





# North Bay & District Multicultural Centre

## Immigrant Settlement Services

# Don Curry

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# North Bay & District Multicultural Centre



# Northeastern Ontario Immigration Project

Developing employer-driven strategies to increase the hiring and retention of newcomer talent in order to reduce employment skills shortages in Northeastern Ontario.

Almaguin • Temiskaming Shores • Cochrane



North Bay & District  
**Multicultural Centre**  
Immigrant Settlement Services



# In the beginning...

- Evolved from:
  - North Bay Newcomer Network, 2005
  - The Mayor's Office of Economic Development
- North Bay settlement services a reality in 2008
  - Satellite office in Timmins opens in 2011
- Employment Council → Employers' Council
  - Putting those who hire in charge





# NNN & TLIP

(Local Immigration Partnerships)

- One LIP contract through CIC as of April 2014
- Structure:
  - Welcoming Committee, Settlement Committee & Employers' Council
- Attraction ➡ city
- Retention ➡ NBDMC, NNN, TDMC, TLIP



Changing the face of North Bay







# NNN Employers' Council

- Mandate
  - Leadership
  - Propose
  - Resolve
- Supported by:
  - NBDMC
  - HR North (*project of the Employers' Council*)





# NNN EC Achievements

## EMPLOYERS' GUIDE

Newcomers & Your Workplace



## NORTH BAY RELOCATION GUIDE

It's all here



## Recruiting and Developing Culturally Diverse Employees with Dr. Lionel Laroche

Provided by MultiCultural Business Solutions and the North Bay Newcomer Network



MultiCultural  
Business  
Solutions



Changing the face of North Bay

## The North Bay Mentor Program

 sharing knowledge and experience

## BECOMING A CHANGE AGENT

AN ANTI-OPPRESSION WORKSHOP



## Networking for Newcomers

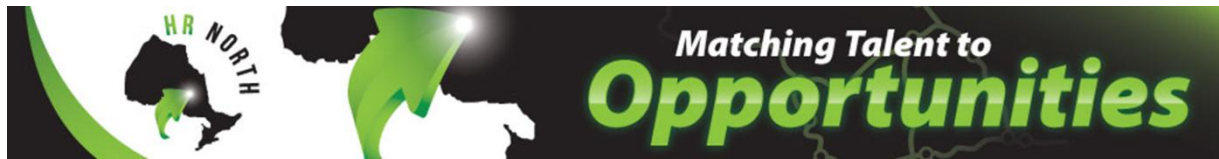
Presented by the North Bay Newcomer Network  
In partnership with The Business Centre Nipissing Parry Sound Inc.





# HR North

- A Human Resources Support Centre for SMEs
  - Employers do not have the HR capacity to meet their increasing workforce needs
  - Economic future of Northern Ontario relies on the growth and development of SMEs
- Increases the profitability of employer partners by finding skilled, job ready individuals
- Confidential matching platform tool levels playing field
- Services are at a cost that is not a barrier
- A specialized personal touch







## Temiskaming Shores, October 1<sup>st</sup>, 2013

- Over 60 in attendance - employers, provincial and federal levels of government, municipalities, social service providers
- Employers very clear: we need skilled and willing workers!
- Clear message that NBDMC and HR North are needed on the ground in more communities



**HELP  
WANTED**

Lack of  
local  
talent



NNN  
Employers'  
Council



HR North



Immigration  
Symposium

Northeastern Ontario  
Immigration Project



# Coverage Area



# Why Newcomers?

- Newcomers are:
  - Risk takers
  - Welcoming and adapt to change
  - Here and ready to work / willing to move for the right job
- Youth out-migration
- Low birth rate
- Baby boomer retirement









# Employer Concerns

## ... Money

“I do not have the time or the financial resources to recruit international talent, particularly as a small business owner.”

- No cost and low cost tools and resources are available to help you recruit newcomer talent - right here in Northeastern Ontario.



# Employer Concerns

## ... Language

“Immigrants do not have the language skills necessary to succeed in my company.”

- Many skilled newcomers come to Canada with a high level of fluency in at least one official language.
- ESL, FSL and home study programs available
- Businesses often overlook the benefit to having a multi-lingual workforce.



# Employer Concerns

## ... Credentials

“My business cannot evaluate foreign credentials.”

- Credential evaluation services (i.e. WES) reassure you of authenticity and translate the credentials / grades to their Canadian equivalencies.
- Many newcomer applicants will have their credentials evaluated before applying.



# Employer Concerns

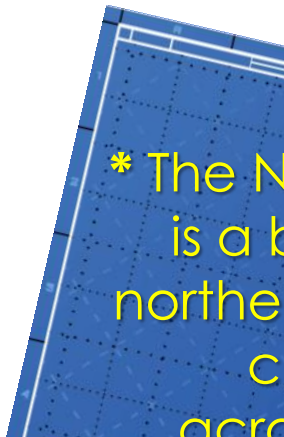
## ... Culture

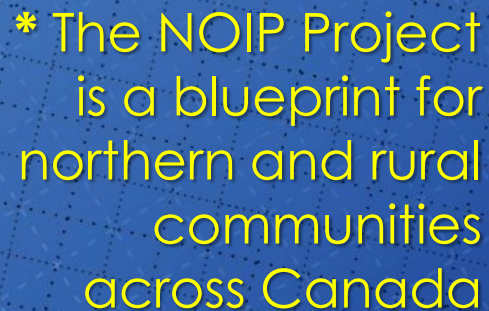
“Individuals from diverse cultural backgrounds will be unable to adapt to the Canadian business environment.”

- Gaining an international perspective on your work enhances your corporate culture. Newcomers are eager to learn more about and embrace your company's corporate culture.
- Newcomers have often already taken community-based training on Canadian workplace culture.



# The Project

- Commitments from:
    - Machar, Strong, South River, Sundridge
    - Temiskaming Shores
    - Cochrane
  - With funding from:
    - NOHFC
    - FedNor
- 
- A blue book cover with a grid pattern and yellow text. The text on the cover includes: \* The N, is a b, northe, c, acro.







# Employers' Councils

- Run by the Employers
  - Supported by NBDMC and HR North
- A focus on recruitment and retention of newcomer talent
- A focus on resolving issues
  - Propose programs or services

➤ **Asking employers what are the priorities specific to your local labour market?**



# Comments? Questions?



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