

IDEA Advisory Group (IAG) Strategic Action Plan 2027-2030

IDEA = Inclusion, Diversity, Equity and Anti-racism or Anti-hate

Vision

In Muskoka we celebrate diversity, embrace equity, choose inclusion, reject racism and combat hate.

Purpose Statement

The IAG advances the IDEA principles in Muskoka through targeted advocacy, community education, and strategic partnerships. We empower District Council and local residents to move from awareness to meaningful action, ensuring Muskoka is a welcoming and safe community for all and where everyone feels they belong. We bridge the gap between municipal governance and the people of Muskoka—building a united, equitable future through education and courageous dialogue.

Values

These are the values that will guide the IAG in advancing our purpose:

- **Boldness:** We recognize that systemic change requires courage and a sustained commitment from us all. We commit to the lifelong work of checking privilege and confronting the stereotypes and hate that threaten our communities.
- **Compassion:** We champion an environment of mutual respect. By encouraging open dialogue and valuing lived experiences, we ensure that our advocacy is grounded in empathy and human dignity.
- **Community:** We act as a catalyst for local change. We promote opportunities that foster a sense of belonging for all community members and work to ensure Muskoka is united in its commitment to equity and inclusion.

Strategic Priority #1

Raise Community Awareness about the IAG and Educate Community Members about the Benefits of IDEA

Allocated resources: 40%

Objective	Action	Year	How to Measure Success
Increase community awareness of the IAG and IDEA across all age groups through accessible and targeted outreach, marketing and engagement initiatives. Engage and/or partner in community events/initiatives, both large and small scale, that focus on participation and engagement rather than just information only. Utilize data collected from the hate portal, partner connections,	Promote the hate portal through community outreach, marketing and community partnerships.	2027-2030	Track number of hate reports received. Track traffic to the hate portal.
	Promote IAG and IDEA at community events through #hatefreemuskoka booth.	2027-2030	Track number of events attended. Track number of people engaged.
	Work with Township of Georgian Bay and Town of Huntsville to create IDEA murals in high-traffic locations.	2027 -2028	Track number of murals completed.
	Use hate portal and other local data to target high-priority demographic sectors and launch targeted public awareness / education initiatives (e.g. Hate Free Symposium, Rising Star Award, Hate Has No Home Here Sign Campaign, Speakers Series, etc.).	2027-2030	Track number of people directly engaged through public awareness initiatives.

Canadian Centre for Diversity and Inclusion knowledge repository, etc. to inform decisions, direction and focus.			
--	--	--	--

Strategic Priority #2

Build Partnerships that Advance IDEA Principles to Ensure Muskoka is a Welcoming Community for All

Allocated resources: 30%

Objective	Action	Year	How to Measure Success
Expand IAG community partnerships so the IAG vision, purpose, and values are communicated broadly, embraced and advanced throughout Muskoka.	Use hate portal and other local data to identify high-priority sectors / community partners (e.g. Area Municipalities, Chambers of Commerce, BIAs, food banks, libraries, fire departments, etc.) and co-develop appropriate initiatives / resources to expand the IAG's reach and impact (e.g. toolkits, best practices, policies, Inclusive Language Guide, expand social media reach).	2027-2030	Track number of new partnerships established. Track number of community members reached through new partnership initiatives.
Ensure visitors and newcomers feel safe and welcome in Muskoka.	Work with local tourism agencies to co-develop and implement a proactive IDEA Tourism/Visitor Strategy to ensure racialized tourists/visitors not only feel welcome but also see themselves reflected in the community, and request that District Council approve and direct staff to execute the strategy.	2027-2030	Tourism/Visitor Strategy is developed and endorsed by Council. Further measurement metrics to be included in strategy.
Create opportunities for Equity, Diversity and Inclusion (EDI or DEI) leads in other	Develop 'roadshow' presentation and actively pursue opportunities to present about the	2027-2030	Track number of presentations.

local organizations to network and build capacity.	IAG, hate portal and other IAG initiatives with targeted calls to action.		Track number of organizations engaged.
	Actively recruit new high-impact partner agencies to join the IAG.	2027-2030	Track number of new partners on IAG.
	Create and coordinate a Muskoka-based community of practice for 'EDI/DEI' leads in local organizations and businesses.	2027-2030	Track membership in the community of practice.

Strategic Priority #3

Engage Local Municipal Councils (District and Lower-Tier) to Demonstrate the Value of IDEA and the Work of the IAG

Allocated resources: 20%

Objective	Action	Year	How to Measure Success
Work with District Council and lower-tier Councils to embrace the work of the IAG and IDEA principles, and encourage all Councils to promote IDEA within their spheres of influence.	Inform District and lower-tier Councils of the important work the IAG is doing and the existing tools and resources they can use to promote IDEA across Muskoka (e.g. IAG delegations, targeted outreach).	2027-2030	Track level of engagement through number of presentations, questions and queries.
	Engage with District and lower-tier Councils to strengthen their capacity to understand the IDEA-related issues impacting Muskoka, improve knowledge and engage confidently in IDEA issues when they arise (e.g. training, presentations, shared resources).	2027-2030	Survey Councilors ahead of the 2030 election to gauge improved understanding, awareness and capacity.

Strategic Priority #4

Build a Strong and Engaged IAG

Allocated resources: 10%

Objective	Action	Year	How to Measure Success
Maximize the IAG's efficiency and effectiveness by: • Strengthening member engagement and participation; • Strengthening the knowledge and skills of IAG members; and • Strengthening member satisfaction.	Refresh membership by recruiting new members that advance the IAG Strategic Action Plan 2027-2030.	2027-2030	Track number of net new champion and partner members.
	Develop a member retention strategy.	2027	Track number of members who leave IAG and why.
	Develop an evaluation framework to measure member satisfaction, improve engagement on the IAG and expand individual participation.	2027	Survey members to understand level of member satisfaction. Conduct exit interviews for process improvement.
	Promote opportunities for members to engage in professional development and increase awareness and education around IDEA issues.	2027-2030	Track number of learning opportunities undertaken by members (e.g. through the District and other learning opportunities).