

Thunder Bay Multicultural Association



The Fabric of our Community

In partnership with



North Superior
Workforce Planning Board

Thunder Bay Immigration Forum
November 8, 2011 · Victoria Inn · Thunder Bay



Funded by:

Financé par :



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“The transformation of Thunder Bay’s economic landscape leads to new considerations in planning for infrastructure, the delivery of programs and services, affordable housing, healthcare and what we view as our welcoming community. Thunder Bay is becoming increasingly diverse, which presents citizens with an opportunity to learn from each other, gain respect for one another and help all to succeed, because the fabric of our community is growing.”

Thunder Bay Community Immigration Strategic Plan 2012

Dear Immigration Forum Delegate,

On behalf of the Thunder Bay Multicultural Association and the North Superior Workforce Planning Board, thank you for attending the Immigration Forum “*Moving Forward Together*” held on November 8, 2011.

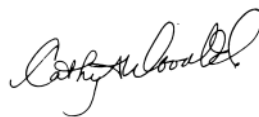
Sixty delegates took part in the forum, focusing on strategic methods of moving forward to become a welcoming and nurturing community for immigrants. Dr. Tony Fang, Associate Professor at the School of Human Resource Management, York University, and the Domain Leader for the Economic & Labour Market Integration, CERIS-Ontario Metropolis Centre, provided a keynote address that reviewed the history of Canadian Immigration policies, assessed current policy and large-scale immigration in Canada, and looked at the implications of human resource management that incorporates favourable immigration policy. Dr. Fang’s presentation was well-received by all in attendance and will play an important role in steering the direction of immigration policy development at the local level.

Workshops on enhancing cultural competency, working together to foster a welcoming community and a panel presentation on the advantages of immigration for a community contributed to the excellent content shared throughout the day. We also had the privilege of listening to firsthand stories of immigrants who have settled in Thunder Bay – a favourite component of the forums each year.

In the coming year(s) we will work on ways to implement the findings produced from the keynote and workshop presentations as well as the suggestions proposed in the evaluations. Visit www.thunderbay.org and www.nswpb.ca regularly to see what Thunder Bay Multicultural Association and North Superior Workforce Planning Board are up to and please continue to share your feedback and suggestions as we seek to *move forward together* in making Thunder Bay a welcoming and inclusive community for all!



Madge Richardson
Executive Director
North Superior Workforce Planning Board



Cathy Woodbeck
Executive Director
Thunder Bay Multicultural Association

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Introduction

As the Local Immigration Partnership continues to move forward, the overall goal remains: *Thunder Bay will be a welcoming city for immigrants and their families thus enabling a sustainable economic framework.* Attaining this goal is a continuous effort that our Immigration Committee strives to meet. Over the last four years, our immigration forums have contributed to this goal and 2011's *Moving Forward Together* is no exception.



The first forum in 2007, *Building Bridges*, touched on the potential of what could be accomplished and employers learned the different methods of attaining a skilled immigrant workforce and what that will bring to the economy and to their business. In 2009, *Filling the Gaps* focused on what needed work in order to fulfill the ultimate goal of ensuring successful retention and subsequently promoting Thunder Bay and Northwestern Ontario as the place immigrants want to invest and raise their families. In 2010, *Strengthening the Foundation* focused on equipping employers, human resource personnel, management and frontline community leaders with the tools needed to continue to ensure the successful attraction and retention of skilled immigrants and subsequently promote the attraction of Thunder Bay and Northwestern Ontario as the place immigrants want to invest in and raise their families. Finally, *Moving Forward Together* brought together all of these themes and looked at what still needs to be done to become a welcoming community as well as strategies for bringing about lasting change and support to continue as a partnership towards successful retention and subsequently promote Thunder Bay and Northwestern Ontario as the place immigrants want to invest and raise their families.

Dr. Fang's extensive knowledge on the history of immigration and particularly the development of immigration policy within Canada helped provide necessary context while workshops such as OrgWise's presentation on ensuring an organization is immigrant-ready provided a practical means of working toward the LIP's goal of becoming a welcoming and inclusive community. As in past years, *Moving Forward Together* featured a number of firsthand stories of immigrants who have made Thunder Bay their home. From immigrant students to professionals, delegates were provided a great opportunity to listen to some of the challenges faced by those looking to migrate to our northern home.

