

Northeastern Ontario Immigration Project

Developing employer-driven strategies to increase the hiring and retention of newcomer talent in order to reduce employment skills shortages in Northeastern Ontario.

Almaguin • Temiskaming Shores • Cochrane



North Bay & District
Multicultural Centre
Immigrant Settlement Services



In the beginning...

- Evolved from:
 - North Bay Newcomer Network, 2005
 - The Mayor's Office of Economic Development
- North Bay settlement services a reality in 2008
 - Satellite office in Timmins opens in 2011
- Employment Council → Employers' Council
 - Putting those who hire in charge





NNN & TLIP

(Local Immigration Partnerships)

- One LIP contract through CIC as of April 2014
- Structure:
 - Welcoming Committee, Settlement Committee & Employers' Council
- Attraction → city
- Retention → NBDMC, NNN, TDMC, TLIP



Changing the face of North Bay





NNN Employers' Council

- Mandate
 - Leadership
 - Propose
 - Resolve
- Supported by:
 - NBDMC
 - HR North (*project of the Employers' Council*)





NNN EC Achievements

EMPLOYERS' GUIDE

Newcomers & Your Workplace



NORTH BAY RELOCATION GUIDE

It's all here



Recruiting and Developing Culturally Diverse Employees

with Dr. Lionel Laroche



MultiCultural Business Solutions



Changing the face of North Bay

Provided by MultiCultural Business Solutions and the North Bay Newcomer Network

The North Bay Mentor Program

 sharing knowledge and experience

BECOMING A CHANGE AGENT

AN ANTI-OPPRESSION WORKSHOP



Networking for Newcomers

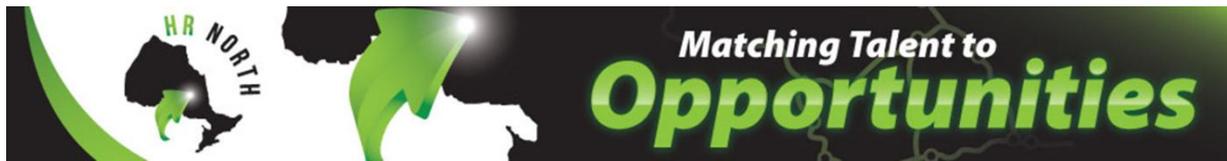
Presented by the North Bay Newcomer Network
In partnership with The Business Centre Nipissing Parry Sound Inc.





HR North

- A Human Resources Support Centre for SMEs
 - Employers do not have the HR capacity to meet their increasing workforce needs
 - Economic future of Northern Ontario relies on the growth and development of SMEs
- Increases the profitability of employer partners by finding skilled, job ready individuals
- Confidential matching platform tool levels playing field
- Services are at a cost that is not a barrier
- A specialized personal touch





Immigration Symposium

Temiskaming Shores, October 1st, 2013

- Over 60 in attendance - employers, provincial and federal levels of government, municipalities, social service providers
- Employers very clear: we need skilled and willing workers!
- Clear message that NBDMC and HR North are needed on the ground in more communities



**HELP
WANTED**

Lack of
local
talent



NNN
Employers'
Council



HR North



Immigration
Symposium

Northeastern Ontario
Immigration Project



Coverage Area





Why Newcomers?

- Newcomers are:
 - Risk takers
 - Welcoming and adapt to change
 - Here and ready to work / willing to move for the right job
- Youth out-migration
- Low birth rate
- Baby boomer retirement





Who is here?



Employer Concerns

... Money

“I do not have the time or the financial resources to recruit international talent, particularly as a small business owner.”

- No cost and low cost tools and resources are available to help you recruit newcomer talent - right here in Northeastern Ontario.





Employer Concerns

... Language

“Immigrants do not have the language skills necessary to succeed in my company.”

- Many skilled newcomers come to Canada with a high level of fluency in at least one official language.
- ESL, FSL and home study programs available
- Businesses often overlook the benefit to having a multi-lingual workforce.



Employer Concerns

... Credentials

“My business cannot evaluate foreign credentials.”

- Credential evaluation services (i.e. WES) reassure you of authenticity and translate the credentials / grades to their Canadian equivalencies.
- Many newcomer applicants will have their credentials evaluated before applying.



Employer Concerns

... Culture

“Individuals from diverse cultural backgrounds will be unable to adapt to the Canadian business environment.”

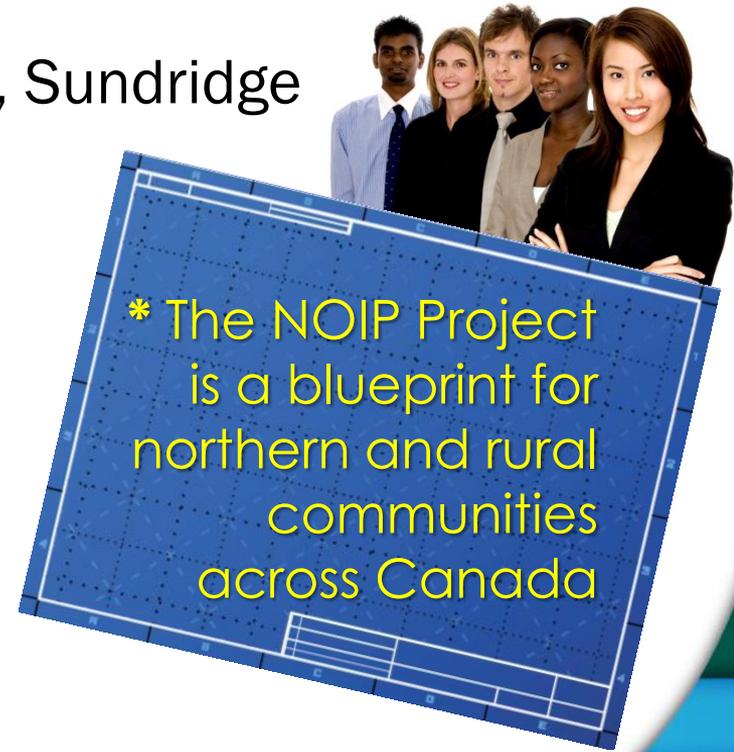
- Gaining an international perspective on your work enhances your corporate culture. Newcomers are eager to learn more about and embrace your company’s corporate culture.
- Newcomers have often already taken community-based training on Canadian workplace culture.





The Project

- Commitments from:
 - Machar, Strong, South River, Sundridge
 - Temiskaming Shores
 - Cochrane
- With funding from:
 - NOHFC
 - FedNor





Employers' Councils

- Run by the Employers
 - Supported by NBDMC and HR North
- A focus on recruitment and retention of newcomer talent
- A focus on resolving issues
 - Propose programs or services

➤ **Asking employers what are the priorities specific to your local labour market?**



Comments? Questions?



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