

Council Diversity Report NB Council 2004-2005

January 2005

NB Council is currently engaged in two projects aimed at increasing the multicultural diversity of our membership as well as our overall membership numbers. The Council supports the goals of the Diversity Network and we will continue to explore opportunities in this regard.

Our first project is to encourage membership of foreign students studying at our local universities. This project is also tied into our ongoing Rover Project. The first phase has been to establish active Rover programs at NB universities and community colleges. We have offered free registration (NB Council covers the National assessment) to students who wish to join a Rover crew and who are willing to serve Scouts Canada in a service role at the group, Area or Council level. This phase has been successful and we have established a number of new Rover crews.

Phase 2 will begin this fall when we actively spread the message about these crews to the foreign student communities on the various campuses. We plan on seeking out those who may have been involved in Scouting in their home countries and who are looking for a link to their adopted homes. We will also welcome those with no previous Scouting background but who are willing to join us and fulfill a service role in the larger community.

Our second project is related to the demographics of NB and Atlantic Canada. Our region has had difficulty attracting new Canadian immigrants and difficulty in keeping those who do arrive from leaving for larger urban centres. As a result our population has stagnated and it is increasingly difficult to sustain economic growth. All three levels of government have recognized that more needs to be done to attract immigrants to our region.

As a result, there is a new initiative being launched in Saint John to make the city more attractive to immigrants. We feel that Scouts Canada can play an important role in integrating immigrants into our communities and by providing an orientation to Canadian life. By providing links to Scout programs that they may have experienced in their homelands, we can help bridge their old lives to their new lives here in Canada.

We have contacted our local MP and the local economic agency that is spearheading the initiative and we hope to play a part by encouraging and providing opportunities for immigrant families to become involved in Scouts Canada, while at the same time fulfilling our diversity goals.

Finally, we are hoping to appoint a representative to the Diversity Network at our AGM later in January. This will provide us with a champion for these and other initiatives.

Respectfully Submitted

**Kevin Duff – Deputy Commissioner (Administration)
NB Council**