The following report details the findings from the day and provides an overview and update of the Local Immigration Partnership. Please get in touch with us if you have any questions or concerns by visiting our website: www.thunderbay.org.

Thunder Bay Immigration Forum Schedule
 November 8, 2011 · Victoria Inn · Thunder Bay



<p>8:00 a.m. – 8:50a.m.</p>	<p>Registration and Refreshments <u>Regency B</u></p>
<p>8:50a.m. – 9:00a.m.</p>	<p>Opening Remarks and Greetings <u>Regency A & B</u> Cathy Woodbeck, Executive Director <i>Thunder Bay Multicultural Association</i></p> <p>Madge Richardson, Executive Director <i>North Superior Workforce Planning Board</i></p> <p><i>City of Thunder Bay</i></p> <p><i>Citizenship & Immigration</i></p>
<p>9:01a.m. – 10:00a.m.</p>	<p>Keynote Address Making a Business Case for Canadian Immigration: We are all in this together" <u>Regency A & B</u></p> <p>Dr. Tony Fang, Associate Professor / Research Associate York University / University of Toronto</p> <p>The keynote address examines the recent trends in Canadian immigration (including the shift from large urban centers to smaller cities!) and various dimensions of economic benefits that immigrants will bring to our economy and businesses, including real GDP growth, job creation, government net balances, workforce diversity, creativity and innovation. Issues and challenges facing recent immigrants and potential policy remedies and business solutions are also addressed.</p>
<p>10:01a.m. – 10:15a.m.</p>	<p>Refreshment Break</p>

	<p><i>Drop by the information tables in the Regency Lobby</i></p> <p>Organizations that provide employers with information and tools to attract and hire newcomer professionals. <u>Regency Lobby</u></p> <p>Service Canada, Professions North, and Global Experience Ontario</p>
<p>10:16 a.m. – 11:55a.m.</p>	<p>Panel Presentation</p> <p><i>The Advantages of Immigration for a Community</i> -the issues of identification and attraction, welcoming and retention. <u>Regency A & B</u></p> <p>Panel: Dash Brahmhatt - Thunder Bay Testing and Engineering</p> <p>Anthony Ikpong - Genivar</p> <p>Anna Wease – International Student Advisor – Lakehead University</p> <p>Sasha & Lasha Placement Student – Lakehead University Thunder Bay Regional Research Institute</p>
<p>12:00 Noon – 1:00p.m.</p>	<p>Lunch <u>Regency B</u> <i>Drop by the information tables in the Regency Lobby</i></p> <p>Organizations that provide employers with information and tools to attract and hire newcomer professionals. <u>Regency Lobby</u></p> <p>Service Canada, Professions North, and Global Experience Ontario</p>
<p>1:05p.m. – 2:45p.m.</p>	<p>Concurrent Sessions</p> <p><u>Session A</u> <i>Enhancing Cultural Competencies in the workplace</i> <u>Regency A</u></p> <p>Presented by OrgWise your path to organizational health. Sponsored by OCASI- <i>the Ontario Council of Agencies Serving Immigrants</i></p> <p><i>In order to support the enhancement of cultural competencies in the workplace, organizations must have strong foundations that are rooted in highly developed human resources policies and structures. Your organization can take the free health check and work on issues related to non-profits. Check out their website for a sneak peak at www.orgwise.ca</i></p>

	<p><u>Session B</u> <i>Working together to ensure a Welcoming Community</i> <u>Regency C</u> Dr. Tony Fang A more in-depth discussion on the issues raised in the morning address.</p>
2:46p.m. – 3:00p.m.	<p>Refreshment Break <i>Drop by the information tables in the Regency Lobby</i></p> <p>Organizations that provide employers with information and tools to attract and hire newcomer professionals. <u>Regency Lobby</u></p> <p>Service Canada, Professions North, and Global Experience Ontario</p>
3:05p.m. – 4:00p.m.	<p>LIP Report / Plenary Sessions / Wrap Up</p> <p><i>Moving Forward Together- LIP Strategic Plan</i> <u>Regency A& B</u></p> <p>Presenter: Michelle Lander – Local Immigration Partnership Coordinator Facilitator: Cathy Woodbeck</p>



