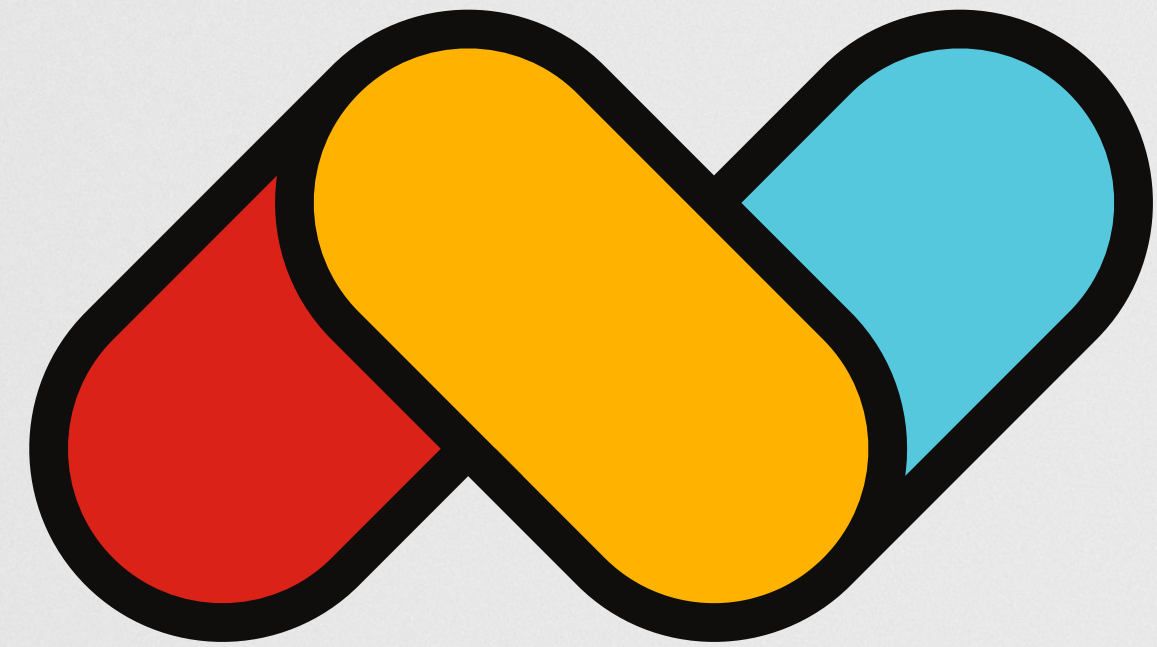


5 STEP GUIDE

**TO BUILDING A MUNICIPAL
COMMUNICATION PLAN
INCORPORATING
INDIGENOUS COMMUNITIES**



ALLIES

IN ACTION



ALLIESINACTION.CA



(604) 505-3171



info@alliesinaction.ca

STEP 1: ENDORSE

- Get buy in from **ALL** municipal staff
- Public endorsement from Mayor and CAO
- Present the current environmental landscape
- More to lose when you don't get Indigenous involvement
- Issues & risk mitigation



ALLIES
IN ACTION



ALLIESINACTION.CA



(604) 505-3171



info@alliesinaction.ca

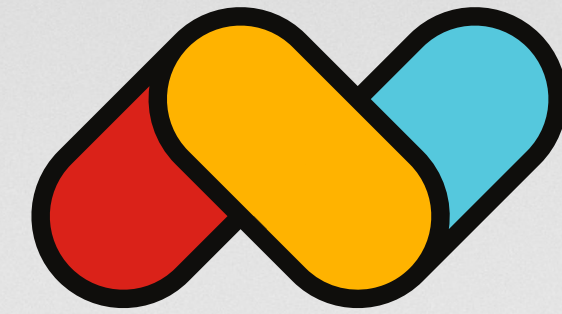
STEP 2: ENGAGE



- Create **genuine** connections with Indigenous leaders, staff, elected Chief and Council, Hereditary Chiefs, elders
- Find your FN ambassador who can give you an honest run down of protocols, situational analysis and challenges
- Be truthful in your knowledge of Indigenous history and culture
- Don't give up - Indigenous human resources are limited
- Be very welcoming, smile & remember humour goes a long way

