groups come together between the banks of the river valley and the rugged mountains of the borderlands. El Paso is at the forefront of communities transcending borders—a global culture in the making.

If we are going to leverage the Vancouver 2010 Winter Olympic and Paralympic Games to brand Greater Vancouver as a truly multicultural community, then we need to describe what we mean and show the world what it looks like in our communities, companies and institutions. And we need to do this as part of a integrated place branding strategy.

Placebrands Ltd, a leader in place branding, has developed a set of Place Branding Principles which we believe should guide the branding programme for Greater Vancouver:

1. Ensure that the true, full, contemporary picture is communicated in a focused and effective way; never compromise the truth or glamourise it irresponsibly.
 2. Present a credible, compelling and sustainable vision for the future, firmly in the context of our shared future. This will support the overall aim of a real increase in the economic, political, cultural, and social well-being of the people who live there.
 3. Unlock the talent of the people who live there to reinforce and fulfil this vision.
 4. Find, release, and help direct the talents and skills of the population, and promote the creative use of these in order to achieve innovation in education, business, government, environment and the arts.
 5. Align the messages which the place already sends out, in accordance with a powerful and distinctive strategic vision.
 6. Communicate the richness and diversity of places and their peoples to the world in ways which are simple, truthful, motivating, appealing and memorable.
 7. Create new, powerful and cost-effective ways to give the place a more effective and memorable voice and enhance its international reputation.
 8. Use the branding process for achieving societal, political and economic objectives. The clear and shared sense of purpose which good brand strategy engenders can help unite government, the private sector and non-governmental organisations; it stimulates involvement and participation among the population.
- (Adapted from <http://www.placebrands.net/DreamHC/Pagina2.html>, 12/31/2004)

In February 2004, The Laurier Institution explored the current state of multiculturalism in Greater Vancouver with a month-long series of community forums organized around the question “Is Greater Vancouver a truly multicultural community?” The forums were organized in three Greater Vancouver municipalities and hosted by five community leaders – Ujjal Dosanjh, Hedy Fry, Bing Thom, Milton Wong and Nurjehan Mawani.

These community forums focused not only on the current successes of multiculturalism in Greater Vancouver but also on the need to engage “ordinary” citizens in a dialogue about the evolution of multiculturalism, including how we harness, nurture and practice our diversity, and the challenges of active citizenship and of building a truly multicultural, truly inclusive society.

- Ujjal Dosanjh, former Premier of BC. Recorded, Feb 3, 2004, Surrey, BC
http://www.diversityvancouver.ca/downloads_tapes.php
- Hedy Fry, MP for Vancouver-Centre since 1993, and former Secretary of State for Status of Women and Multiculturalism (1996 to 2002). Recorded, Feb 13, 2004, Vancouver, BC
http://www.diversityvancouver.ca/downloads_tapes.php
- Bing Thom, award-winning architect (most recent projects include the Aberdeen Centre in Richmond and Surrey City Centre). Recorded, Feb 17, 2004, Vancouver, BC
http://www.diversityvancouver.ca/downloads_tapes.php
- Milton Wong, Chancellor at SFU, Vancouver financier and cultural bridge-builder. Recorded, Feb 18, 2004, Richmond, BC
http://www.diversityvancouver.ca/downloads_tapes.php
- Nurjehan Mawani, Senior Advisor on Diversity, Canadian Centre for Management Development, and former Chairperson & CEO of the Immigration and Refugee Board. Recorded, Feb 23, 2004, Vancouver, BC
http://www.diversityvancouver.ca/downloads_tapes.php

In February 2005, The Laurier Institution co-hosted *A Dialogue on The Future of Multiculturalism in British Columbia* attended by more than 155 leaders from the private, public and community sectors. The one-day consultation included a keynote address by Trevor Phillips, Chair of the Commission for Racial Equality in the United Kingdom. In a talk called “New perspectives on multiculturalism”, Trevor Phillips critiques the current practice of multiculturalism and presents his vision of what he calls an “integrated society”:

So for me the integrated society looks like this:

- A society in which everyone signs up to a single core set of values held in common and defined legally – democracy, equality between men and women, the integrity of the person and freedom of expression; and when and where these core values conflict with ancestral cultural values, the core values must always win.
- It is a society in which the statistical chance of any member of the society gaining access to a service, landing a job, achieving educational success is unrelated to his or her race (and by the way, cultural background, gender or religion) – only to his or her talent, ambition and desire.
- It is a society in which the statistical likelihood of any person meeting, working with, living next to, or sharing a social and cultural experience with any other person, and of participating in all aspects of the society, should likewise be unrelated to his or her race.

