

- » The ministry is working with the Childhood Obesity Foundation to design, implement and evaluate a ShapedownBC program for ethnic Chinese families in Richmond.
- » The ministry is leading a review of provincial parent publications to determine future needs for translated and culturally adapted resources.
- » The ministry, Perinatal Services BC (PSBC), BC Women's Hospital and HealthLink BC are partnering to develop an inventory of translated resources for pregnant and expecting women and their families.
- » The ministry is participating in Equity Lens in Public Health research to ensure programs and the health system has supports to address health equity for vulnerable cultural groups.
- » The ministry is providing relevant health data for Aboriginal Women's Health report and the Growing Up in BC report.
- » ParticipACTION activities involve Aboriginal and multicultural communities.

## Ministry of International Trade and Minister Responsible for Asia Pacific Strategy and Multiculturalism

### MANDATE

The Ministry of International Trade and Minister Responsible for Asia Pacific Strategy and Multiculturalism (MIT) provides trade and investment programs and services to increase British Columbia's exports, develop international partnerships, increase awareness of B.C.'s competitive advantages, negotiate trade deals, deliver venture capital programs and attract investment, head offices and other business to the province. The ministry also promotes multiculturalism and engages in initiatives to eliminate racism and intolerance.

These efforts promote economic prosperity in communities across the province, creating new jobs and positioning the province for long-term growth. To accomplish this, the ministry works to:

- » Open and expand priority markets for B.C. goods and services, particularly in Asia, and engage B.C. exporters in new opportunities;
- » Attract increased investment to B.C.'s priority sectors;
- » Leverage investment capital programs, including venture capital and infrastructure, to support a competitive business environment; and
- » Promote multiculturalism in B.C. communities and leverage our relationships to do business in international priority markets.



**I live multiculturalism by...**

*Taking the opportunity to learn from international travellers.*

## EXECUTIVE COMMITMENT TO MULTICULTURALISM

B.C. is Canada's most diverse province — welcoming close to 40,000 immigrants every year. As the ministry responsible for multiculturalism, MIT is committed to promoting diversity to engage all communities and cultures to work together to create a vibrant social and economic future for our province.

The ministry is focused on driving economic activity through international trade and investment that creates jobs for British Columbians. Our multicultural society and our proximity to the Pacific Rim are B.C.'s best advantages in bridging trade opportunities in emerging markets such as Asia. To accomplish this, the ministry has doubled its international presence to accelerate trade and direct foreign investment by establishing international offices in key priority markets throughout Asia, Europe and the United States.

MIT provides information and resources to businesses that wish to invest in B.C., export products to international markets or buy B.C. products. The ministry utilizes its international trade network to help foreign businesses connect with B.C. suppliers and industry representatives and to help B.C. businesses expand their export potential.

The ministry's trade and investment representatives, located in MIT's international offices, are sector specialists with a local understanding of the cultural elements necessary to develop business relationships that are critical to international success. Also, in 2013/14 the ministry was instrumental in establishing B.C.'s Special Representative in Asia to foster and strengthen business relationships and attract key Asian companies to locate their North American head offices in B.C.

The ministry employs staff in our many offices, in and out of the province, who are not only reflective of British Columbia's diversity, but who are also able to implement local and international programs and policies in a culturally-sensitive manner.

MIT fosters an environment of trust and respect, and works to ensure that the work environment is free of discrimination, harassment, bullying or racism.

To support a positive work environment, MIT has adopted the use of a Supervisor's Checklist for Onboarding and Orienting a New Employee, as well as acting on feedback from the Work Environment Survey (WES).

The Supervisor's Checklist for Onboarding and Orienting a New Employee includes a review of the codes of conduct and related expectations, such as respect in the workplace, and preventing discrimination and sexual harassment in the workplace. The ministry recommends all new employees complete a Discrimination Prevention Workshop.

## EMBRACING MULTICULTURALISM IN THE WORKPLACE

Understanding both the diversity of the population we serve, and the diversity of the workforce we count on to deliver our services is important. To foster a work environment that values individual and cultural differences, ministry employees continue to be supported to participate in a trusting work environment free of discrimination.

Our team is highly representative of the multicultural communities that make up British Columbia, which contributes to a strong internal culture of diversity. For example, within the ministry, over 30% of our staff can communicate fluently in a language other than English.

The ministry has committed to supporting the Aboriginal Youth Internship Program and will be applying to take on one intern in every year. The program supports Aboriginal youth who want to make a difference and empower them to lead their communities and our province into the future. The program mutually benefits the ministry and Interns with the opportunity to develop their leadership skills and to share their culture and practices with others.

As the ministry responsible for multiculturalism, we have employees that work with provincial multicultural organizations to ensure they are connected to and are participating in the activities that promote multiculturalism and discourage racism. EmbraceBC programs acknowledge the opportunities and challenges that come with a highly diverse population and provides programs that encourage British Columbians to work together to make B.C. a great place to live, work and raise a family.

## HIGHLIGHTS OF INITIATIVES

### **INTERNATIONAL TRADE**

The ministry provides resources and tools to foreign investors, international buyers and other governments to drive international trade and investment.

Our local and international offices, websites, telephone lines and customer support services are portals to the diverse range of stakeholders, and we effectively deliver our services using numerous multilingual formats.

An example includes:

- » New, mobile-friendly versions of MIT's international trade and investment website ([www.britishcolumbia.ca](http://www.britishcolumbia.ca)) were implemented. The Simplified Chinese, Korean and Japanese versions of the website now incorporate the improved user experiences that were introduced to the English version in April 2013. Additionally, all language versions of the site have been optimized for mobile devices.

