

Dismantling Anti-Black Racism Advisory Committee

SECOND QUARTER (Q2) 2025 2025

LAND ACKNOWLEDGEMENT



We acknowledge that the Town of Newmarket is located on the traditional territories of the Wendat, Haudeno-saunee (Ho-den-no-show-knee), and the Anishinaabe peoples and the treaty land of the Williams Treaties First Nations and other Indigenous peoples whose presence here continues to this day. We thank them for sharing this land with us. We also acknowledge the Chippewas of Georgina Island First Nation as our close neighbours and friends, and we work to ensure a cooperative and respectful relationship.

Progress Update: March to June



Key Updates:

- **Completed Actions:** Increased from **20.5** to **23.5**, showing steady progress.
- **In-Progress Actions:** Reduced from **26.5** to **24.5**, as more projects move toward completion.
- **Future Work Actions:** Decreased from **8** to **7**, reflecting a continued shift toward active implementation.

Putting us at **87.27%** of our actions either completed or in progress, demonstrating strong momentum in executing initiatives and minimizing outstanding work.

Key Updates:

- EDI and Anti-Black Racism training rollout for CYFS, PWS, and PFS staff to be completed by Q4.
- Collaboration with York Region partners to identify and support Black-owned businesses and community programs.
- Development of a live directory of Black-owned businesses in Newmarket and York Region.
- Engagement strategies to support racialized youth in fire services.
- Continuing to share and integrate the DABR Action Plan across municipal departments and community stakeholders.

Accountable Owner: Communications

Theme	Action	Timeline	Measure of Success
Inclusive Economic Development	Where possible, consider hosting media events at black owned businesses/support highlighting Newmarket's black owned businesses	In Progress	Number of media events held at black owned businesses/# of media and social media articles/posts
Ongoing Leadership and Accountability	Communications team will continue to support the implementation of the DABR action plan and list of recommendations	Ongoing	
	Embed questions from DEI Lens related to Communications in our communications plans and strategies	Q4 2025	
Inclusive Economic Development	Use "Hey Newmarket" to crowd source list of Black-owned businesses in TOWN OF NEWMARKET	Q3 2025	Percent of completion of the Newmarket Black owned businesses database
Ongoing Leadership and Accountability	Coordinate a photoshoot (in partnership with NACCA and/or other partner(s)) to increase the <u>amount</u> of photos and imagery of black residents in the community to be used in Town communications and marketing materials	In Progress Q3 2025	Number of images made available for Town marketing materials

Update

Update

Communications team will continue to support the implementation of the DABR action plan and list of recommendations

- Worked with York Region News to highlight me and the advancements of the DABRAC, amplifying the program's impact across the region.
- Will be working with York Region News to spotlight the Trailblazers program and its role in promoting equity and inclusion.

Coordinate a photoshoot (in partnership with NACCA and/or other partner(s)) to increase the amount of photos and imagery of Black residents in the community to be used in Town communications and marketing materials

- Currently in the planning phase.
- Emailed the committee to confirm interest in doing the photo shoot.
- Exploring potential Black photographers.
- Reaching out to suggested photographers to check September availability.

EXAMPLES OF DIVERSE IMAGERY IN CURRENT MEDIA AND MARKETING



Town of Newmarket's Post

Town of Newmarket
May 25 at 9:08 AM · 🌐

#Newmarket is helping build a world where everyone can participate fully. Today marks the start of National AccessAbility Awareness Week! Since its establishment in 2017, NAAW has celebrated the efforts and initiatives that help create a more accessible Canada.

We have a week full of FREE activities! Check out the full schedule at <https://www.newmarket.ca/naaw>.

Let's come together and recognize the ongoing work to build a more accessible and inclusive community.



👍❤️ 25

2 comments 2 shares

Town of Newmarket
March 4 · 🌐

Thank you to the community for joining us in honouring Black History Month. We celebrated Black Canadian storytelling through the theme "I and I, I Wanna Rule My Destiny" that was showcased through a powerful Black History Month Reception, Ujamaa Marketplace and month-long Gallery Exhibition, a Community Visioning Board exercise about hopes and dreams, the raising of the Pan-African flag, an empowering Energy Hygiene Workshop, and an inspiring Paint & Sip session.

