



Encouraging welcoming communities

Kristine Doiron
Lizzie Cheng
Navreen Gill

Launched in November 2018 to support the Government of Canada's immigration plan

Goals:

- Demonstrate the benefits of immigration at the local level
- Dispel common myths about immigration
- Promote positive engagement between newcomers and Canadians



#IMMIGRATION #MATTERS

Strategy

Enlighten
Enhance
Engage
Embrace



Enlighten: Content

 Government of Canada / Gouvernement du Canada

[Français](#)

Search Canada.ca

[Home](#) > [Immigration, Refugees and Citizenship Canada](#)

#IMMIGRATION #MATTERS

Discover how immigration strengthens Canada



Immigration matters to our communities. Find out how immigrants make a difference in our economy and society. Learn about Canada's immigration system and the benefits of welcoming newcomers.



#ImmigrationMatters for communities across Canada

Watch later Share

 Canada

Immigration, Refugees and Citizenship Canada / Immigration, Réfugiés et Citoyenneté Canada

00:00:00 / 00:00:31

Enlighten: Content



Immigrant stories throughout Canada

How do immigrants enrich our communities?

[Discover inspiring stories about immigrants making a difference](#)



Canada's immigration system

How are immigrants selected, screened and set up for success?

[Find out how our immigration system works](#)



Canada's immigration track record

What does immigration do for our country?

[Learn about the benefits of immigration](#)



Benefits of immigration to Canadian sectors

How do immigrants contribute to fields such as sports, business and health care?

[Learn about the contributions of immigrants](#)



Welcoming newcomers

Want to make your neighbourhood a better place for everyone?

[Find out how to give newcomers a warm Canadian welcome](#)



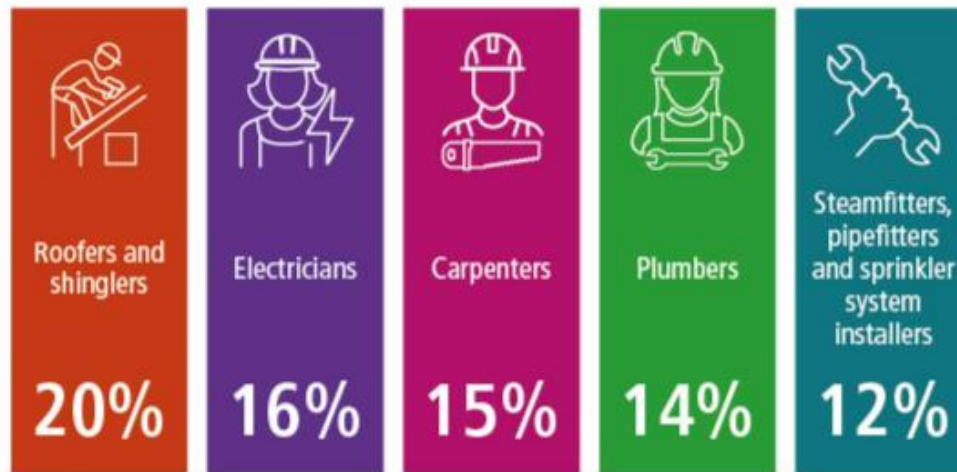
Immigration and our local economies

Immigrants contribute to our economy, fill specific labour gaps and help address challenges.

[Find out how immigration affects our local economies](#)

Enlighten: Content

Percentage of workers in the residential construction sector who are immigrants



More immigrant stories in residential construction



Engineering cleaner water in remote communities

RES'EAU-WaterNET, a program started by Dr. Madjid Mohseni, originally from Iran, has helped 4 First Nations communities lift drinking water advisories and 8 small communities improve the quality of their drinking water.



Empowering communities to save money and energy

Areef Abraham is working with Indigenous communities to be more energy efficient, one home at a time.



Doing well by doing good

Wayne and Eleanor Chiu, originally from Hong Kong, are driven by their passion for using business to further the good of their community.

Enlighten: Content

Economic profile: Squamish (CA), British Columbia

Overview

Squamish ¹ has a population of 24,232, consisting of 12% seniors (65 and older), 69% working-age adults (15 to 64) and 19% children (under 15).