The ministry was an active participant in Canada's work towards a Comprehensive Economic and Trade Agreement (CETA) with the European Union and the Canada Korea Free Trade Agreement. B.C. sees value in using this same collaborative model to reach historic trade agreements with India and Japan and the Trans Pacific Partnership — all identified as priority markets to diversify our trade and investment partners.

In conjunction with CETA, the ministry expanded its European Trade and Investment Office, located in London, to attract investment into B.C. and help connect our companies and communities with opportunities throughout Europe.

Subsequently, the ministry commended the Government of Canada for concluding the Canada-Korea Free Trade Agreement in March 2014. B.C.'s competitive advantages, combined with the level playing field created through this trade agreement, will position our exporters to do very well in South Korea.

In November 2013, Premier Christy Clark led a 13-day trade mission to China, Korea and Japan to deepen B.C.'s relationships with those key Asian markets. The trade mission leveraged our many family, cultural and business connections to countries across the Pacific and was a critical part of B.C.'s strategy to strengthen our trade relationships, attract new investment, and diversify and propel economic activity and job creation throughout the province.

In each market, the mission strengthened bilateral relations with government partners; promoted B.C.'s competitive advantages during corporate meetings with key investors in B.C.'s liquefied natural gas (LNG) and other priority sectors; and capitalized on B.C.'s cultural bridge across the Pacific with networking events built around B.C.'s many family, economic and educational connections to Asia.

The Jobs and Trade Mission was supported by B.C.'s expanded network of international Trade and Investment Representative Offices. B.C. has four offices in China (Beijing, Guangzhou, Shanghai), three offices in India (Mumbai, Bangalore and Chandigarh) and a new office in Hong Kong – plus operations in Seoul, and Tokyo. This network of trade and investment experts abroad and here in B.C. played a key role in facilitating and supporting many inbound and outbound international missions involving B.C. companies and organizations.

Throughout China, delegations representing B.C.'s mining, seafood and international-education sectors attended some of the year's most important trade shows and conferences to open and expand markets for the province's goods and services.

### **MULTICULTURALISM**

The B.C. government believes that a rich multicultural society helps nurture acceptance, understanding and mutual respect. Cultural diversity, increased participation and engagement by all cultures are vitally important to create a strong and vibrant social and economic future for British Columbia.

The Multicultural Advisory Council (MAC) has played an important role in providing advice to the Minister Responsible for Multiculturalism on issues related to multiculturalism and anti-racism, since its inception in 1988. MAC is guided by the Provincial vision for multiculturalism: British Columbia is a model society that embraces the cultures and traditions of its people with opportunities for all to live and grow.

In the fall of 2013, nominations opened for the fifth annual Provincial Nesika Awards. The Nesika Awards started in 2008 to recognize the people, organizations and businesses whose exceptional work helps bring our diverse cultures together. The Province's MAC organizes and sponsors the awards to honour and celebrate B.C.'s cultural diversity and Aboriginal heritage.

Five categories were open for nomination: individual, business, organization, youth and new this year — multicultural excellence in government. More than 400 people attended the event, and received a record number of nominations, demonstrating the number of British Columbians who are committed to promoting multiculturalism.

Every year, the third week of November is proclaimed as B.C. Multiculturalism Week. It is a time when we can celebrate our multicultural heritage and ethnic diversity. It is also an opportunity for everyone to work together to create safer, more welcoming communities that support diversity and reject discrimination.

EmbraceBC was designed to enhance multiculturalism and anti-racism programming and increase engagement with stakeholders and sectors in B.C. As part of Multiculturalism Week, EmbraceBC provided over \$533,000 to support community multiculturalism projects. These projects will help to:

- » Increase awareness for and understanding of social, cultural, ethnic, linguistic and religious diversity among British Columbians;
- » Increase partnership development and strengthen community participation of diverse faith groups, diverse groups and sectors; and
- » Provide communities in B.C. with the necessary tools to address racism and hate in their neighbourhoods.



*Formal Apology to Chinese Canadians – The Government of BC formally apologized in the Legislature for the provincial government’s historical wrongs towards Chinese Canadians. Premier Christy Clark expressed sorrow and regret for discriminatory legislation and racist policies enacted by past provincial governments.*

The ministry, in partnership with the B.C. Hate Crimes Team and Abbotsford Community Services, developed a creative educational campaign and resource to raise awareness about online hate crime. The website (<http://hatecrimebc.ca/>) provides awareness and information about what constitutes a hate crime, reporting information and links to resources for victims.

From November 2013 to January 2014, the ministry undertook the Chinese Historical Wrongs Consultation to discuss the wording and delivery of an apology and legacy initiatives. The Honourable Teresa Wat travelled to Victoria, Kelowna, Vancouver, Kamloops, Burnaby, Prince George and Richmond to engage the public at Forums hosted by Chinese Canadian community associations.

The result was a unanimously accepted apology in the legislature supported by all parties and independents. The Minister responsible for Multiculturalism will work towards the success of ongoing legacy initiatives associated with this consultation.

# Ministry of Jobs, Tourism and Skills Training and Minister Responsible for Labour

## MANDATE

The Ministry of Jobs, Tourism and Skills Training and Ministry Responsible for Labour (JTST) manages key lines of government service that help create the economic prosperity needed for the success of families and communities across the province. This means taking advantage of the opportunities and responding to the challenges of a globalized economy in order to create new jobs, defend existing ones and position the province for long-term growth.



To accomplish these tasks, the ministry works to:

- » Ensure that B.C. has enough skilled, highly productive workers to meet the needs of our growing economy.
- » Develop B.C.’s regions and key industries to their full economic potential.
- » Support B.C.’s tourism industry in being globally competitive and sustainable.