STEP 3: EVALUATE

- Evaluate opportunities with a "Discovery Session" and baseline "SWOT Analysis"
- Take your findings and create action items to each with achievable markers

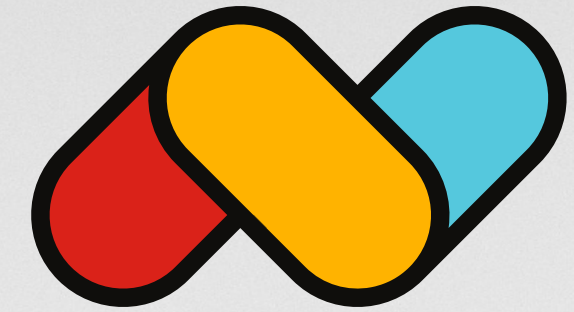


ALLIES

IN ACTION

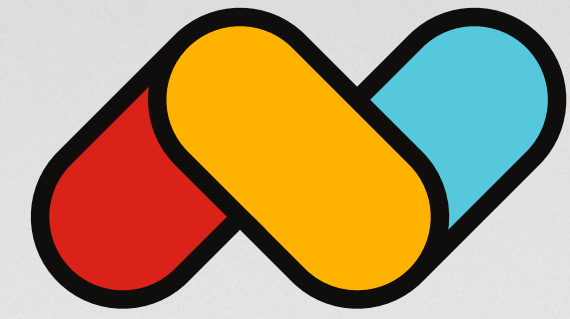
STEP 4: ENABLE

- How can your municipality involve First Nations?
 - A seat at the table
 - Council meeting minutes
 - Collaboration on events
 - Speaking engagements
 - Mayor acknowledge land and territory
 - Joint Economic Development ventures
 - Joint tourism initiatives
 - Joint funding applications



ALLIES
IN ACTION

STEP 5: EDUCATE



ALLIES

IN ACTION

- Learn whether your Indigenous community is set up as a democratic government structure with elected Chief and Council, Hereditary Chief structure, Treaty structure, combination of both operating in isolation or a modern hybrid
- What you learn from the above point will help you determine who to engage and what onboarding is required.
- Remember both sides need education on decision making processes and some First Nations are rebuilding their nations and working on it and has yet to be determined. Patience is key.
- Educate yourself on protocols (eye contact, business casual).
- Invite each other to meetings, celebrations and economic development initiatives
- It's also the municipalities' job to create harmony, keep the peace and educate non-indigenous residents and staff on protocol, cultural practices and Indigenous laws.

SAMPLE COLLOBORATION

- Economic Development - Cultural Tours
- Railway
- Attraction of industry - job creation for both communities and capacity building
- Service agreement for fire and library services
- Inland Port Agreements
- Retail and Shopping Centre Agreements (North Shore/Twasswan)
- Airport Industrial Development

RESOURCES

- <https://fcm.ca/en/resources/cedi/first-nation-municipal-funding-resources>
- <https://www.sac-isc.gc.ca/eng/1317842518699/1535120096924>
- <http://www.edo.ca/downloads/cedi-toolkit-glance.pdf>
- <https://www.amo.on.ca/AMO-Content/Indigenous-Relations/IndigenousRelations>
- <https://www.canada.ca/en/canadian-heritage/services/funding.html>
- <https://www.gov.mb.ca/inr/major-initiatives/aboriginal-economic-development.html>
- workforceforward.ca
- forwardsummit.ca

NEED SUPPORT ON YOUR ENGAGEMENT STRATEGY?

Ruby Gill Linda Bilben
(778) 888-0514 (604) 505-3171

ALBERTA | BRITISH COLUMBIA

Just click



ALLIESINACTION.CA



(604) 505-3171



info@alliesinaction.ca