The key sectors of the economy in Squamish, which account for 38% of the jobs in the region, are

- professional, scientific and technical services
- construction
- retail trade

There are 13,815 employed residents, of which 23% are immigrants. ²

The economy generates a total of \$1.7 billion in household and business incomes, which amounts to \$72,067 per resident.

General age structure – 2021

	In the region	In the province
% children (under 15)	19%	14%
% working-age adults (15 to 64)	69%	65%
% of seniors (65 and older)	12%	20%

Enhance: Collaboration & Events

We work with **established** organizations with whom our audience connects on a regular basis to **share our messaging and content**.



Following the largest Citizenship Ceremony in Canadian sports history earlier today, 186 new Canadians took to the ice and both benches to sing the national anthem before puck drop tonight. #ImmigrationMatters #HockeyIsForEveryone



Engage



COMMUNITY CONVERSATIONS

#ImmigrationMatters

Embrace: Welcoming Week



The Talent Pool @TalentPoo... · 2024-08-13 ...

Save the Date! Celebrate **#WelcomingWeek2024** from Sept. 13-22 with **@CitImmCanada**. Together, let's recognize and celebrate the **#diverse** and inclusive communities that make up the cultural fabric of our great country because **#ImmigrationMatters**: ow.ly/H12j50SVXzC? **@calgarycvo**



CS Viamonde @CSViamonde · 2024-09-13 ...

C'est la **#SemainedelAccueil2024** sur le thème Tous engagés! Engageons-nous donc à accueillir les nouveaux arrivants et à célébrer la diversité pour créer des communautés unies et respectueuses des différences. buff.ly/3XlqoqM





**To all the newcomers
in our communities,**

Get involved



- Share our Immigration Matters content or stories of immigrants making a difference in your community.
- Use the #ImmigrationMatters hashtag on social media.
- Participate in Welcoming Week.
- Recommend events or partners for the Immigration Matters campaign.
- Organize a Community Conversation.

Building a welcoming community through conversations on immigration



Overview



A decorative graphic on the left side of the slide, consisting of several overlapping red circular lines that form a partial circle.

Purpose

- To create **public awareness** around the benefits of immigration, deliberate opportunities and challenges, and to explore how communities can support newcomers to better settle, integrate and grow
- To reinforce the importance of building **welcoming communities** and ways of doing so
- To **engage** a wide range of community members—including the general public—**focusing on** those **less familiar** with immigration
- To discuss the role immigration can play in shaping the **future** of our communities



Community-led conversations

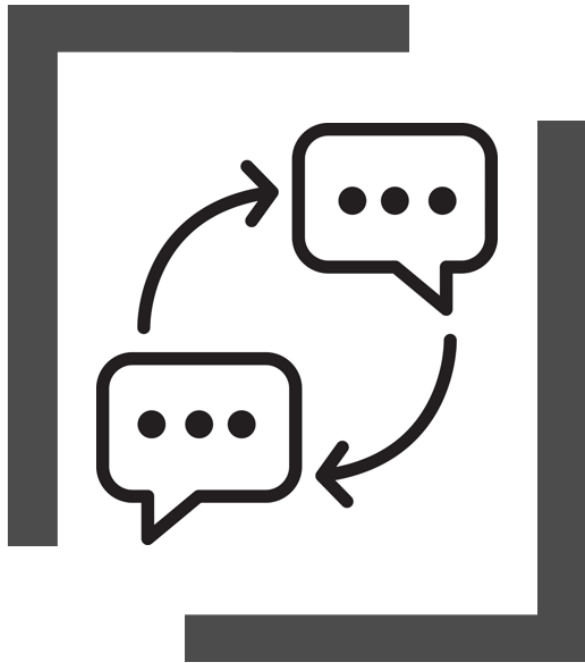
- Led and hosted by each community
- Adapted to local needs and realities
- Communities define
 - timelines
 - topics
 - format
 - audience
 - follow-up actions

Target audience

Community members who **are less familiar with** immigration.

