

NO: F036

COUNCIL DATE: SEPTEMBER 23, 2013

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **September 19, 2013**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **1530-20**
General Manager, Finance & Technology

SUBJECT: **Surrey Partnership with the BC Lions & the Ending Violence Association of BC to Support a Campaign that Addresses the Issue of Violence Against Women**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council:

1. approve a 2-year (2013 and 2014) extension to the partnership with the BC Lions and its affiliate partner, the Ending Violence Association of BC, in support of a campaign to increase awareness about and help reduce violence against women; and
2. in support of the partnership, approve a funding contribution from the Council Initiatives Fund of \$5,000 in each year of the partnership and in-kind advertising support for the campaign up to a value of \$20,000 in each year of the partnership utilizing the City's rights to provide public service advertising on digital signs and bus shelters in Surrey.

BACKGROUND

In July 2011 Council approved a 2-year partnership relationship (2011 & 2012) with the BC Lions Football Team and the Ending Violence Association of BC (EVA BC). In addition to the City's partnership, EVA BC also had sponsorship from Status of Women Canada and the Ministry of Children and Family Development. EVA BC has requested that the City extend the agreement for an additional two years with this two-year extension (2013 and 2014) guided by an advisory group of experts in the area of violence against women and including involvement of the BC Lions football players as advocates. The focus is to elevate awareness of issues and programs related to violence against women in BC. The related campaign message is: "Break the Silence on Violence against Women". A synopsis of the partnership and related campaign is provided in Appendix "A" attached to this report.

DISCUSSION

The EVA BC and BC Lions awareness program, targeted at ending violence against women, has a youth focus with an emphasis on three key areas:

1. The prevalence of abusive behaviour in relationships between men and women, particularly as it is directed to women and girls;
2. How attitudes and actions of men and women can help prevent this abuse before it begins; and
3. What young men and women can do in their day-to-day interactions to help bring about positive, respectful attitudes and behaviours.

In addition to marketing initiatives, the program includes a series of presentations/workshops within schools (grades 8 to 12) involving BC Lions players as mentors and role models who lead sessions and introduce engaging award-winning educational films and supporting media materials while advocating for a “risk reduction” approach to abuse. In addition to the school workshops and marketing campaign, the program also includes a legacy public education film and toolkit as well as a devoted training Clinic with Amateur Coaches to teach their players about mutually respectful relationships, behaviours and attitudes both within and outside of sport.

Staff is recommending that the City extend its partnership with the BC Lions on this program and provide an annual contribution to the program of advertising on digital signs and bus shelters up to a value of \$20,000 and annual direct funding of 5,000 per year. The combined value of the City’s contributions over the two year period would total \$50,000. Marketing and advertising support from the City of Surrey could include a combination of the following advertising opportunities:

- A series of ad messages running on rotation with other City public service messages on digital signs in Surrey;
- Transit shelter advertisements;
- Advertisements on City Page and in the Community Leisure Guide; and
- Exposure on the City’s website and social media network.

The City’s logo will be included in all advertisements and marketing materials and other public service information and key messaging both within the City and at partner locations. As an official sponsor, City branding will be included alongside other sponsors on billboard messaging, BC Lions game-day programs and related communications and collateral material.

Crime Reduction Strategy Considerations

The subject campaign aligns well with the City’s Crime Reduction Strategy, which recommends that actions be taken to reduce domestic abuse and violence against women.

Funding

Appendix “B” attached to this report provides a summary of the status of the Council Initiative Fund on an assumption that Council will approve the recommendations of this report.

SUSTAINABILITY CONSIDERATIONS

The program will assist in achieving the objectives of the City's Sustainability Charter; more particularly, the following Charter action items:

- SC8: Municipal Outreach, Public Education and Awareness; and
- SC11: Public Safety and Security.

CONCLUSION

Based on the above discussion, it is recommended that Council:

1. approve a 2-year (2013 and 2014) extension to the partnership with the BC Lions and its affiliate partner, the Ending Violence Association of BC, in support of a campaign to increase awareness about and help reduce violence against women; and
2. in support of the partnership, approve a funding contribution from the Council Initiatives Fund of \$5,000 in each year of the partnership and in-kind advertising support for the campaign up to a value of \$20,000 in each year of the partnership utilizing the City's rights to provide public service advertising on digital signs and bus shelters in Surrey.