(Trevor Phillips, Chair of the Commission for Racial Equality in the United Kingdom, "*New Perspectives on Multiculturalism*" February 15, 2005, Vancouver, BC; [Listen to Trevor Phillips](#) [50 mins] at <http://www.diversityvancouver.ca/downloads.php>; [Read his notes](#) at <http://www.diversityvancouver.ca/pdf/Phillips.pdf>)

There is an emerging demand for an open dialogue on the current state and future of multiculturalism related to the projected impact of demographic and immigration trends. According to Statistics Canada, visible minorities will represent between 47 and 53 percent of the population of Greater Vancouver by 2017 - between 1.1 and 1.5 million people. These projections have led the Vancouver Sun to publish an editorial calling for a review of multiculturalism policies (As Canada changes, it's time to review multiculturalism policies, *Vancouver Sun*, March 31, 2005) and for a *Vancouver Sun* columnist to call for an open dialogue on racial and cultural issues, including "What happens when the visible minorities are no longer minorities? ... what will unite us as a people? Will multiculturalism engender a cohesive future or a muddled one?" (Pete McMartin, Open dialogue needed on racial, cultural issues, *Vancouver Sun*, March 28, 2005).

We propose that the government of BC organize, in partnership with the City of Vancouver and the GVRD, a Diversity 2010 Summit to focus the residents of Greater Vancouver on what we mean by a truly multicultural community and our vision of the future of multiculturalism in Greater Vancouver. The Diversity 2010 Summit will also focus the attention of the region on the opportunity presented by the Vancouver 2010 Winter Olympic and Paralympic Games to develop an integrated "truly multicultural" branding strategy for Greater Vancouver.

This "truly multicultural" branding strategy must be more than an attractive logo and a catchy phrase. As Placemakers points out, a place brand is a summation of the way we operate, how we behave and what we aspire to be and do. It is also a tool that we can use to develop our communities, our companies and our institutions. The Diversity 2010 Summit will also focus the residents of Greater Vancouver on how we integrate newcomers and how our cultural diversity can be a source of creativity, innovation and competitive advantage.

Making Greater Vancouver a Centre of Excellence in Integrating Immigrants

Vancouver lies at the heart of a dazzling growth surge in western Canada. ... One thing above all accounts for the transformation of this Pacific coast backwater into an economic success story: immigration. ... Over the past three decades, Vancouver has flourished on the back of Chinese and Indian investment, intelligence and industry. The fact that it is Vancouver that benefited from this multi-billion dollar growth surge and not London is entirely down to our own short-sightedness and cowardice. Back in the early 1990s we refused to allow British subjects from Hong Kong to settle

in the UK. This was probably the biggest error since the man from Decca declined to sign the Beatles because he said the day of the guitar group was over.

(Trevor Phillips, Chair of the Commission for Racial Equality in the UK, *The Independent Online Edition*, 23 February 2005,

<http://comment.independent.co.uk/commentators/story.jsp?story=613760>)

Greater Vancouver has benefited significantly from immigration. In 2001, more than one in every three people in Greater Vancouver was an immigrant (37.5% of the population compared to 18.4% of Canada's total population). While the sources of Asian immigration fluctuate, Asia/Pacific continues to be the top source region, accounting for 74% of immigration to Greater Vancouver in 2001 (*Vancouver Sun*, January 22, 2003). A thorough review of The Metropolis Project working papers, government studies and academic literature conducted by The Laurier Institution in October 2000 "clearly shows that immigration brings ... net economic benefits that are quantifiable, and are generated through immigrants' participation in the labour market." (p. 52)

There is, however, no guarantee that these economic benefits will continue to flow to Greater Vancouver. Like the athletes preparing for the 2010 Games, Greater Vancouver is competing in a global competition – a competition for world talent.

"We no longer think of immigration as a gate-keeping function but as a talent-attraction function necessary for economic growth." Pete Hodgson, New Zealand Minister of Research, quoted in *The Globe and Mail*, March 26, 2005, F9

The latest report by the Organization for Economic Cooperation and Development (OECD) shows competition is keen among OECD member countries to attract human resources they lack and to retain those who might emigrate. Most of the OECD's 30 member countries are actively recruiting foreigners - and in some cases passing new, pro-immigration laws. The labour market integration of immigrants and measures to assist new arrivals are among priorities of most OECD countries. They have reinforced the provision for improving linguistic competencies and vocational training of immigrants as well as combating discrimination (*Trends in International Migration, Annual Report, 2003 Edition*, OECD 2004).

