

ROUNDTABLE

Best Practices and Successes in Retaining and Attracting Newcomers in Smaller Centres

Monday, November 25, 2024





Land Acknowledgement

As a provincial umbrella association, AMSSA acknowledges that B.C. is on the unceded homelands of First Nations who have stewarded this land since time immemorial. We recognize the privilege that we have as settlers on this land and acknowledge that AMSSA's operations is on the unceded traditional territories of the x^wməθkwəy'əm (Musqueam), Skwxwú7mesh (Squamish), and Səlílwətaʔ/Selilwiltuh (Tseil-Wautuh) Nations. As an organization, AMSSA is committed to creating a safe space for indigenous voices.

AMSSA, organisme-cadre provincial, reconnaît que la Colombie-Britannique se trouve sur les territoires non cédés des Premières nations qui habitent ces terres depuis des temps immémoriaux. Elle admet que ses activités se déroulent sur les territoires traditionnels non cédés des nations x^wməθkwəy'əm (Musqueam), Skwxwú7mesh (Squamish) et Səlílwətaʔ/Selilwiltuh (Tseil-Wautuh), et est reconnaissante du privilège que nous avons de travailler sur ces territoires. En tant qu'organisation, AMSSA s'engage à créer des espaces sûrs où les points de vue des Autochtones peuvent être entendus.

About AMSSA



The Affiliation of Multicultural Societies and Service Agencies of British Columbia (AMSSA) is the provincial umbrella association for agencies serving newcomers. The organization strengthens over 90 member agencies, as well as hundreds of community organizations agencies that serve newcomers and build culturally inclusive communities, with the knowledge, resources, and support they need to fulfill their mandates.

Smaller Centre Definition

- Population below 50,000
- Outside of a census Metropolitan area
- Limited settlement services, few referral opportunities, and restricted activities due to insufficient financial resources for service provider organizations
- Experiencing challenges not experienced in a Metropolitan area (example: challenges induced by geographical barriers, and lack of consistent access to technology and connectivity)
- Significant reliance on connections within communities and inter-organizational collaboration to provide supports to clients (example: referrals to mainstream programs because of limited service for newcomers)

Rural Smaller Centre Definition

- Difficult commute to the nearest Urban Centre, exacerbated by the impacts of geography and distance.
- Limited or no access to public transportation
- Absence of places for worship or religious practice, as well as a scarcity of other cultural and religious necessities.
- Limited (or restricted) access to Provincial and Federal Services (example: no IRCC offices, no Revenue Canada offices, no local 911 services, no access to specialized medical treatments etc.).