Types of audience:

- general public
- local employers, businesses and entrepreneurs
- economic development agencies, chambers of commerce and boards of trade
- educational institutions and school boards
- cultural institutions, including libraries, museums, historical societies and performing arts venues
- health care providers and other care service providers
- faith-based organizations
- not-for-profit, charitable or other non-government organizations
- members of the 2SLGBTQI+ community
- Indigenous groups



Format

- Panel discussion
- Roundtable discussion
- Speaker presentation
- Consultation
- Training session
- Launch event
- In person, virtual or hybrid

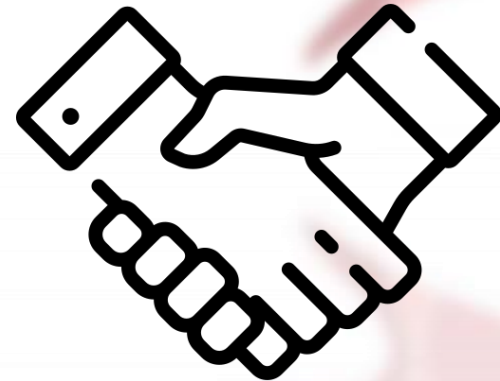


Outcomes

- To start the conversation
- To create awareness
- To build connections among community members
- To lead to actions taken by community members
- To help communities advance their objectives

IRCC's involvement

- in-kind communications support
 - strategic advice on communications planning, engagement and logistics
 - graphic design
 - sample social media posts
 - public opinion research summary and analysis
- community economic profile



Graphic design products

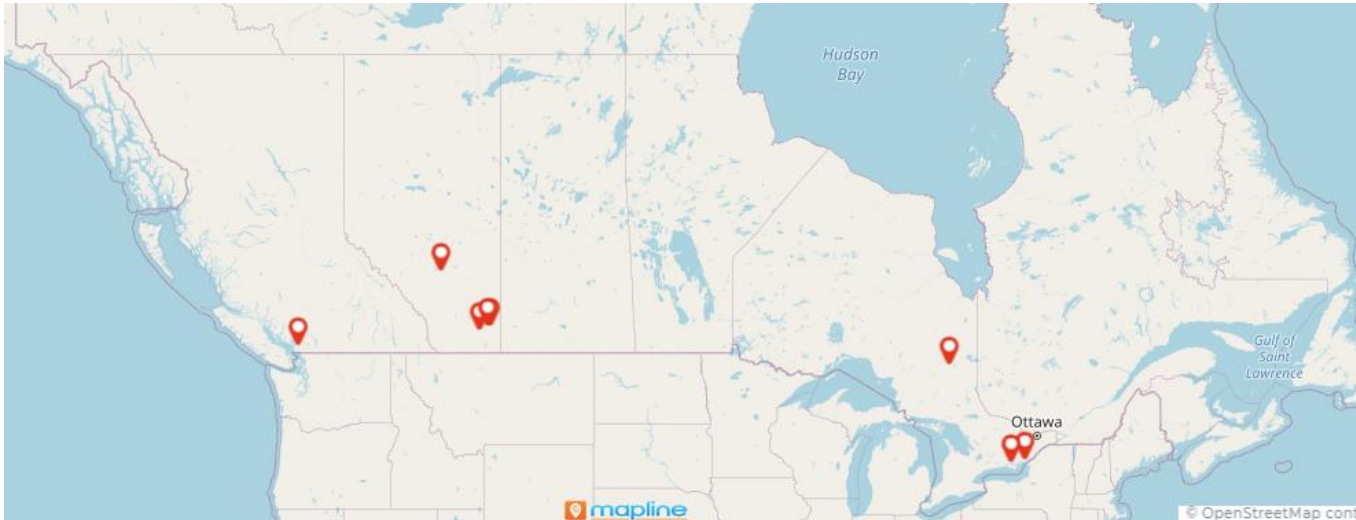


- appreciation certificate
- letterhead
- poster
- PowerPoint template
- banner
- social media graphics for Instagram, X, Facebook and LinkedIn
- Teams/Zoom background