Attracting and retaining immigrants is not only a national issue. Cities around the world are recognizing that they can profit from immigration and the creativity that cultural diversity brings.

The growth and development of great cities comes from their ability to harness diversity, welcome newcomers and turn their energy and ideas into innovations and wealth. ... From Andrew Carnegie in steel to Andy Grove in semiconductors, immigrants have been a powerful source of innovation and entrepreneurship. Roughly one-quarter of new Silicon

Valley businesses established since 1980 had a Chinese or Indian-born founder ... That figure has increased to more than 30 percent since 1995. (Richard Florida, Forum: Pittsburgh's prosperity depends on diversity, *Pittsburgh Post-Gazette*, October 15, 2000)

In February 2005, the Joseph Rowntree Foundation launched a major piece of international research - *The Intercultural City: Making the Most of Diversity*. "The project will examine a selection of British and international cities including Bristol, Newcastle, Oslo, Auckland and Melbourne to try and find out the extent to which their growing cultural diversity is, or might become, a source of creativity, innovation and ultimately competitive advantage."

(Phil Wood, "Intercultural innovation", *Guardian Unlimited*, <http://www.guardian.co.uk/arts/features/story/0,11710,1420207,00.html>, February 23, 2005)

The challenge for Greater Vancouver - and for Canada as whole - will be to attract and retain talented individuals and to integrate these newcomers into our workplaces and our communities. In 2004, the Conference Board of Canada, identified this as one of the eight mega issues facing Canada and major Canadian cities. (See Conference Board of Canada, *Will we rise to the challenge? Eight mega issues facing Canada, Briefing February 2004*, p. 3.)

How are we doing in Greater Vancouver?

In October 2003, The Vancouver Foundation gathered 140 participants from numerous communities, universities and government agencies for a one-day consultation on immigration and migration. The dialogue covered a number of the barriers faced by immigrants and generated a number of ideas, including doing more to "communicate to the public about the contribution immigrants have on this city, this province, and this country", addressing "the disturbing lack of recognition of foreign credentials" and the need to "find new ways to assist immigrants to obtain 'Canadian experience.'" (Vancouver Foundation, *Immigration and Migration: A British Columbia Dialogue, held Monday, October 27, 2003, Program Report*, p. 13)

On May 12, 2004, The Laurier Institution organized a one-day sectoral consultation in partnership with AMSSA focusing on what stakeholders in the Greater Vancouver region could do to maximize the economic benefits of immigration. Fifteen individuals representing fourteen immigrant serving agencies participated in the consultation. Strategies identified by the participants included engaging credentialing bodies, employers and unions around the recognition of foreign credentials and the transition of foreign trained professionals, integrating immigration and cultural diversity into regional economic development strategies, disseminating labour market information to immigrants, increasing the profile of immigration in government, improving immigration policy through inter-sector dialogue, and enhancing the delivery of settlement services.

The issues and strategies identified by The Vancouver Foundation and The Laurier

Institution are very similar to those described in other Canadian cities, especially Toronto.

The Toronto City Summit Alliance

In June 2002, the Toronto City Summit - a conference of leaders representing the city's various sectors and communities - was held to assess the Toronto Region's strengths and challenges, and shape future directions to move the region forward.

Following the Summit, the Toronto City Summit Alliance (TCSA), comprised of over 40 civic leaders from the private, voluntary and public sectors, was formed to address the challenges the Summit identified as critical to a shared future. The Toronto City Summit Alliance included the President of the Board of Trade, the Chancellor of York University, the President of the University of Toronto, the Executive Director of the National Ballet, the President of the Conference Board of Canada, the CAO of the City of Toronto, the President of the United Way, and the President of the Royal Bank (see Toronto City Summit Alliance, Enough Talk – An Action Plan for the Toronto Region, April 2003).

The integration of immigrants into the labour market was identified by the Summit as a key challenge facing the Toronto region. The Summit challenged all stakeholders to make the Toronto region a centre of excellence in integrating immigrants.

