



#ImmigrantsWork: A Community Engagement Initiative to Activate Employers in Co-Designing Inclusive Hiring Practices

November 15, 2022



Our Mission

We help people **learn, work, and thrive** in new places. We help society **recognize the value** of people's education and experience.



Our Vision

Everyone is able to put their education, experience, and skills to work **anywhere** in the world.

Outline

1. Setting the Stage: #ImmigrantsWork Overview
2. Panel Discussion
3. Q&A
4. Summary

Localizing Approaches: #ImmigrantsWork

An **employer mobilization** approach with a focus on **crowdsourcing** resources from and for employers, **bringing together** employers and community partners to co-design solutions for immigrant labour market inclusion tailored and localized to employers' needs in a particular region.

Pilot Communities

Ontario:

- Waterloo Region
- Durham Region

New Brunswick:

- Greater Moncton



Pilot Communities: Fact Sheet

Greater Moncton

- **Population:** 157,000
- **Unemployment rate:** 5.8 % (September 2022)
- **Sectors of employment:** Finance, insurance, trucking/ logistics, hospitality/ tourism, retail, education, healthcare, IT, Back-office support, manufacturing
- **Immigration 2016-2021:** 4,410 (52% of all immigrants living in Greater Moncton)
- In 2022, Moncton is welcoming over 3,000 newcomers

Waterloo Region

- **Population:** 579,000
- **Unemployment rate:** 5.4%
- **Sectors of employment:** Advanced manufacturing, automotive, food processing, tech and digital media, healthcare, social assistance, professional and scientific
- **Immigration 2016-2021:** 27,840 immigrants (twice as many as in the previous 5 years)
- Racialized people now account for 29 percent of the population – almost 1-3

Durham Region

- **Population:** 645,000
- **Unemployment rate:** 5.5%
- **Sectors of employment:** Agri-business, energy, environment and engineering, health sciences, innovative technology, manufacturing, tourism
- **Immigration:** 27% of the population

Panelists



Angelique Reddy-Kalala

Immigration Strategy
Officer,
City of Moncton



David (Daiwei) Yan

Manager, Employer
Solutions
World Education Services



Nora Whittington

Community Engagement,
Immigration Partnership,
Regional of Waterloo



Sarah Hickman

Manager, Corporate
Initiatives
Regional Municipality of
Durham

Questions and Comments

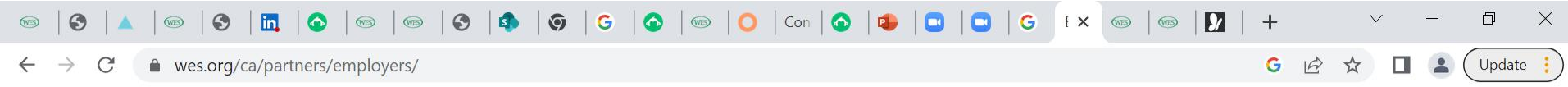
#ImmigrantsWork Pilot Project Report

Download here:

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#ImmigrantsWork

The challenges of the labour market vary depending on their local context. The needs of employers in one locale differ from those in another—which is why strategies and resources for tapping into immigrant talent must be suited to local needs.

#ImmigrantsWork, a national coalition of organizations that serve the immigrant community, is committed to empowering employers through collective action to develop effective, sustainable workforce practices at the regional level. Following the success of three pilot communities (see this [report](#) for more details), WES is now proud to share a call for expressions of interest in the next phase of this work. We are looking for new communities to join us in co-creating durable workforce solutions across Canada.



[Register Your Interest](#)



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