Previous conversations



Past community conversations



- Feb. 1, 2024 | Red Cliff/Cypress County, AB
- April 10, 2024 | Burnaby, BC
- May 14, 2024 | Medicine Hat, AB
- May 16, 2024 | Bow Island, AB
- May 28, 2024 | Kingston, ON
- Sept. 13–18, 2024 | Red Deer, AB
- Sept. 18, 2024 | Timmins, ON
- Oct. 22, 2024 | Quinte Region, ON

Who participated

- municipalities
- economic development agencies
- health care providers
- post-secondary education institutions
- school districts
- other community and family service providers
- libraries

- RCMP
- lawyers
- chambers of commerce / boards of trade and other business sector organizations
- employers
- immigrant-serving agencies
- general public



Post-event survey

Reasons for participation

Feedback on understandable information, inclusive environment, new information, and usefulness of the event

Before-and-after comparison of knowledge of subject matter

Overall satisfaction

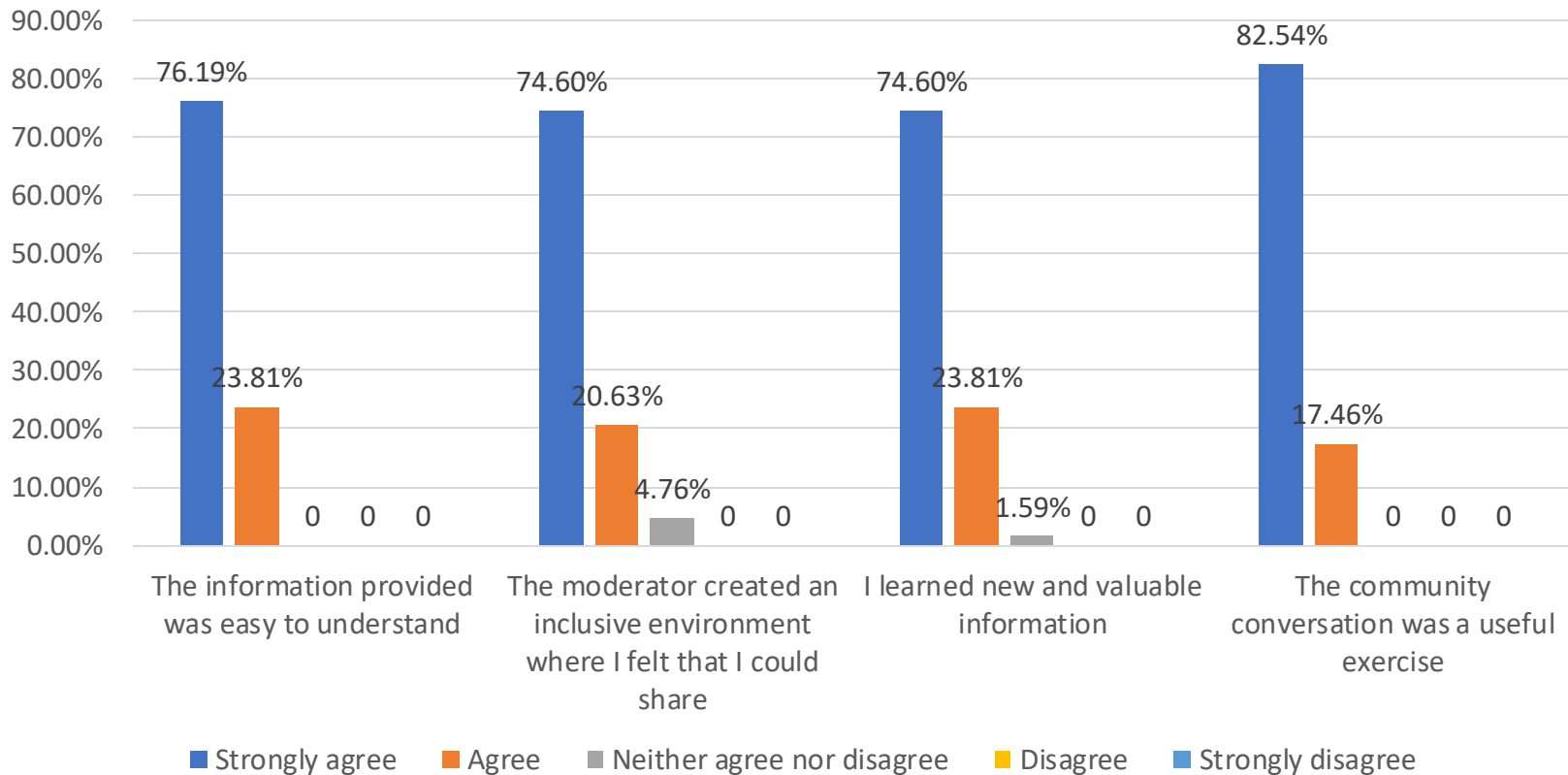
Follow-up actions

Suggestions

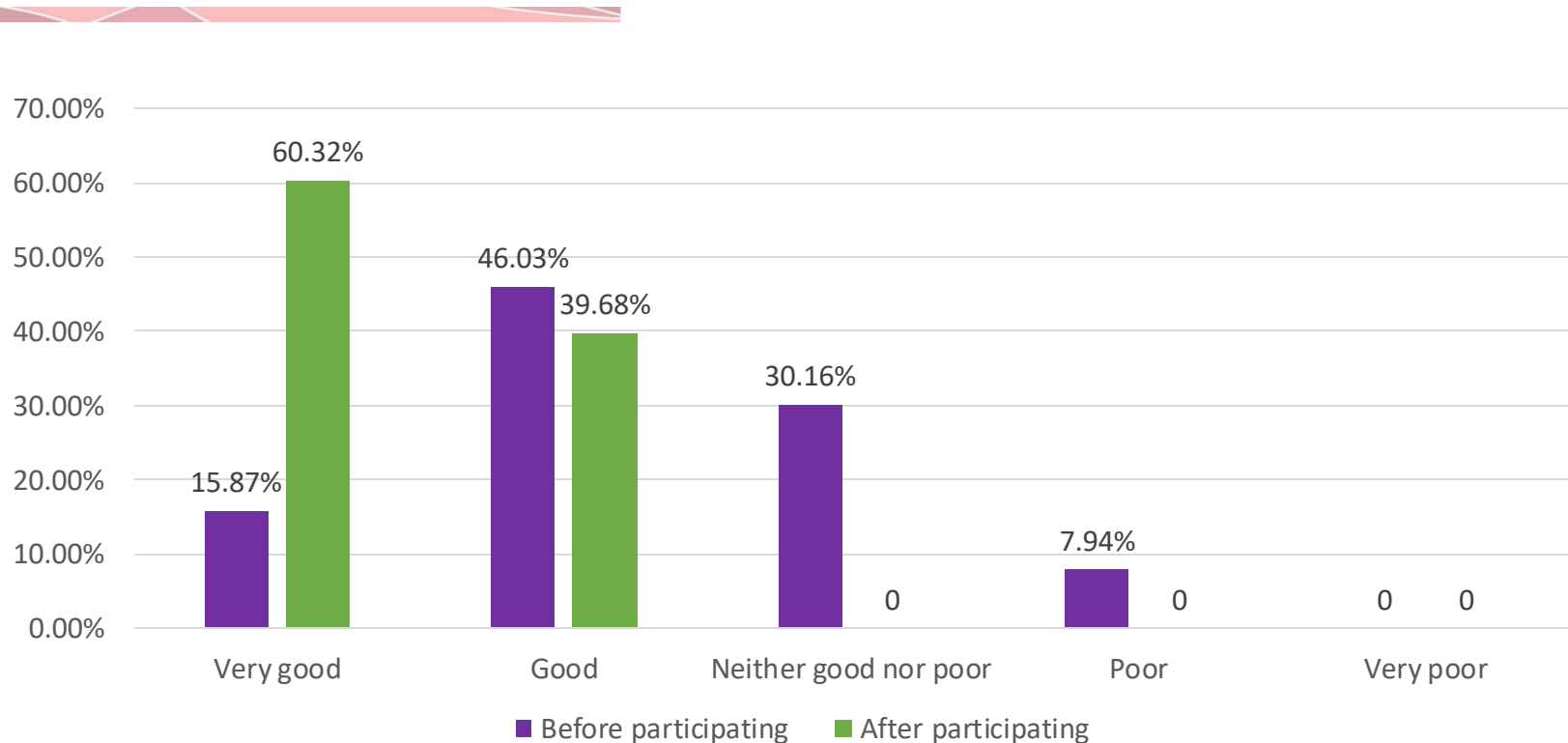
Why they participated

- Learn more about the community, its needs and immigrant population
- Find out how immigration can help shrinking population
- Represent their organizations
- Required by their jobs
- Meet new people and make connections
- Support newcomers and welcoming community initiative
- Keep knowledge up to date
- Interested in the topics and presenters
- Curiosity
- Share knowledge
- Look for employees