Speakers



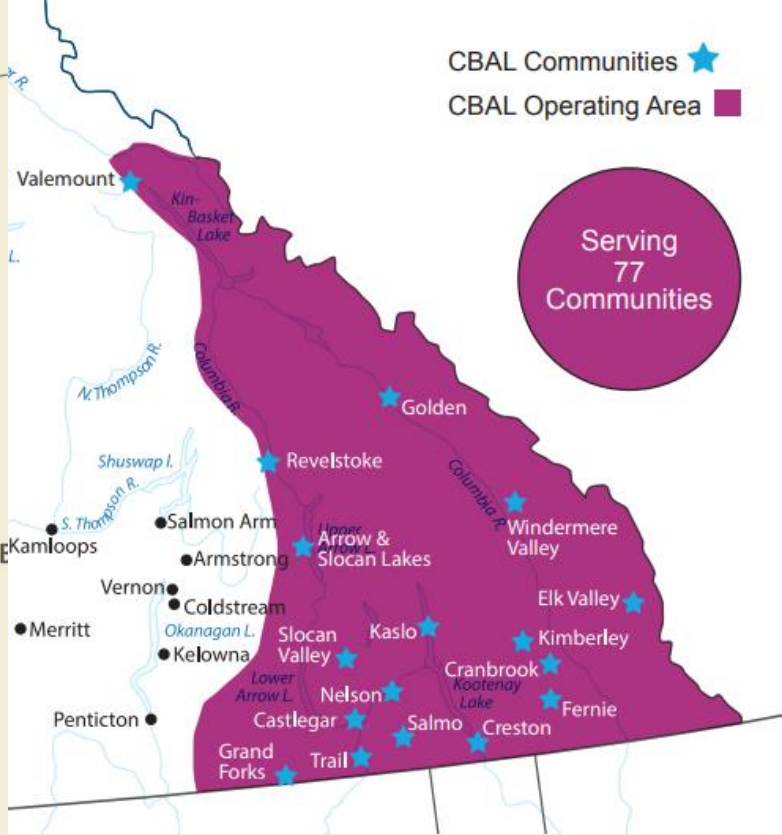
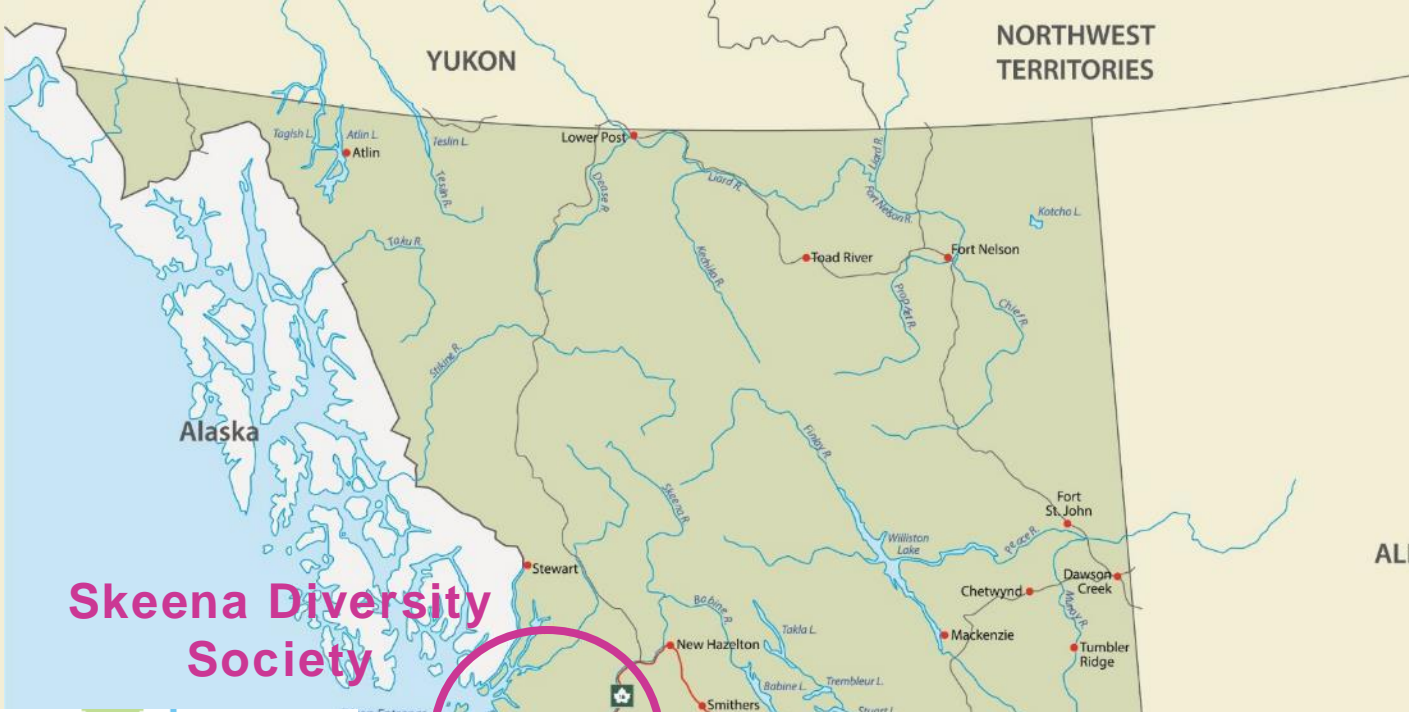
SAŠA LOGGIN

**EXECUTIVE DIRECTOR,
SKEENA DIVERSITY SOCIETY**



CAROLYN AMANTEA

**WEST KOOTENAY LOCAL IMMIGRATION
PARTNERSHIP COORDINATOR, COLUMBIA
BASIN ALLIANCE FOR LITERACY (CBAL)**



About Columbia Basin Alliance for Literacy

Operating out of 16 hub centres, supporting a total of 77 communities.

