

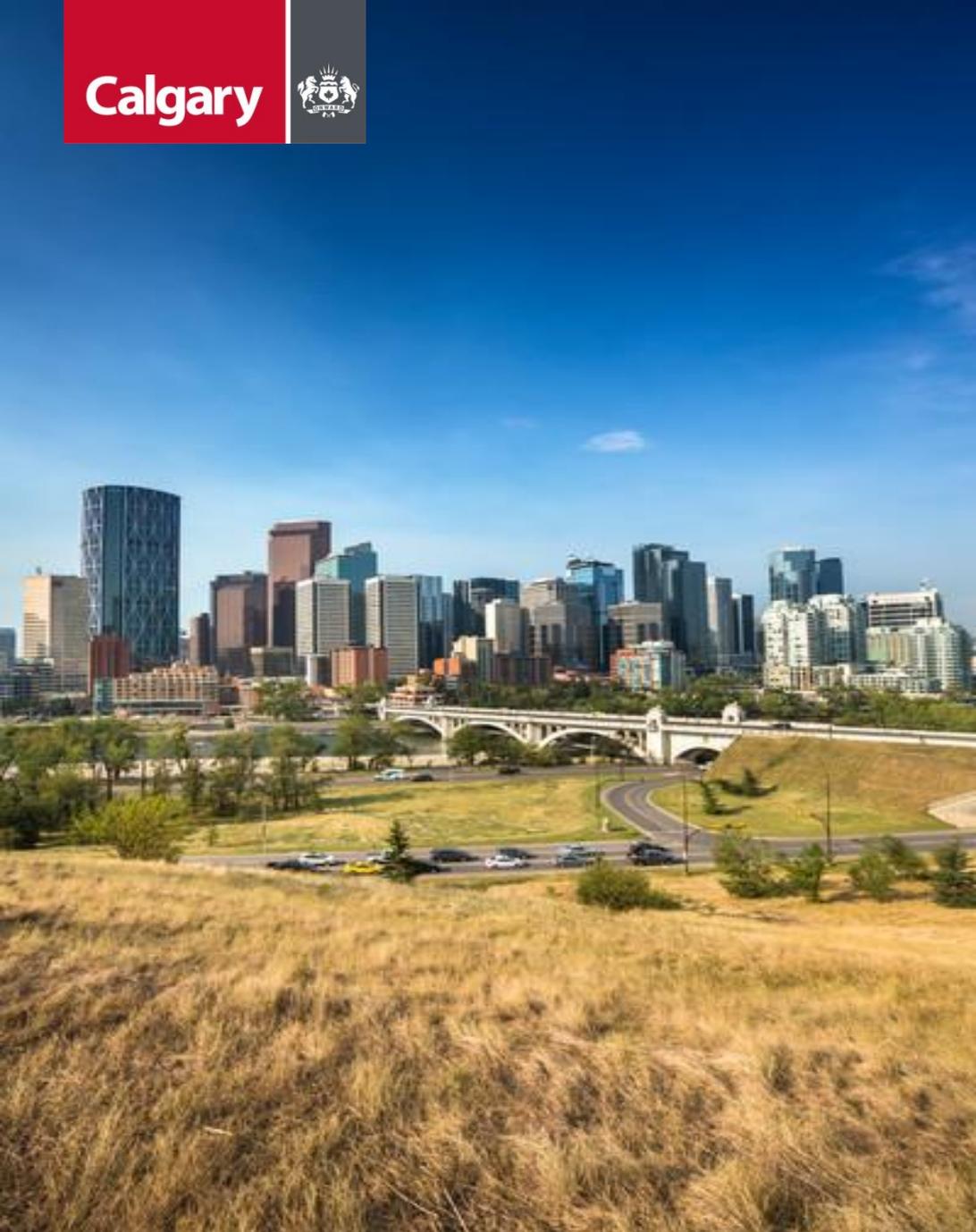


# The City of Calgary's Multicultural Strategy for Communications, Marketing and Engagement

## Calgary's Multicultural Population

- Calgary has a large and growing immigrant community, totalling almost 30 percent of Calgarians.
- Between 2011 and 2016, the population of immigrants in Calgary grew faster than the general population.
- The Government of Canada projects immigration will continue to be the main driver of population growth within Calgary until at least 2036.
- Approximately 30 percent of Calgary's population has a primary language that is not English or French.