In September 2003, the TCSA, along with the Maytree Foundation, formed the Toronto Region Council for Immigrant Employment (TRIEC) with a mandate to find and implement local solutions that lead to more effective and efficient labour market integration of immigrants in the Toronto Region. "TRIEC is a multi-stakeholder collaboration comprised of members representing employers, labour, occupational regulatory bodies, post-secondary institutions, assessment service providers, community organizations, and all three orders of government." TRIEC has since implemented six major initiatives targeted at improving the integration of skilled immigrants into the Toronto Region labour market. (See TRIEC's website at www.triec.ca)

The Government of BC is currently working in collaboration with a number of regulatory bodies, post-secondary institutions and non-government organizations to introduce a "systems approach" to support the full labour market integration of skilled immigrants in BC. Like the Toronto Region Council for Immigrant Employment, the BC government's Employment Access for Skilled Immigrants (EASI) Initiative, was informed, at least in part, by the work of the Maytree Foundation. Unlike TRIEC, EASI is organized at the provincial level and does not focus specifically on the Greater Vancouver region.

The lead up to the 2010 Games provides an opportunity to more deeply engage all stakeholders within the Greater Vancouver region around the issue of integrating

immigrants and to build legacies that will help make Greater Vancouver a centre of excellence in immigrant integration.

We propose that the BC government, in collaboration with the City of Vancouver and the GVRD, create a Diversity 2010 Task Force that includes leaders from all major cultural communities, business, tourism, media and other major stakeholder groups to identify initiatives and legacies that will help make Greater Vancouver a centre of excellence in immigrant integration and to promote Greater Vancouver's commitment to immigrant integration both locally and globally as part of an integrated "truly multicultural" brand strategy linked to the Vancouver 2010 Winter Olympic and Paralympic Games.

Making Greater Vancouver a Truly Multicultural Community

Companies are recognising the "diversity advantage" but what of our cities? Being open and cosmopolitan surely has to mean more than a few festivals and an exotic collection of restaurants. If, as US academic Richard Florida says, cities are now locked into a competition to attract the world's talent and hold on to their own, how prepared are British cities? How open are they to new people and ideas?

(Phil Wood, Intercultural innovation, *Guardian Unlimited*,

<http://www.guardian.co.uk/arts/features/story/0,11710,1420207,00.html>,

February 23, 2005)

Canadians in general have shown a remarkable openness to newcomers over the last two decades.

While other rich countries suffer a racist backlash over immigration, Canadians welcome migrants and are proud of their tolerance and cultural diversity. This has turned Canada's big cities into vibrant, cosmopolitan places. (*The Economist*, September 27, 2003, p. 13)

In February 2004, The Laurier Institution hosted a panel discussion on major immigration issues facing Greater Vancouver. According to a 2002 public opinion survey conducted by Daniel Hiebert and others, the people of Greater Vancouver are extremely supportive of immigration and cultural diversity: 70.5% of those surveyed agreed that immigrants and refugees make a positive impact in Canada, 92% said Canadians should accept cultural variety, 91% said Canadians should celebrate diversity and 87% felt their cultures were accepted within the city and within Canada. (Daniel Hiebert, Co-director, Vancouver Centre of Excellence for Research on Immigration and Integration in the Metropolis (RIIM) and Professor of Geography at the University of British Columbia, speaking at The Laurier Institution's panel discussion on *Immigration, Vancouver and Our Future*, February 26, 2004; http://www.diversityvancouver.ca/downloads_debates.php)

Among municipalities within Greater Vancouver, the City of Vancouver, in particular, has responded very positively to the increasing ethnic and cultural diversity of its

populace by providing a wide range of multicultural services and programs. It has also demonstrated a commitment to diversity and social sustainability in urban development and revitalization. In fact, the City of Vancouver is a leader in the provision of multicultural programs and services.

Judy Rogers, City Manager for the City of Vancouver, recently described the position of the city in a panel co-hosted by The Laurier Institution on *Institutional Change: Creating Space for Living Multiculturalism*. Listen to Judy Rogers at <http://www.diversityvancouver.ca/downloads.php>.

Other municipal governments in Greater Vancouver have not, however, been as progressive with respect to multicultural planning and social sustainability. In 1997, only 7 of 22 municipal councils in Greater Vancouver had an official multiculturalism policy. In 2004, we searched the websites of all municipalities in Greater Vancouver to find out what multicultural services and programs were available - little has changed since 1997.

While the people of Greater Vancouver are very open to immigration and diversity, the challenge for our municipalities, including the City of Vancouver, is how to continue to evolve the potential of multiculturalism.