Settlement Services are offered out of 11 sites:

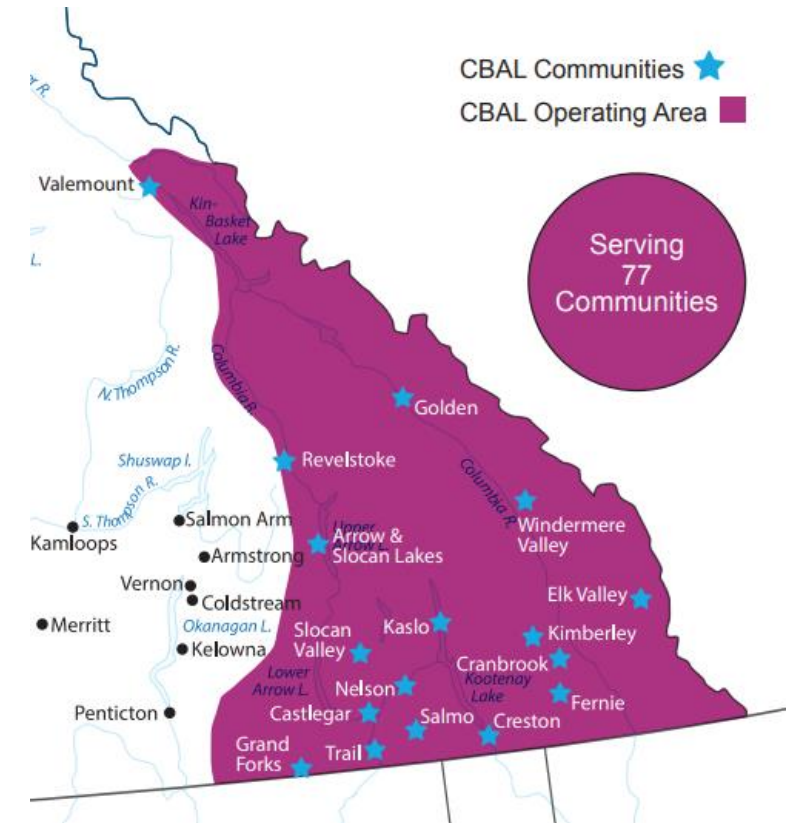
Boundary, Trail, Castlegar, Nelson, Arrow & Slocan Lakes

Elk Valley, Windermere Valley, Cranbrook, Kimberley,

Golden,

Creston.

Working within the unceded traditional territories of the Ktunaxa, Sinixt, Syilx, Secwepemc, and Lheidli T'enneh.



About Skeena Diversity Society



Skeena Diversity
Society serves primarily
Terrace and area

Population of Greater
Terrace (2021)

19,260

HISTORY

2000: Formed as a community partnership to address institutional racism

2006: Incorporation as a Society

2010: Welcome Centre opens

2014: Settlement services funded by IRCC & BCSIS

2019: Migrant Worker Support Project

2022: Establishing Local Immigration Partnership in Terrace & area



Discussion

Reasons why people join, leave, and stay in communities

Questions

1. What are some of the main reasons that newcomers come to live in your communities?
2. What are some main reasons that newcomers stay in your communities?
3. What are some of the main reasons that newcomers leave communities?

What does belonging mean to you?

Take 5 minutes and use your sticky note to write down your thoughts.

Put your sticky note on the wall.

Visit other sticky notes when you're up for a snack, or a stretch.



Belonging is simultaneously an individual's feeling in relation to their community and relationship with the systems that influence communities.

Belonging to a community is to be an active co-owner of the community and to foster a sense of emotional and communal ownership.

A sense of community belonging describes the degree to which individuals are connected to their community and their place within it.



Discussion

Strategies to Retain Newcomers

Resources for Further Reading

- [Beyond the Big City: How Small Communities Across Canada Can Attract and Retain Newcomers by Victoria Esses \(P2P\) - July 2019](#)
- [The Right Fit: Attracting and retaining newcomers in regional towns by Talia Stump – 2019](#)
- [Resident Retention and Attraction Guidebook for Rural British Columbia \(Government of BC\) – March 2024](#)

Settlement Newsletters

Want to discover more settlement resources?
Sign up for the Settlement Spotlight newsletter
and the bi-annual LINCed-Up! language newsletter.

Sign up for
Settlement Spotlight



Sign up for
LINCed-Up!



Follow AMSSA on Social Media

@amssabc on X and Facebook

AMSSA on LinkedIn



Suivez-nous sur les médias sociaux

@amssabc sur X et Facebook

AMSSA sur LinkedIn