

ANNETTE SHARKEY
VERNON LOCAL
IMMIGRATION
PARTNERSHIP COUNCIL

When Immigration is **NOT** a
Community Priority:
How To Keep LIP Members
Engaged in Smaller, Less
Diverse Communities.

Vernon BC - Demographics

TRADITIONAL UNCEDED TERRITORY: Okanagan First Nation

TOTAL POPULATION: 40,073

MEDIAL HOUSEHOLD INCOME: \$62,123

MEDIAN AGE: 47.6

PERCENTAGE OF IMMIGRANTS: 13%

PERCENTAGE OF VISIBLE MINORITIES: 6.7%

PERCENTAGE OF INDIGENOUS POPULATION: 7.5%

ECONOMIC DRIVERS: Tourism, Service Industry, Small/Med Businesses



BRITISH
COLUMBIA

Vancouver

Vernon LIP Members

(Established in 2014)

Economic Development:

City of Vernon, North Okanagan Regional District, Province of BC, Community Futures North Okanagan, Chamber of Commerce, Downtown Vernon Association, Five Major Employers

Social and Cultural Development:

Immigrant Serving Agency, Youth and Family Services, Seniors Services, Cultural Associations, Art Gallery, Library, Performing Arts Centre, Museum

Engagement Strategy

Regular One on One Interviews:

Lots of informal coffees to find out member priorities, gaps and issues overall (not just regarding Immigration)

Less LIP Council Meetings:

Vernon typically has three full Council meetings per year

Attach members to agenda items

Don't stress about attendance

Don't stress about "ownership"; it's okay to be the driver (especially at the beginning)

Focus on Action Teams/Outcomes:

Specific and short term – focus on a goal, resource, program, project

Recruit members based on how the action team aligns with their needs or interests

Find additional funding and/or in-kind as needed (be the project coordinator)

Sample Action Teams



ATTRACTION:



Moving to Vernon Webpage



Spousal/Partner Brochure



Short Term Housing Website



RETENTION/WELCOMING COMMUNITIES



Multicultural Champion Program



Multicultural Meetups



Ambassador Program

PILOT PROGRAMS

As a result of our engagement strategy, Vernon now has two pilot programs to attract Immigrants to the community:

Provincial Nominee Program:
Entrepreneur Stream

Rural and Northern Immigration Pilot:
Skilled Immigrants