



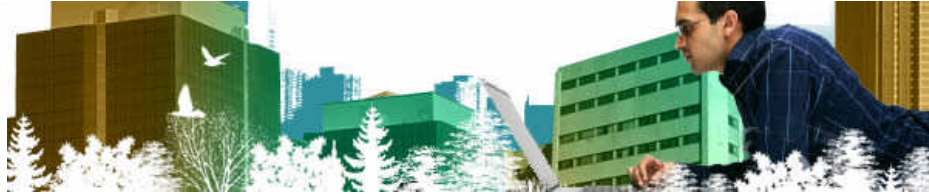
A community approach to Newcomer Strategies

Presented by Jeny Wallace
Director Workforce Development,
LEDC
July 2009



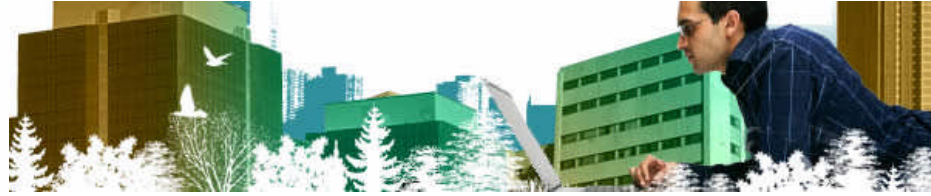
Overview of London and Middlesex

- Southwestern Ontario
- London – mid size urban centre approx. 360,000
- County – surrounds City approx. 69,000



City of London

- Diverse business community
- Well balanced economy
 - Health care
 - Manufacturing
 - Business services
 - Education
 - IT
 - Government
- 2006 census, 21.7% are immigrants
- 3rd largest recipient of refugees
- Often secondary settlement by immigrants



A look back

Pre-2003

London's history in immigrant attraction & settlement

2003

LEDC Workforce Development portfolio & identification
of importance of newcomers for workforce growth

2006

Welcoming Cultural Diversity Situation

2006-2009

Development of various projects

2009+

Establishment of Government LIPs



Pre 2003

- Immigrant attraction
- Refugee settlement
- University & hospital influence
- London's image



2003 – LEDC's WFD Portfolio

Four key strategies:

1. Build workforce capacity

- Experience Works – older workers
- Global Talent
- International workforce connections
- Creating Work Opportunities for Youth

2. Raise awareness

3. Enhance the HR practices of SMEs

4. Learning to working linkages



Welcoming Cultural Diversity

Commenced in 2005

- Celebrating Cultural Diversity Conference – Nov 2006
- Developed out of London's Creative Cities Task Force
- Lead organizations: United Way of London & Middlesex and City of London
- Community providers, government and other stakeholders working together to identify local issues and opportunities related to cultural diversity
- Five priority areas:
 1. Income
 2. Neighbourhoods
 3. Social Inclusion and Civic Engagement
 4. Services and Supports
 5. Systemic Change



2006–09 Immigrant Employment

1. Skills International
2. Global Talent
3. Access Centre for Regulated Employment
4. LMIEC
5. Immigration Portal
6. Skilled Immigrant Loan Program
7. Newcomer Networking
8. Mentoring for Newcomer Success



SkillsInternational.ca

Launched in March 2006

- Province-wide employer resource, employer-driven design and application
- Partnership between:
 - WIL Employment Connections (managing partner)
 - Costi (Toronto)
 - Waterloo Regional District School Board (Waterloo)
- On-line, searchable database that matches employers' recruitment needs with job-ready internationally trained professionals
- Candidates are work-authorized, have already settled in Ontario & are pre-screened by partnering organizations

Contact:

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Global Talent - LEDC

Launched ~ March 27, 2007

- Modeled on Experience Works, Labour Market Partnership funding through HRSDC
- Two resource guides designed for:
 - ▶ Employers to access global talent (Green cover)
 - ▶ Newcomers to access labour market (Yellow cover)

WEBSITE: www.globaltalent.ca



Access Centre for Regulated Professions

Centre d'Accès pour les Emplois Réglementés

Opened on May 4, 2007

- Partnership between:
 - [WIL Employment Connections](#) (managing partner)
 - [London Cross Cultural Learner Centre](#)
 - [ACFO](#)
- First provincially-funded Access Centre of its kind outside of the GTA ~ Regional Centre
- Licensure information and application assistance to newcomers seeking careers in Ontario's 34 regulated professions

Location: 171 Queens Avenue, Suite 320



London-Middlesex Immigrant Employment Council (LMIEC)

Launched: February 22, 2007

- Community recommendation under Income Priority Area of Welcoming Cultural Diversity Action Plan
- Employer-driven systemic change model formed February 2007 loosely modeled after TRIEC and WRIEN
- Employer Leaders advancing the business case/value proposition
- Strategy increases the broader business community's awareness and utilization of regional recruitment and retention resources
- Partnering with stakeholders to identify gaps/barriers and implement recommendations.



