MULTICULTURAL STRATEGY

GOLD QUILL AWARDS 2017
EXCELLENCE AWARD WINNER

GOLD QUILL AWARDS

C2018-1082
ATTACHMENT 1

NOMINATION: 'CORPORATE COMMUNICATIONS TEAM OF THE YEAR'

BACKGROUND

The face of Calgary is evolving:

- Today we are the city with the 4th largest immigrant population in Canada.
- **Almost one-third** of the population claim English is not their first language.
- It is estimated that in less than 25 years immigration will be the only reason the population will grow in Canada.

How are we addressing diversity?

- **Welcoming Community Policy:** *'The City's commitment to enhance immigrants' lives and identify ways to address their distinct needs'.*
- **City Council Priorities:** *'Cultivate the City's diversity, Welcome vulnerable populations, Expand recreation and sport opportunities for all Calgarians'.*

WHAT IS THE STRATEGY?

A marketing approach targeted to multicultural communities, identifying and understanding particular needs and cultural differences to offer relevant services through appropriate channels and meaningful campaigns.

WHY IS IT IMPORTANT?

If multicultural segments are growing at higher rates than the rest of the population, it implies they are also consuming services at higher rates than the rest.

BENEFITS

For The City:
- Integrated efforts, consistency and efficiency.
- Stronger connections.
- Campaigns, content and services have a greater impact.
- A smarter use of City Services

For Citizens & Customers:
- Enhanced service experiences
- Sense of belonging and a seamless social and economic integration.

APPROACH

Make the 'Multicultural Strategy' part of our business process.

OBJECTIVES

Create a stronger connection with our multicultural communities to enhance their City service experience and sense of belonging.

Understanding their particular needs and formulating coherent and relevant services and communications that celebrate multiculturalism and improves the quality of life of all Calgarians.
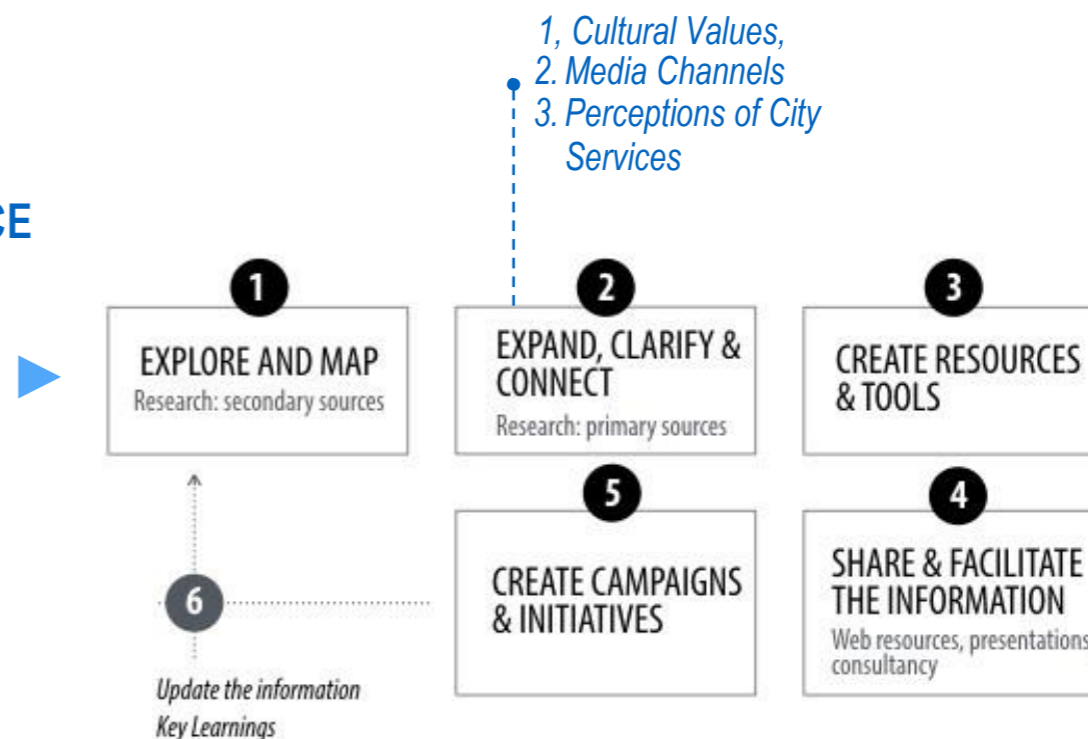
THE PROCESS & MODEL

THE AUDIENCE

Chinese: 42,905
Punjabi: 26, 980
Tagalog: 22,235
Spanish: 16,745

Most spoken non-official languages in Calgary

Statistics Canada 2016

1, Cultural Values,
2. Media Channels
3. Perceptions of City Services

1 **EXPLORE AND MAP** Research: secondary sources

2 **EXPAND, CLARIFY & CONNECT** Research: primary sources

3 **CREATE RESOURCES & TOOLS**

4 **SHARE & FACILITATE THE INFORMATION** Web resources, presentations, consultancy

5 **CREATE CAMPAIGNS & INITIATIVES**

6 Update the information Key Learnings

DELIVERABLES

1. **FULL REPORT**
2. **TOOLS**
   - Executive Summary
   - Demographic Media Mix
   - Marketing Funnel
   - Media Catalogue

- ✔ *East Indian Community (Available)*
- ✔ *Chinese Community (Available)*
- ✔ *Filipino Community (Available)*
- *Arab Community (Oct 2018)*
- *Latino Community (Dec 2018)*