A very special thank you to the [Newmarket African Caribbean Canadian Association \(NACCA\)](#) for creating a month of powerful programming that showcased local Black-owned businesses, artists, leaders and storytellers.

And, thank you to our presenting sponsor [MagnalInternational](#)

Education, conversations, and action must, and will, continue all year-long. In 2023, the Town of Newmarket established an action plan to dismantle anti-Black racism and remove barriers Black individuals face in Newmarket. Learn more at <https://www.heynewmarket.ca/dabr>

📷 Check out the photos to see some of the ways we came together for #BHM2023



👍❤️ 27

1 share

Town of Newmarket
May 11 at 9:30 AM · 🌐

🌸 Happy Mother's Day, #Newmarket!

Today, we celebrate the love, encouragement and dedication shown every day by mothers, grandmothers and mother figures.

We love seeing you and your loved ones enjoying community events, exploring our parks and playgrounds and sharing special moments together.

Here's to all the incredible moms who help make our community such a wonderful place to live!

👍❤️ 46

4 shares

Town of Newmarket
March 31 · 🌐

🔗 Starting next week! Step up to the plate with #Newmarket's Girls At Bat program this spring! In partnership with Jays Care Foundation, this program is a girl-centered baseball and softball program for 8- to 12-year-olds that makes it easy to build belonging for girls. No experience necessary. Learn more and register now (course code 57630): <https://bit.ly/41hPbA>



👍❤️ 7


5 shares

Town of Newmarket
May 5 · 🌐

#Newmarket residents: This is your friendly reminder that registration for Recreation & Culture activities opens on Wednesday, May 7 at 8 a.m.

Heat things up with new activities this summer and check out the Summer Magazine at <https://www.newmarket.ca/recreation> to directly access all the program information in a few simple clicks.

Remember to have your Xplor account information ready. If you do not have an account, create one here: <https://www.newmarket.ca/xplor>




Town of Newmarket
April 23 · 🌐

🔗 Youth Week = maximum fun! 🎉 We're celebrating Youth Week in #Newmarket from May 1 to 7 with events and activities all week long at the Recreation Youth Centre and telMAX Indoor Skate Park. Mark your calendars for:

- 🍕 Pizza night*
- 🎬 Movie night (with free popcorn and ice cream!)
- 🎮 Video game tournament
- 🧶 Craft night*
- ...and more!

Check out the full Youth Week schedule at <https://www.newmarket.ca/youth>

*Pre-registration required. Visit [newmarket.perfectmind.com](https://www.newmarket.ca/youth).



Accountable Owner: Central York Fire Services (CYFS)



Theme	Action	Timeline	Measure of Success
Ensure full participation and representation of Black constituents in Newmarket	Proactively look for creative ways to interest racialized youth in fire services. This may include a model like Camp Blaze, outreach to guidance counsellors and/or other solutions. Team will pilot 2-3 new strategies over the next 18 months. Continue to develop and grow the relationships with Black community groups.	Ongoing	Number of engagements and outreach activities per year
Ongoing Leadership and accountability	Hiring processes and practices will be reviewed as part of broader HR review of recruitment. CYFS will implement recommendations where possible following review.	Complete Q4 2024	
	Members of CYFS will utilize the best practices and tools developed by the OAFCD DEI Committee.	Q2 2025	Number of programs created and delivered as influenced by the DEI Toolkit.
Capacity building and training	Members of CYFS have completed EDI training. Team will adopt and roll out Anti-Black racism training.	Q2 2025	Percentage of CYFS staff who have completed ABR training

Update

Update

Proactively engaging racialized youth in fire services through outreach, pilot programs, and ongoing partnerships with Black community groups

- 18 students are currently involved, but two will be leaving in September when they graduate.
- Looking to open up the program again and will reach out to the same community groups, as well as the Aurora Black Community Association, to share this opportunity.
- Students have been busy:
 - Went to Seneca for a human trafficking event — YRP was impressed.
 - Went to a car wash at 4-5.
 - Coming in to clean a smoke alarm room in the near future..