# Calgary's Multicultural Population

## Composition of Ethnic Groups

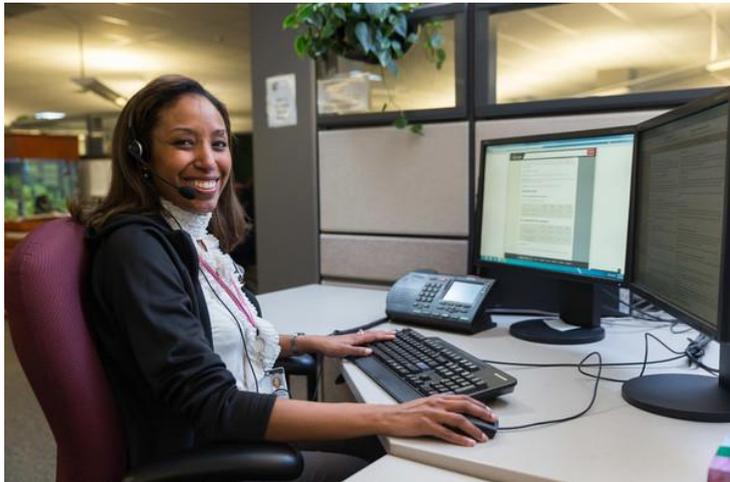
Main language (non-official)  
spoken at home in Calgary

<b>CHINESE</b>	<b>44,990</b>
Cantonese (Hong Kong and Area)	22,245
Mandarin (Mainland China)	21,140
N.O.S	1,605
<b>PUNJABI (India)</b>	<b>29,100</b>
<b>TAGALOG (Philippines)</b>	<b>22,235</b>
<b>SPANISH (Mostly from Latam)</b>	<b>17,540</b>
<b>ARABIC</b>	<b>11,010</b>

# Aligned Objectives

## The City's Goals

Equitable communication and services for Calgary's multicultural communities.



A municipal government that is transparent, inclusive and participatory.

## Citizen Expectations

Equitable experience, social, civic and economic integration, and a sense of belonging.



