

Thunder Bay Multicultural Association

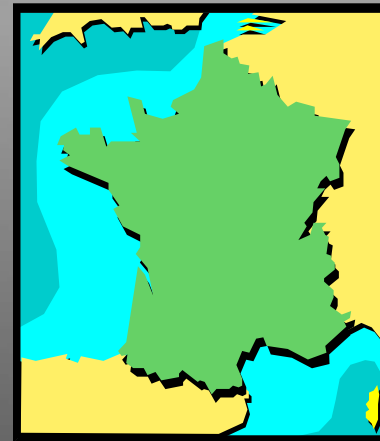
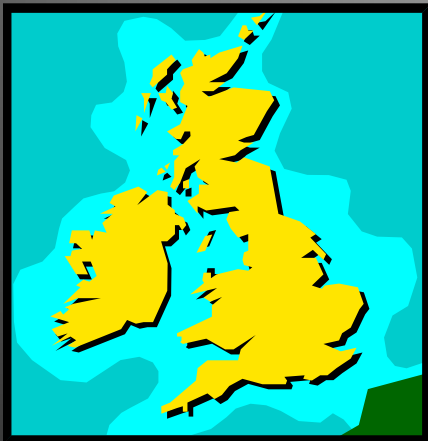
Cathy Woodbeck, Executive Director



*All Aboard – The Need to Partner and Grow
our Communities in the North.*

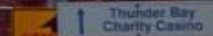
Quick Facts

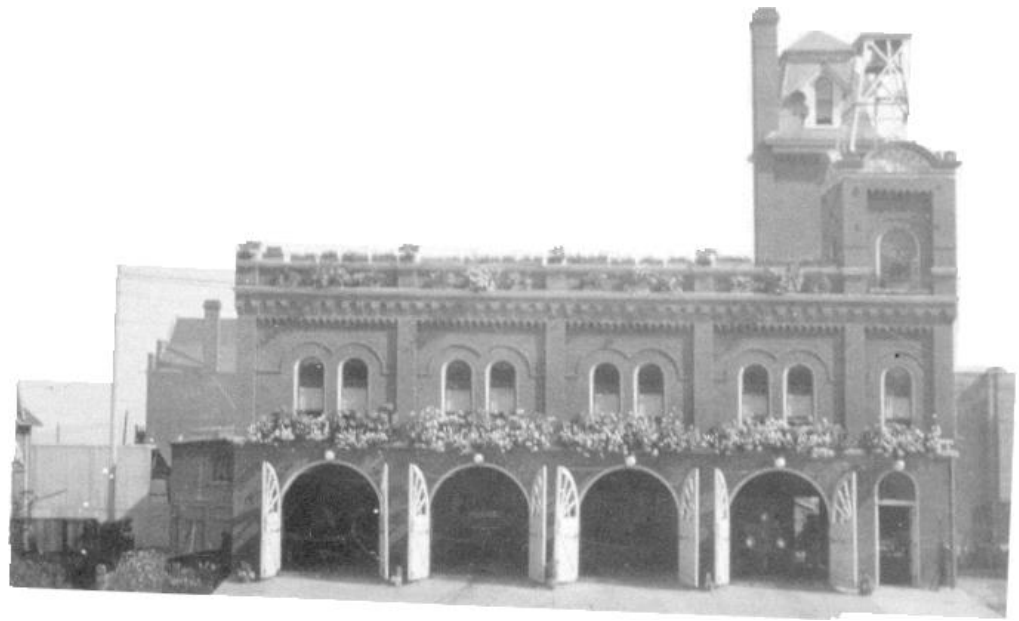
Northwestern Ontario is larger than the combined size of the United Kingdom and France with a widely dispersed population of 250,000 in 36 communities.



Perspective







From Silos to Partnership

Problems that exist

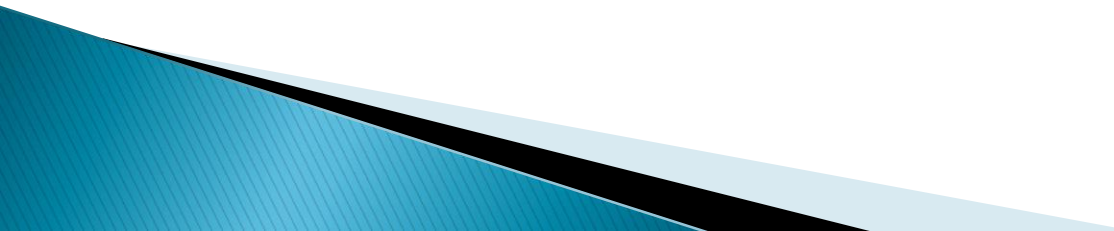
Everyone thinks their idea is a new one. Let's create an immigration committee!

Multiple agencies, departments and committees set out to do the same work over and over again just with a different starting point or focus.

Funding available dictates the project rather than need in a community.

Turnover in staff in various departments starts the process again.

Varying levels of understanding of immigration and attraction affects the progress and the process.



Many hands make light work.
Many committees doing the same thing do not.

In our city and region we had:

City anti-racism committee

Diversity Thunder Bay

Common Voice Northwest

Northern Policy Institute

Local Immigration Partnership

Immigration Portal


Community Economic Development Corporation

Chamber of Commerce

Northwestern Ontario Ring of Fire Mining Readiness Strategy

Local Employment Planning Council

LIP – 36 municipalities participate in our Immigration Partnership with representatives from municipal government, economic development, agencies or service providers in the community and a number of interested businesses and social service offices.