Training Development:

- Significant progress on training for CYFS, PWS, and PFS staff.
- Self-paced modules: DEI Fundamentals, Introduction to Unconscious Bias, Respect in the Workplace.
- In-person workshops: Inclusive Leadership, Understanding Privilege, Being an Ally.
- Basic EDI Principles training for 169 PWS & PFS staff.
- By end of year, 369 staff will be trained in EDI, including Anti-Black Racism content.

ADOPTION OF ANTI-BLACK RACISM TRAINING



Video to be shown at meeting

Anti-Black Racism Training

- Partnering with Vubiz to roll out Anti-Black Racism training.
- Pilot project for CYFS, PWS, and PFS staff to be completed by end of year.
- Around 370 staff will have completed Basic Anti-Black Racism training by end of Q4.



Accountable Owner: Economic Development			
Theme	Action	Timeline	Measure of Success
Inclusive economic development	Implement the Town's DEI Lens for Economic Development policy, projects and communications.	Q1 2025	% of completion of policy review using Newmarket's DEI lens
	Build relationships with Black owned businesses. Actively engage Black owned businesses in the Town of Newmarket Corporate Visiting Program.	Q1 2023 - Onwards	% of businesses in the Corporate Visiting Program that are Black owned.
	Engage Black community in Newmarket Economic Development Advisory Committee in collaboration with Clerks by circulating committee posting to key partners (ig: NACCA)	Q1 2027	
	Meet with York Region Small Business Enterprise Centre to discuss opportunities available to Black owned businesses, opportunities for mentorship/training session led by Black people from the Northern Six and put in place benchmarking systems for understanding the YSBEC's reach into the Black community.	Q1 2025	# of Black Businesses served by YSBEC
	Develop partnerships with Black Chamber of Commerce, African-Canadian Construction Association etc.	Q4 2025	# of formal partnerships with Black serving organizations such as the ACCA and Black Chamber of Commerce
	Share the Interim and Final DABR and subsequent action plans with the Main Street Business Improvement Area and Newmarket Economic Development Advisory Committee.	Q3 2025	# of Businesses in the BIA and EDA committees receiving the interim and final DABR Implementation Plans



Black Owned business directory

- Attended a Black-owned business event on April 12 and created a live directory of businesses.
- A new Business Specialist role (expected by July) will maintain and grow these relationships through the Town's Corporate Visiting Program.

Meeting with York region Small business Enterprise Centre

- Met with York Region Small Business Enterprise Centre to explore opportunities for Black-owned businesses.
- No specific programs available yet; equitable outreach approach in place.
- We plan to follow up with YRBEC to explore workshop options.
- Potential need to create a new program if gaps remain.

Sharing of DABR Updates

- Shared with EDAC and will continue to provide updates.
- Sent to BIA when first released; minimal feedback received.

Accountable Owner: Human Resources			
Theme	Action	Timeline	Measure of Success
Ongoing Leadership and accountability	Implement voluntary workforce census when we have our new HRIS.	2025-2026	% completion rate of the demographic questions
	Goal to have Newmarket's staff base reflect the diversity of Newmarket (inclusive of race, abilities, LGBTQ2S+). Reduce gaps each year.	2025-2026	Demographic study of Newmarket staff disaggregated by race and other dimensions of diversity as compared to the demographics of the community of Newmarket.
Inclusive economic development	Work with Strategic Initiatives to search for grants related to ABR programs.	Ongoing	# of granting processes engaged related to ABR
Capacity building and training	Annual commitment for training and professional development specifically for topics related to EDI.	Ongoing	# of ongoing EDI professional development opportunities offered to staff (e.g. webinars, workshops, communities of practice, speakers) Assessment through surveys of the effectiveness of the professional development tools regarding EDI
Ongoing Leadership and accountability	Review the DEI Lens and specify communities to focus on during use of the tool (e.g., Black, Indigenous, persons with disabilities, LGBTQ2S+).	COMPLETE Q1 2023	
Capacity building and training	Members of CYFS have completed EDI training. Team will adopt and roll out Anti-Black racism training.	Q2 2025	Percentage of CYFS staff who have completed ABR training

Update

Training

- EDI and Anti-Black Racism training for CYFS will begin this summer and is expected to be completed by the end of Q4.

Comments and Questions?

Thank you for your contribution!