



MUNICIPALITY *of the*  
COUNTY *of* KINGS

Media Advisory

December 16, 2021

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## For Immediate Release: Municipal Council Adopts Toward Equity and Diversity: A Strategy for Belonging

The Municipality of the County of Kings is pleased to announce the recent adoption of a strategy that will serve as a catalyst for meaningful change inspired by the Municipality's vision of building a community of communities where all people belong.

Municipal Council unanimously approved the "Toward Equity and Diversity: A Strategy for Belonging in the Municipality of the County of Kings" at a regular monthly meeting hosted Dec 7.

The Strategy for Belonging directly supports the Municipality's mission "to enhance the quality of life for all through the provision of municipal services in an inclusive, effective and collaborative manner." It is an amendable living document that will guide the evaluation of municipal policies, services, partnerships and programs through the following key lenses:

- Reconciliation and Mi'kmaq Treaty Rights
- African Diaspora, Anti-Black Racism and Reparations
- Equity, Inclusion and Diversity

Resulting changes and key action items will be developed in alignment with the following strategic priorities: Demonstrating Leadership and Enhancing Representation, Economic Empowerment, Truth, Awareness and Advocacy, Cultural Celebration and Reflection of Diversity, Creating Safe Spaces (Land and Built Environment), Access and Equitable Service Delivery.

As the goals outlined in the Strategy for Belonging evolve into actions, the public can expect to see advances in: equitable hiring, diverse representation, opportunities and programs for communities that have historically been underserved, advocacy for reconciliation and reparation processes, showcasing cultural diversity in the Kings Region, enhancing cultural resource management, and eliminating systemic barriers to improve access and service delivery for those who have been historically underserved.

To learn more, view "Toward Equity and Diversity: A Strategy for Belonging in the Municipality of the County of Kings" in its entirety here: <https://www.countyofkings.ca/diversity>

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**Quotes:**

“This strategy is a unique signature map to those who contributed to it. There will be interest in adopting but unless you’ve walked this walk you’ll never quite understand what it took to create this. It’s inspiring knowing municipalities like the County of Kings are moving in the direction of identifying gaps in education, awareness and now have a plan in place to guide them moving forward.” – Nadine Bernard, Indigivisor

“The implementation of the Belonging Strategy is expected to transform the social and economic fabric of the Kings Region through the employment of equitable hiring processes, service delivery, diverse representation on Municipal committees, and relationship building initiatives with diverse communities. The realization of these outcomes will see more people from historically underrepresented communities such as the Indigenous, Black, other people of colour, 2SLGBTQ+, newcomers, women and youth involved in Municipal programs, recreation services, and the social procurement process.” – Kenisha Gordon, Diversity Specialist, Municipality of the County of Kings

“Today, in 2021, we have dedicated ourselves to constant education, self-awareness, sensitivity and action. We want all communities within the Kings Region to be known as inclusive. ‘Representing’ ourselves as being so is not sufficient. Intention must be converted to action.” – Kings County Mayor Peter Muttart

“We do hope that everyone who reads our Diversity Action Plan: “Toward Equity and Diversity: A Strategy for Belonging in the Municipality of the County of Kings” will join with us in fulfilling these goals. We have so many reasons to be proud of our region. Speaking for your Council, we can think of no better addition to our reputation as a region than being known/renowned for our willingness and capacity to be inclusive, caring and proactive in appreciating the diversity of all that live, or come to live, amongst us – in a region that is safe and welcoming to all.” - Kings County Mayor Peter Muttart

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