So, who does what?

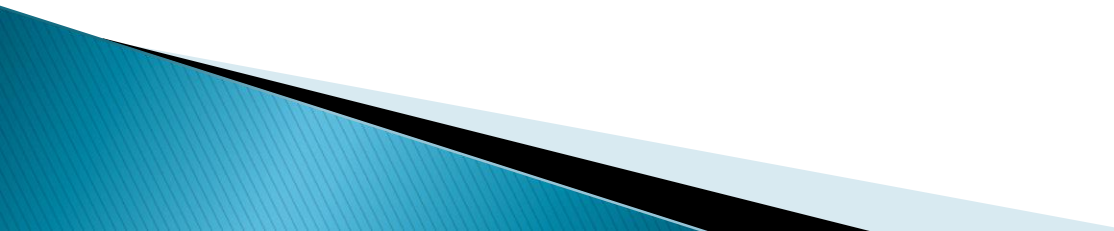
How do you make sense of it all and bring them together in one cohesive community plan?

Quarter back, Conductor or Bus driver

You need a connected coordinator and active participants on the small group.

Champions in the various sectors – economic development

- settlement
- employment
- housing



Employment

Housing

Education

Health Care

Social Services

Welcoming

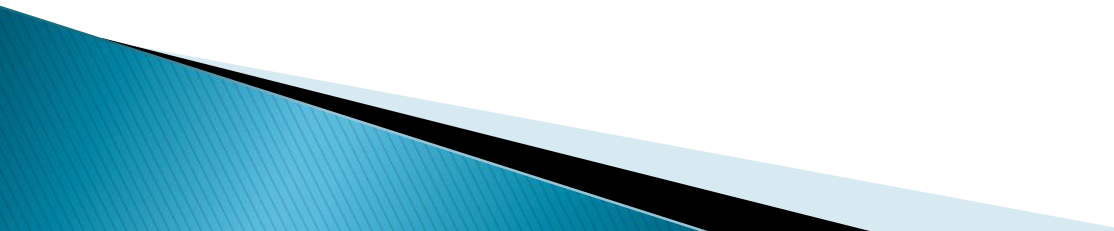
Community recreation

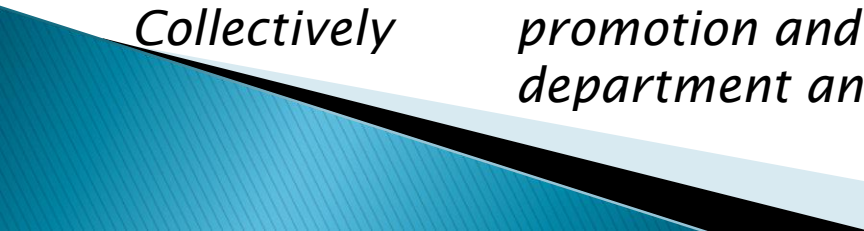
Settlement and Integration

Municipalities

All are involved in the growth strategy.

Two agencies are leading a small group of community leaders in a growth strategy with a focus of attracting 25,000 workers over the next 25 years.



- Municipalities* *Department staff have been trained and updated on the needs, plans and vision of the community immigration attraction and retention plan. Economic Development, Housing, Transportation, Recreation etc. have all reviewed the plan. Welcoming plans and community readiness are being evaluated and an inventory of employment and resources.*
- Organizations* *Settlement, Education, Health Care, Volunteer Groups and many others are active in the plan. Employers large, medium and small are engaged in the process from the beginning. On-boarding plans are in place as well as partnerships to help settle newcomers.*
- Individuals* *Community members not connected to the agencies or the municipality are on board to help welcome and assist in the plan.*
- Collectively* *promotion and education are ongoing within each city department and each organization/community partner.*
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Developing an inventory of existing physical and social aspects of each community throughout the Northwest is being conducted to identify areas to be expanded in order to accommodate population growth.

Developing individual community plans on how best to respond to those gaps.

Develop a series of region wide or community cluster plans that will guide the overall approach to worker attraction (rolling up the local plans to ensure maximizing of resources).

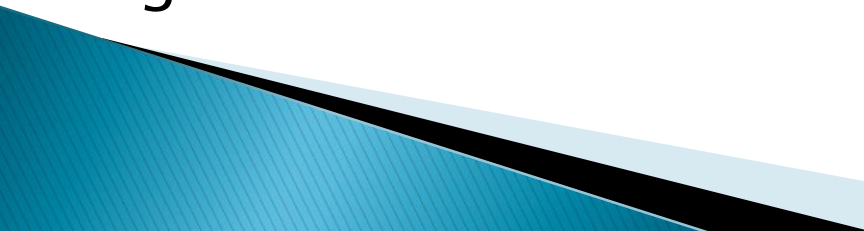
Begin the process of assisting each community in the retention aspects of growing the community or areas.



Progress so far

- ▶ Job aggregator
- ▶ Northwestern Ontario Municipal Association
NOMA partnership
- ▶ Immigration Portal
- ▶ Go To Thunder Bay
- ▶ FedNor project with Common Voice Northwest

Success can only be achieved if there is a true collaboration amongst a broad range of stakeholders, municipal and First Nations governments as well as labour and business.



https://www.youtube.com/watch?time_continue=121&v=FIU2Th-LXg8

www.movetonwontario.ca



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