Keynote Address: Making a Business Case for the Canadian Immigration: We Are All in This Together

Tony Fang, PhD

Associate Professor, York University

Visiting Professor, University of Toronto

Domain Leader, Economic and Labour Market Integration, Ontario Metropolis Centre

Thunder Bay Immigration Forum

November 8, 2011



In his keynote address, Dr. Fang provided a Historic Review of Canadian Immigration Policies from the “Point System” established in 1967 to first Multiculturalism policy in the world (1971), to the passage of the Charter of Rights and Freedoms (1982) and the Employment Equity Act (1986), and shared citizenship and full participation in the late 1990s and early 2000, and the immigration reforms starting in

2002. This was followed by the illustration of the current immigrant profiles and current policy and practical issues. Here he discussed the economic rationale behind the immigration policy in Canada. As a result of declining fertility and aging population, immigration is becoming a crucial policy tool to boost population and labour force growth in Canada. High dependent ratio, lack of openness to immigration, and generous social security benefit programs have explained the current debt crisis that hit many European nations, while the skilled immigration policy, along with abundant supply of natural resources help Canada and Australia narrowly missed the unprecedented financial crisis.

Dr. Fang also spent some time in making an economic case for large-scale immigration in Canada. In this research funded by the SSHRC and the National Metropolis project, he used a macro-econometric forecasting model to simulate the impact on the Canadian economy of a hypothetical increase in immigration. The simulations generally yield positive impacts on such factors as real GDP and GDP per capita, aggregate demand, investment, productivity, and government expenditures, taxes and especially net government balances, with essentially no impact on unemployment. The analysis also suggests that the real concern should be with

respect to immigrants themselves in that they appear to be having an increasingly difficult time economically assimilating into the Canadian labour market, and new immigrants are increasingly falling into poverty. By doing a better job to integrate the recent immigrants into the Canadian labour market, it has been shown that immigrants would make even greater contribution to the Canadian economy.



Workshop Presentation: Enhancing Cultural Competencies in the Workplace



Presented by: Ontario Council of Agencies Serving Immigrants (OCASI) - Ian Gibney & Juanita Smith

About OCASI

The Ontario Council of Agencies Serving Immigrants (OCASI) is a registered charitable organization established in 1978 to act as a collective voice for immigrant serving agencies and to coordinate responses to shared needs and concerns.

OCASI serves as an umbrella organization for a network of more than 215 immigrant serving agencies situated in the province of Ontario. Its mission is to achieve equality, access and full participation for immigrants and refugees in every aspect of Canadian life

The Changing Nature of the Workplace

As a result of globalization, our world is becoming increasingly connected in a variety of different ways, though this is particularly noticeable in the realm of economic integration and the circulation of people and ideas. In order to remain dynamic and competitive, organizations are looking for ways to capitalize on these global trends and attract talented and highly-skilled workers. As more immigrants are choosing to settle and work in Ontario, they bring new skill sets, views and experiences that are contributing to increasingly diverse and cosmopolitan workplaces.

Cultural Competencies and the Workplace

Cosmopolitan workplaces can present numerous challenges since it requires agents to possess the knowledge and skills to effectively operate in culturally diverse settings. This characteristic known as *cultural competence* is the ability of systems, organizations, and agencies to work effectively in culturally diverse environments in order to achieve goals and meet objectives. Ultimately, it is a development process that occurs over an extended period of time on both an individual and agency level. While organizations can benefit greatly from enhancing cultural competencies on an individual and agency level, there are a number of costs associated with failing to address cultural incompetence. Enhancing cultural competence is an issue that lies within the domain of human resources and it requires organizations to recognize that cultural competence must be reflected in the policies, structures and attitudes of an organization. As a starting point, agencies must review and assess their human resources infrastructure.