Multiculturalism is not an entirely altruistic project, and the language of a virtuous tolerance in which it is couched needs to be constantly challenged by scrutinizing its actual effects in every policy field. ... For example, in the urban policy field, it means asking whose cultural norms are embedded in planning systems and institutions? Whose cultural practices dictate how public space is designed and regulated? Which cultural values are embodied in the everyday practices of planners? Whose heritage is being preserved? What is considered 'appropriate' housing in terms of size, design, numbers of people per room and per dwelling? What kinds of public art are encouraged/discouraged? Whose cultural repertoires are expressed in participatory or consultative processes? And so on. ... Municipalities congratulate themselves if they have a multicultural outreach person or multicultural planner (most don't even have this) rather than revising their entire operation, plans as well as services, in the light of the changing socio-cultural demographics of their areas. ... **The potential of multiculturalism has not been exhausted, but as with any great ideal, it must evolve in a self-critical rather than self-congratulatory way.**

(Leonie Sandercock, Professor in Urban Planning and Social Policy, School of Community and Regional Planning, University of British Columbia, "A Lifelong Pregnancy? Immigrants and the Crisis of Multiculturalism", Keynote address at *A Dialogue on the Future of Multiculturalism in British Columbia*, February 14, 2005, Vancouver, BC; [Listen to Leonie Sandercock](#) [34 mins] at

<http://www.diversityvancouver.ca/downloads.php>; [Read her notes at http://www.diversityvancouver.ca/pdf/OnSitePresentation.doc](http://www.diversityvancouver.ca/pdf/OnSitePresentation.doc)).

What can we do to further evolve the potential of multiculturalism in Greater Vancouver? In March 2004, The Laurier Institution published a report on municipal anti-racism and diversity programs in Canada. One of the most innovative community approaches we found was in Calgary.

Diversity Calgary

Calgary has a diversity program internal to the city, but it is the effort of the Calgary community that is especially innovative. A major initiative, called Diversity Calgary, was launched in early 2003 after several years of planning. It is intended to bring together 'champions of diversity' from each of its four target sectors: public, private, community, and non-profit. These champions form the membership of both the Diversity Calgary Leadership Council, and the initiative's 'inter-sectoral teams'. One notable characteristic of Diversity Calgary is that, even though the City has played a significant role in its development and funding, the initiative is nevertheless an independent, non-profit organization, with a mandate to serve the community as a whole.

In 1992, a coalition of concerned citizens, city officials, and community groups created Calgary's Committee on Race Relations and Cross-Cultural Understanding. Though backed by the City, the Committee was, and remains, a community initiative. In 1999, with the help of the City of Calgary, the Committee created a Cultural and Racial Diversity Task Force, "aimed at creating a community that is free of cultural and racial barriers, where all people are valued and respected."

After conducting some basic research, the Task Force contracted with a consulting firm to design and manage the project. It was completed in July 2002, with a report titled "Diversity Calgary: Moving Forward" as its end product. The report is thorough, carefully detailing each of the five phases of the project, which included in-depth community consultations, and a conference that brought together the project's four target sectors. It concludes with a set of recommendations for the creation of a new organization, called Diversity Calgary, designed to bring all four sectors together in a 'distinctly Calgary' approach to diversity, headed by a leadership council.

In early 2003, Diversity Calgary became a functional organization. The Diversity Calgary Leadership Council is comprised of members from all four sectors and, because it sets the agenda, it is at the heart of the initiative. Equally important are Diversity Calgary's 'Inter-Sectoral Teams', which initially numbered 12 (to match the 12 diversity strategies identified by the Task Force), but which have now been consolidated into six. These teams, again comprised of members from all four sectors, are intended to "provide forums for considering diversity issues and developing plans to advance the 12 strategies that have been endorsed for achieving Diversity Calgary's aims." The teams are as follows: Diversity Training; Employment; Improved Access; Organizational Policies & Practices; Partnerships & Stakeholder Involvement; and

Teaching Resources. The most active at this time are the Teaching, Partnerships, and Employment teams. Two consultants, a Project Coordinator and an Assistant Coordinator, have been hired to assist the Leadership Council, its committees and the Inter-sectoral Teams.

At present, the Diversity Calgary initiative is still at an early stage of growth, but it is nevertheless one of the most innovative community approaches in Canada. Its current goals include the development of a social infrastructure in Calgary that ensures that the benefits of cultural and racial diversity are fully realized, the provision of anti-racism education and the reduction of systemic discrimination, and the removal of barriers to full participation in work and community, by promoting best practices and policies of inclusiveness in organizations, institutions and the community. The fact that so many different interests have been successfully brought together to work towards a common goal is impressive in itself, but it will be particularly interesting to see where Diversity Calgary is a few years from now, when it has firmly established its place in the community.