Laurie Cavan
General Manager
Parks, Recreation and Culture

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General Manager
Finance and Technology

Appendix A – Synopsis of BC Lions/EVA BC Campaign

Appendix B – 2013 Council Initiatives Fund Balance

Synopsis of BC Lions/EVA BC “Ending Violence” Campaign

Key Messaging:

“Break the Silence on Violence against Women”

Program Summary:

The BC Lions and the Ending Violence Association of British Columbia (EVA BC) have formed a partnership to address the problem of domestic violence. EVA BC is a Society and a leader across the Province specializing in creating awareness about this issue, conducting research and analysis, developing resources and training and fostering cross-sectoral coordination and public education to ensure women and children that are affected by domestic violence are provided with help.

The BC Lions/EVA BC program includes, among other things:

- raising public awareness particularly among young people about issues related to harassment, assault, and abuse and how to become involved in addressing and eliminating these behaviours;
- offering information by local experts about how individuals can move from being passive bystanders to being empowered friends, classmates and teammates who can interrupt abusive behaviour and about the assistance that is available to those that are being affected by abusive behaviour or are aware of such behaviour;
- by means of presentations/workshops within schools (grades 8 to 12), leveraging the accomplishments and celebrity of BC Lions players to have them become mentors and role models to youth and to lead sessions and introduce engaging award-winning educational films and supporting media materials so as to build a broader base of understanding about and to address violence and abuse in the region and the province;
- engagement of local experts in educating youth and others about domestic violence and how it can be addressed;
- an extensive marketing campaign that will involve advertisements across a variety of media;
- a legacy public education film about domestic and other violence and a toolkit that can be used in training sessions by organizations; and
- training clinics with amateur sport coaches to provide them with the tools and skills to teach their players about mutually respectful relationships, behaviours and attitudes both within and outside of sport.

Proposed City Contributions:

- a cash contribution of \$5000 per year in each of 2013 and 2014;
- “In kind” contributions of advertising in each of 2013 and 2014 (having a value of no less than \$20,000 per year) by the following means:
 - A series of messages running on rotation with other City public service messages on digital signs in Surrey;
 - Transit shelter advertisements;
 - Advertisements on City Page and in the Community Leisure Guide; and
 - Ongoing exposure on the City’s website and social media network.

City Sponsorship Exposure:

- City sponsor-status recognition in program signage, web content and acknowledgements as part of campaign presentations and clinics;
- Broadcast visibility on TSN through program sponsor messages and in-stadium signage;
- Recognition in BC Lions Game Day Magazines for 2013/2014 seasons;
- In-stadium City logo exposure during each home game;
- City logo included on campaign advertising; and
- Acknowledgement at and involvement in media events related to the campaign.



**2013 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	253,126		
2013 Approved Budget	<u>250,000</u>		\$ 503,126
Arts Umbrella Surrey (3rd year of 3-year program)	25,000		
2013 Women's BC OPEN Water Polo Tournament	5,000		
Comedy Courage Sponsorship	5,000		
Surrey Community Summit	25,000		
Sponsorship Appreciation Event	10,000		
Clayton Heights Enhanced Programming	85,000		
Cloverdale Skating Club	5,000		
Early Childhood Development (ECD) Smarter Cities Funding	50,000		
2013 Flavours of Surrey Event	22,000		
Cities Fit for Children Summit	10,000		
Newton BIA	33,600		
Block Watch Society - RCMP Musical Ride	1,000		
Phoenix Society - Street Fair Celebrating Healthy Living	3,000		
Red FM Walk/Run	5,000		
Crescent Beach Concours d'Elegance	2,000		
Mayor's Charity Ball	3,500		
Vibrant Surrey - Let's Make THIS Happen	5,000		
SFU Surrey Diwali Dinner	2,500		
SFU Surrey Gala Dinner	5,000		
Break the Silence on Violence against Women (year 1 of 2)	5,000		
Allocations for 2013		<u>\$ 307,600</u>	<u>\$ 195,526</u>