LMIEC Continued

Membership

- Governance Council Chairs: RBC-Royal Bank & 3M Canada Company
- Employer Leaders represent a cross-section of industries
- Focus on small to medium sized enterprises
- Project of the 40+ member Employment Sector Council London-Middlesex (www.esclm.ca) with support from the City of London and the London Economic Development Corporation

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Immigration Web Portal

Launched in February 2007

- Led by City of London with community partners
- Information on London/Middlesex community and its labour market needs = *attraction tool*
- Information on community resources available for newcomers = *retention tool*
- Several site enhancements underway:
www.welcome.london.ca &
www.welcome.middlesexcounty.ca

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Skilled Immigrant Loan Program

Launched: 2008

- Lead Partners: WIL Employment Connections and Libro Financial Group
- Low-interest loans for internationally trained individuals in London and SW Ontario
- Loans assist skilled immigrants in obtaining the training and/or certification assessment required to qualify for employment in their chosen field
- Expedites connection with labour market

Contact:

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Newcomer Networking Project

Launched April 2007

- Lead Organization: LEDC partnered with Chamber of Commerce & WIL
- Networking opportunity between members of the Chamber Board and selected Newcomer Professionals
- Networking training for newcomers and cultural competency training for Chamber Board members
- 3 networking opportunities over a 90 day period
- Once only



Mentorship for Newcomer Success

Launched October 2008

- Brings together internationally trained individuals with local mentors to:
 - Gain a better understanding of regional job market
 - Establish valuable networking contacts
 - Learn more about sector specific language
 - Learn more about professional practice in Canada
- Led by WIL Employment Connections with partners:
 - Access Centre
 - HRPLD
 - LEDC
 - LUSO
 - EMOLTB
 - LCCLC
 - LMIEC
 - TechAlliance

Contact:

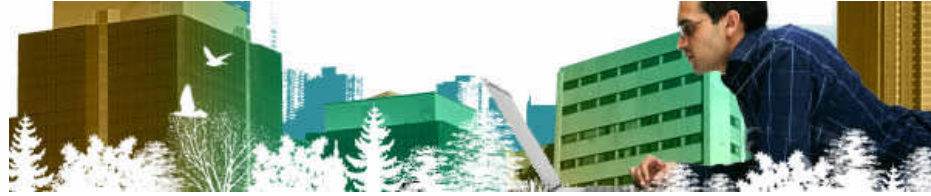
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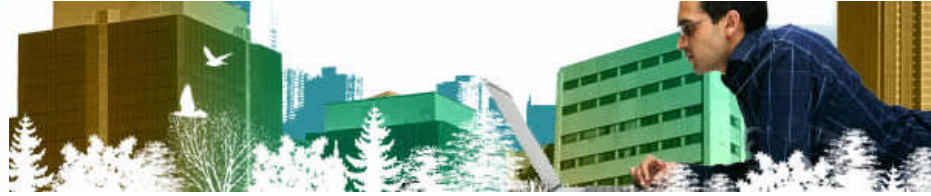
Success factors

- Multi-faceted approach
- Builds upon strengths and uniqueness of our local realities
- Support by different partners and groups
- Each partner operates within own areas of influence and expertise
- Support by sector groups e.g. Chamber, ESCLM
- Local political support
- Focus on desired outcomes
- Creativity, flexibility, energy and passion
- Supports in place for immigrants
 - Settlement
 - Employment and Training
 - Language
 - Health



Next Steps

- Development of London and Middlesex Local Immigration Partnership Council
 - Project Advisory Committee
 - Develop a community capacity and needs inventory
 - Develop and implement LIP Partnership Council
- Development of London and Middlesex Immigrant Strategic Plan
- Continuing to focus and build on services, strategies and partnerships



Further information

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