**Aligned and shared outcomes**



# Multicultural Strategy for Communications, Marketing & Engagement

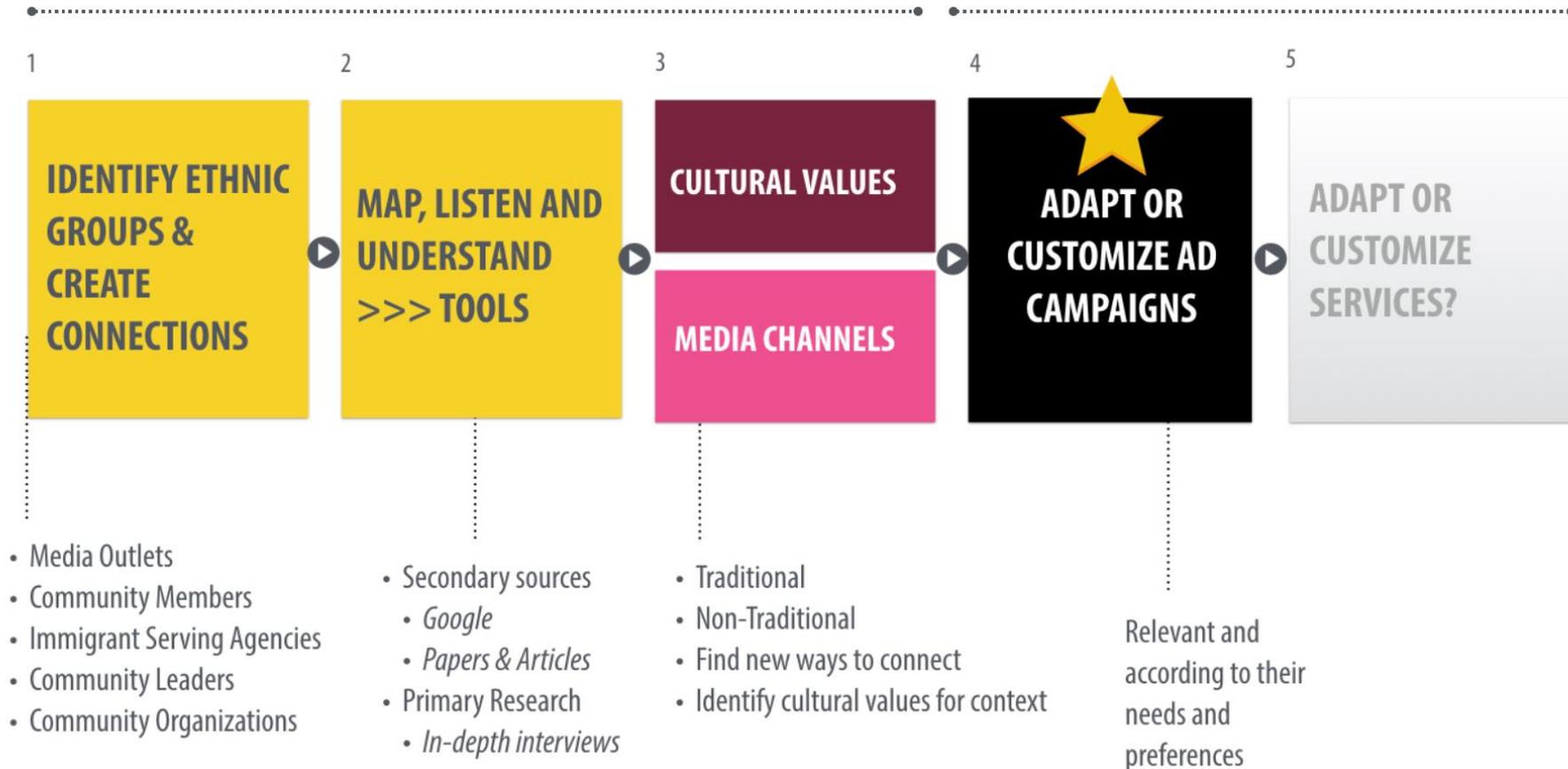




# How we developed our Strategy

*Research Process*

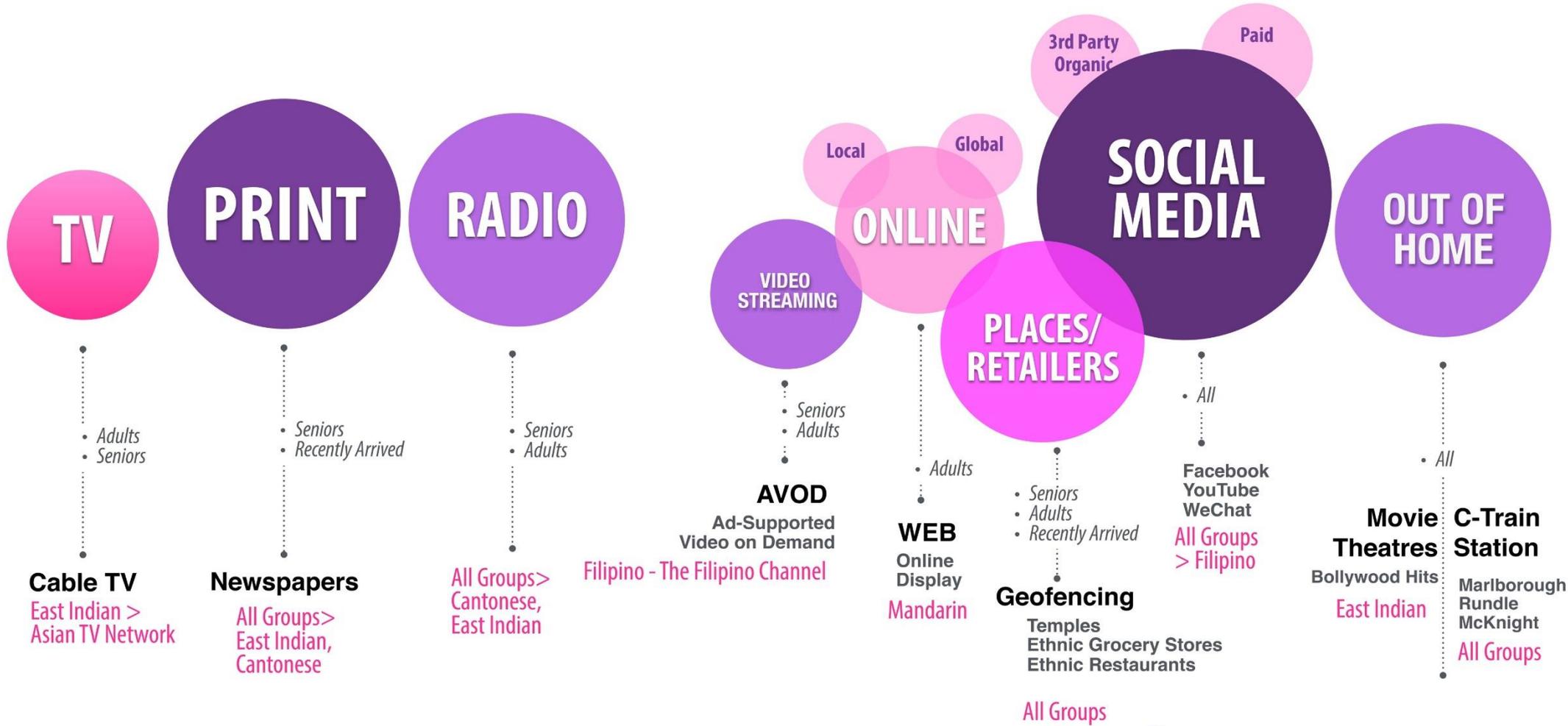
*Implementation*







# Multicultural Channels



## Ongoing Work

- Multilingual Policy
- Social Wellbeing Policy Alignment
- Inclusive Engagement Guide
- Employee Training
- Research Validation and Development
- Interactive Language Map
- Corporate Translation Service & Bank
- Multicultural Photography
- Multicultural Content Calendar





## Questions

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