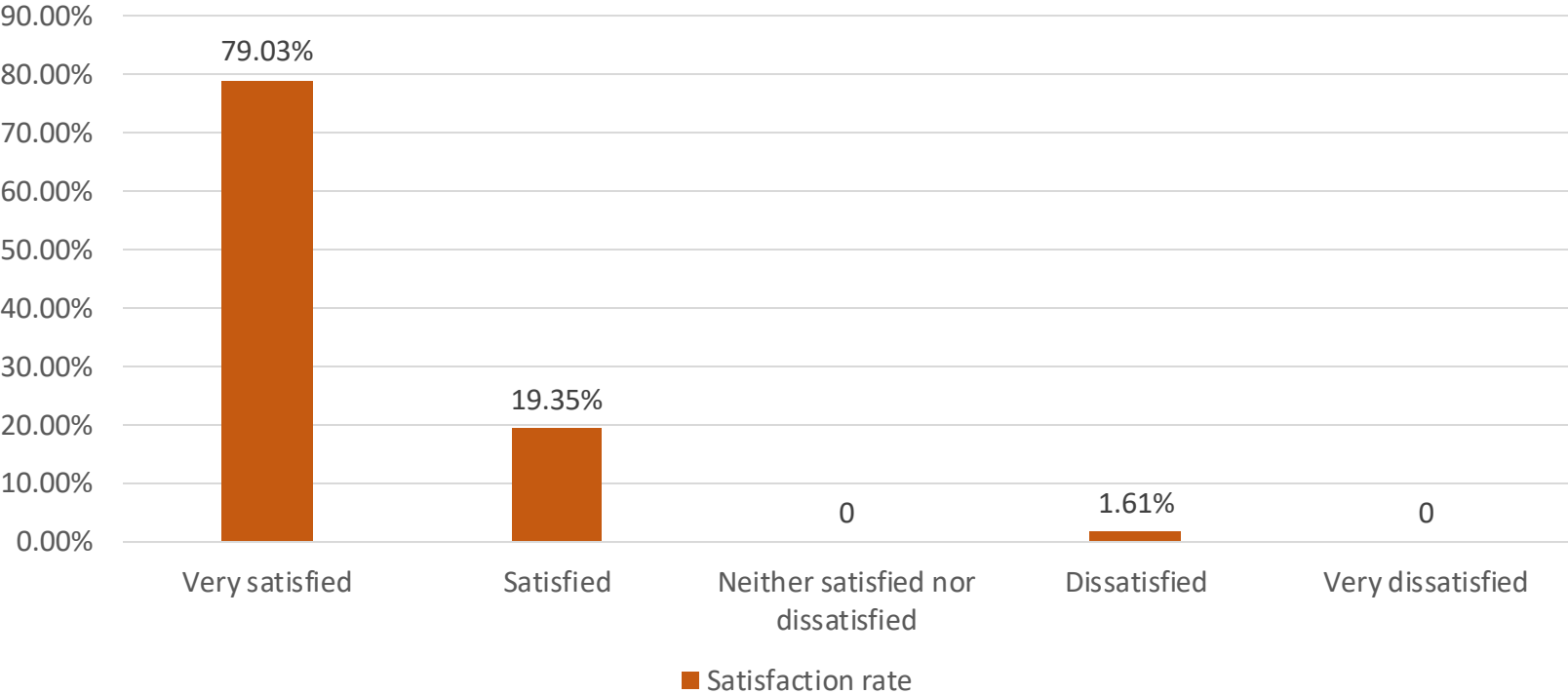
Participants' feedback



Impact on knowledge of topics discussed



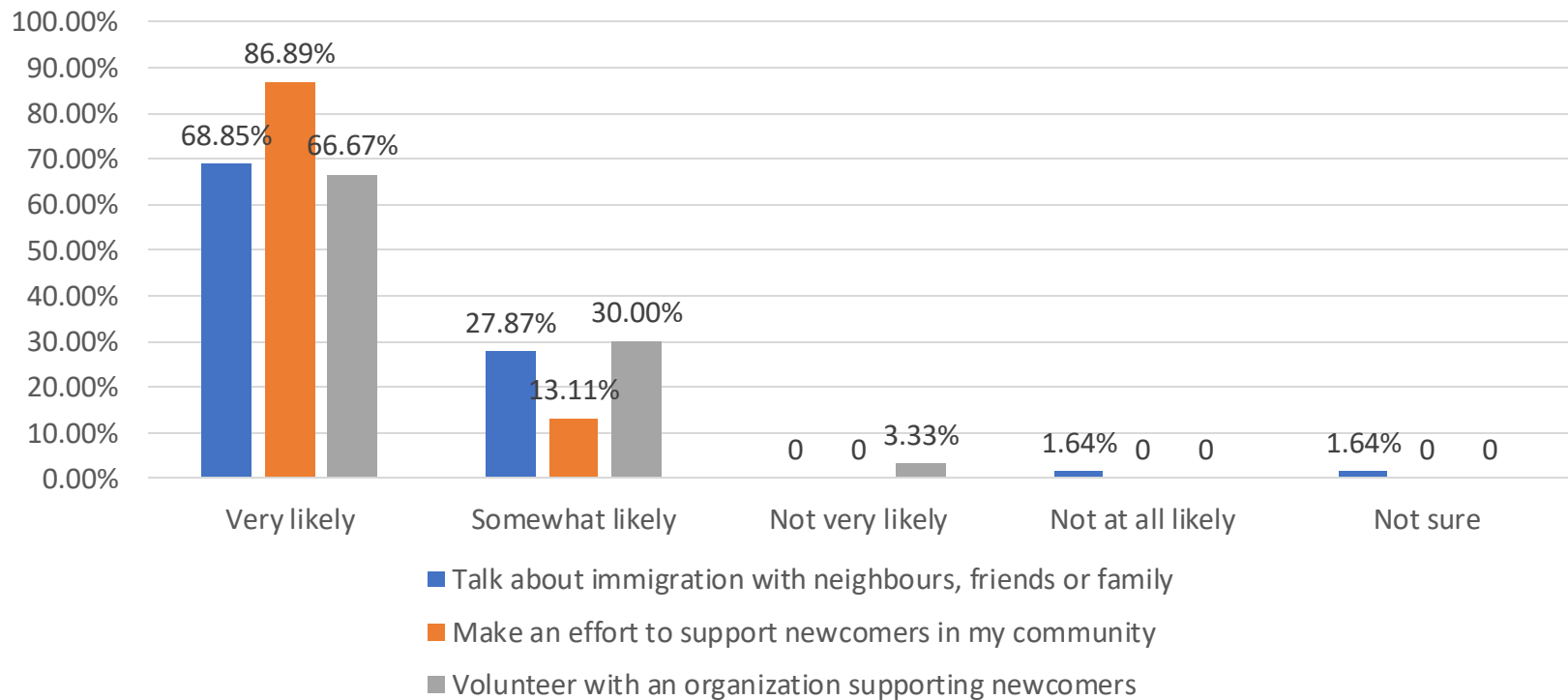
Satisfaction rate



What they liked about the community conversation

- the variety of topics and opinions
- the speakers from diverse backgrounds
- hearing about speakers' lived experiences
- a lot of useful and/or new information
- the intimate setting
- open and safe space
- interaction and collaboration among the participants
- meeting with others who share common visions
- lots of creative ideas
- clear actionable items