(Excerpt from *Municipal Anti-Racism and Diversity Programs in Canada*, The Laurier Institution, March 2004;

http://www.diversityvancouver.ca/pdf/municipal_diversity_programs_report.pdf)

There is nothing similar to Diversity Calgary in Greater Vancouver. The Laurier Institution's Diversity/Vancouver project was designed to engage the residents of Greater Vancouver in an ongoing dialogue, not to create an ongoing organization. However, the lead up to the 2010 Games provides an opportunity to more deeply engage and involve all stakeholders within the Greater Vancouver region, including more municipal governments, around a number of critical issues, including the regional distribution of multicultural services and programs, a "systems" approach to diversity programs, and new ways to evolve the potential of our cultural diversity and to leverage the "diversity advantage".

We propose that the BC government, in collaboration with the City of Vancouver and the GVRD, create a Diversity 2010 Task Force that includes leaders from all major cultural communities, business, tourism, media and other major stakeholder groups to identify initiatives and legacies that will ensure an appropriate distribution of multicultural services and programs in all parts of Greater Vancouver and identify new ways to evolve and maximize the economic and social potential of our cultural diversity.

Conclusion

The question that began this research was how can we maximize the economic benefits of immigration and the ethnic and cultural diversity of Greater Vancouver? We have argued that at the present time we can best do this by leveraging the Vancouver 2010 Winter Olympic and Paralympic Games to brand and make Greater Vancouver a truly multicultural community.

The 2010 Games provides us with an opportunity to showcase Greater Vancouver to the world – diverse, inclusive, creative and one of the best places in the world to visit, live, work and invest – and to engage the population of Greater Vancouver around an integrated “truly multicultural” brand strategy.

We tend to think of a brand as an attractive logo and a catchy phrase – but it is more importantly a summation of the way we operate, how we behave and what we aspire to be and do. It is also a tool to help us develop our communities, our companies and our institutions. By branding Greater Vancouver a “truly multicultural” community, we can focus our attention on a credible, compelling and sustainable vision for the future that will support the overall aim of a real increase in our economic, political, cultural, and social well being.

We propose that the BC government in partnership with the City of Vancouver and the Greater Vancouver Regional District:

1. organize a Diversity 2010 Summit to focus the Greater Vancouver region on the opportunity presented by the Vancouver 2010 Winter Olympic and Paralympic Games to brand and make Greater Vancouver a truly multicultural community and
2. create a Diversity 2010 Task Force that includes leaders from all major cultural communities, business, tourism, media and other major stakeholder groups to (a) help develop a “truly multicultural” brand strategy for Greater Vancouver and (b) to identify and promote legacies that will help make Greater Vancouver a centre of excellence in immigrant integration and a truly multicultural community.

If Richard Florida is right – that “the growth and development of great cities comes from their ability to harness diversity, welcome newcomers and turn their energy and ideas into innovations and wealth” – then branding and making Greater Vancouver a truly multicultural community will put us well on our way to being a great world metropolis.

This paper has been posted to the Diversity Vancouver website (www.diversityvancouver.ca) as part of an online forum that will focus on the following questions: What is your vision of multiculturalism in 2020? What can we do to achieve this vision? How can we use the 2010 Olympics in Vancouver to help achieve this vision? The online forum will run for one week starting on May 9th, 2005. The results of the online forum will be incorporated into the next iteration of this report which will also be posted to the Diversity Vancouver website and distributed to stakeholders through the networks of The Laurier Institution and our partner organizations.

Join the online discussion at <http://www.diversityvancouver.ca/forum.php>

Funding for this component of The Laurier Institution's Diversity/Vancouver project was provided by Western Economic Diversification Canada and a private sponsor. Other Diversity/Vancouver sponsors and partners include: Channel M, Circle Productions, Vancouver Foundation, Canadian Heritage, and RBC Foundation. *A Dialogue on the Future of Multiculturalism in British Columbia* was co-sponsored by the British Council, UK Today, Canadian Heritage, The Hastings Institute, The Laurier Institution, Ministry of Community, Aboriginal and Women's Services, Scotia Bank, The Vancouver Foundation, and the United Way of the Lower Mainland.