

# Small City, Big Heart.



**Advancing Inclusion in our  
Workplace**

**The City of Saint John**





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# Introduction

## Greetings and acknowledgements

Acknowledgements.

Significance of the International Day for Eliminating Racial Discrimination

About me

## Why this conversation matters

An inclusive workplace drives engagement and better service.

A diverse workforce ensures fairness and representation.

There has been population growth in our City



# Population Growth in our City

**Population (2024):** 78,165 – highest since the early 1980s.

**Annual Growth:** 3.9% (nearly double the 2% target).

**Immigration Impact:** 2,172 Permanent Residents in 2024, 90% of new arrivals.

## Why it matters:

- ✓ A diverse city needs a workforce that reflects its population.
- ✓ Inclusion drives engagement, innovation, and retention.
- ✓ DEI is both a moral and business imperative.



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# Our Commitment to DEI

## Policy & Governance

DEI policy implementation.

Senior leadership commitment.

Inclusive policy development

## Our DEI Vision & Strategy

Our DEI Framework - Build, Embed, Reinforce.

Our DEI Emblem



# Our DEI Emblem



- Group of people
- Multicolored circles indicate our diversity – different faces
- The hands are connected to show collaboration, teamwork.
- There is a star in the middle of the diagram showing that when we are connected, we create stars – Great things happen
- **Our Tagline** – Together we shine brighter!



# Specific Focus Areas

## Workplace

- Building inclusive workplace culture, and leadership accountability,  
Promptly addressing issues of discrimination

## Workforce

- Diverse workforce reflective of City of Saint John's community



# Focus Area – Our Workplace

## Workplace Goals

- ✓ Inclusive and respectful culture
- ✓ Accountable and committed leadership.
- ✓ Identify and address inclusion barriers.



# Focus Area – Our Workforce

## Workforce Goals

- ✓ Diverse workforce
- ✓ Bias-free hiring
- ✓ Equitable growth
- ✓ Workforce Demographic analysis





# Some of our initiatives

- Capacity building-
  - ✓ Senior leadership
  - ✓ Managers
  - ✓ All employees
- Communication
- DEI Calendar
- DEI Champions
- DEI Events





# Challenges

- External Environment – fallouts and implication for Canadian organizations
- Systemic biases
- Resistance to change
- Shifting mindsets



# Key lessons from our journey

- Leadership buy-in is critical.
- Employee-driven initiatives create lasting impact.
- Continuous self-examination is key—practitioners must stay updated to avoid "knowledge vaccination," where limited understanding blocks further learning and meaningful action.
- Data-driven DEI metrics ensure accountability.



# Closing Remark

**DEI is not a destination. It is a journey**

If you cannot Fly, Run

If you cannot Run, Walk,

If you cannot walk, Crawl

**But by all means, Keep moving**

Thank you