Follow-up actions



Other follow-up actions

- Help start the local welcoming committee
- Be more involved
- Make more effort to learn French and connect with newcomers in different ways
- Make sure to think of how to be helpful
- Collaborate more with the community
- Make more connections
- Educate myself more on community needs
- Try to bring organizations together
- Become interested in volunteering and committee work
- Participate in follow-up newcomer initiatives

Expectations on future conversations

- More conversations and more often
- Recognize how newcomers contribute in many different ways to the community
- Small groups but more opportunities to attend
- Early and more promotion of the event
- Open to more people
- Invite community leaders who can make systemic change
- Invite more newcomers to speak about their experiences
- Recognize unique challenges and opportunities in different communities

Get involved!

Start or continue the dialogue on the social, economic and cultural benefits of immigration in your local community.

Contact us to learn more and discover IRCC's support:
[IRCC.COMMConsultations-ConsultationsCOMM.IRCC@cic.gc.ca.](mailto:IRCC.COMMConsultations-ConsultationsCOMM.IRCC@cic.gc.ca)

Community Conversations: The Burnaby experience

Navreen Gill

Executive Director, Burnaby Family Life

LAND ACKNOWLEDGEMENT



Community Conversations: The Burnaby experience

- I. Background
- II. Building Belonging in Burnaby for Racialized Newcomers and Immigrants to thrive – Understanding and Dismantling Systemic Racism
- III. Community Conversation

Building Belonging in Burnaby for Racialized Newcomers and Immigrants to Thrive – Understanding and Dismantling Systemic Racism

Burnaby is a Hyper Diverse City

Over 57% of Burnaby’s population defines as immigrant and non-PR status

67.8% of Burnaby residents identify as a visible minority

	2021		2016	
	Number	%	Number	%
Total Population	245,725	100%	230,800	100%
Non-Immigrant	105,170	42.80%	102,205	44.28%
Immigrant	123,795	50.38%	115,145	49.90%
Non-Permanent Residents	16,760	6.82%	12,730	5.52%

Top places of birth: China 25.4%, India 13.4%, Philippines 8.3%, S. Korea 4.4%, Brazil 4%, Iran 3.1%, Eritrea 3%, Syria 2.5% USA 2.3%, Afghanistan 2.1%

Building Belonging in Burnaby for Racialized Newcomers and Immigrants to Thrive – Understanding and Dismantling Systemic Racism

Demographic highlights:

- Burnaby is 1 of 8 cities in Canada without ‘majority ethnic group Second most diverse municipality in the lower mainland
- Third highest receiving Asylum Seekers in BC
- 11% of Burnaby’s population live with activity or health limitations
- Estimated that 2-5% of population identify as LGBTQIA2S+4. Approx 10% 18-34 self-report as LGBTQIA2S+
- Approximately 20% of all age-brackets of individuals living in Burnaby live with low incomes

Building Belonging in Burnaby for Racialized Newcomers and Immigrants to Thrive – Understanding and Dismantling Systemic Racism

- Challenge How to Unlock Diverse Talent

- Research Unmasked

**The systems challenge -
fixing the systems not the newcomers**

- Economic Inclusion and Employment



Burnaby Board of Trade BIPT BURNABY FAMILY LIFE Immigration, Refugees and Citizenship Canada

Funded by: Immigration, Refugees and Citizenship Canada

Financed par: Immigration, Réfugiés et Citoyenneté Canada

COMMUNITY CONVERSATION

OPPORTUNITIES & CHALLENGES FOR NEWCOMER ECONOMIC INCLUSION

Keynote Speaker
 Anita Bhandari
 City of Burnaby

Moderator
 Monisha Mithalal
 Tech2Step Network Canada

Panelist
 Alison Verheyde
 HTEC

Panelist
 Joshua Ludgate
 Small Business BC

Panelist
 Ryan Drew
 S.U.C.C.E.S.S.





**THANK
YOU!**

www.bipt.ca

abustamante@burnabyfamilylife.org

Discussion

Understanding the challenges of the current public opinion on immigration, what opportunities do you see to support newcomers in coming to Canada? Have there been specific approaches that have helped create welcoming communities in your area?

Stay Connected

Immigration Matters



Community Conversations