OrgWise: Gauging the Health of Your Agency

Following the collaboration with experts within and outside the Settlement sector, OCASI developed a set of Organizational Standards along with an online self-assessment tool known as OrgWise (CapacitOrg en Français). The self-assessment tool allows users to confidentially assess their organization in four key areas of organizational function: community based approach, governance and strategic leadership, operations and human resources. Furthermore, it allows agencies to access a variety of resources to support organizational development initiatives. Upon completion of the self-assessment, users are provided with a printable version of their report that lists their results and directs users to helpful materials and resources.

Moving From Assessment to Action

There are a number of support mechanisms and resources available to support the use and integration of the OrgWise self-assessment for organizations. These resources include: French and English electronic resources, online webinars on topics related to the Voluntary Standards and an online community forum that acts as a knowledge and social hub. Organizations can integrate the results of the OrgWise self-assessment into their operational and strategic planning and even incorporate the results into upcoming funding proposals and project initiatives. It also provides a unique opportunity for organizations to communicate their results with their stakeholders and build networks and linkages with other agencies. By supporting capacity building on an agency-level, OrgWise ultimately works to support capacity building initiatives on a sector level.



OCASI



Increasingly, many immigrants to Canada are choosing to settle and establish their livelihoods in the province of Ontario. Ontario's changing demographics also have implications for the workplace as office settings in all sectors are becoming more cosmopolitan. To nurture a positive work environment and maximize productivity, organizations must work to enhance the cultural competencies of their employees.

The Ontario Council of Agencies Serving Immigrants (OCASI) believes that in order to support the enhancement of cultural competencies in the workplace, organizations must have strong foundations that are rooted in highly developed human resources policies and structures.

Accordingly, OCASI has developed an online self-assessment tool, OrgWise/CapacitOrg, in which agencies can assess their organizational health in a variety of areas. OCASI would like to invite agencies to learn more about how this tool can be utilized to effectively gauge organizational capacity in the area of Human Resources.

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Tel: (416) 322-4950 • Fax: (416) 322-8084 • Email: generalmail@ocasi.org • Websites: www.ocasi.org & www.settlement.org

Workshop Presentation: Working Together to Ensure a Welcoming Community

In this afternoon workshop, Dr. Fang discussed the issues related to the Welcoming Communities, Immigrant Economic Integration, and HRM Implications. He argued that given that more immigrants are choosing to settle in smaller communities like Thunder Bay, employers and human resource managers should be prepared to attract, train and retrain, and retain highly skilled immigrants.



Several HR policies and practices have been highlighted to better the labour market integration of newcomers: Awareness and leadership, Human resource planning, Recruiting and hiring process, Training and development, and creating an inclusive climate. For example, executives and hiring managers should be aware of the economic value of the skilled immigrants and make sure that they are well represented in a growing segment of the labour pool. A more targeted marketing campaign should also be conducted in order to enhance the visibility and desirability of the smaller communities for immigrants to live and work in. Sufficient information and necessary support, including language training and bridging programs, should also be provided to help immigrants to find meaningful employment or set up their own businesses. In addition, managers and trainers should also be trained to properly accept immigrants and make them feel welcome in a new community. Dr. Fang also emphasized that a concerted effort between immigrant service organizations and all levels of governments is urgently needed to ensure effective delivery of services that are made available to the new immigrants.

Immigrant Experience: Anthony Ikpong (Nigeria)

Background

My name is Anthony Ikpong; I am a civil engineer trained in Nigeria and I came to Canada in 1992. So, this is my 19th year, I have been around long enough, and the immigrant issues are mostly behind me by now. Accordingly, for anyone here who is only a few years in Canada, my Thunder Bay experience probably won't offer you much of a helpful example.

How did I get to Thunder Bay

My last employment prior to coming to GENIVAR Inc Thunder Bay was with Yukon Government for 7 years [2003 to 2011]. After 5 years in Yukon, my wife wanted to re-locate to Ontario. When I was ready, I started applying for a new job in Ontario. I concentrated on Ontario Government and filed a couple of applications. I was interviewed for both jobs, one went to someone else and the other competition was cancelled after the interviews.

Referrals and professional acquaintances prove to be extremely important over and over again. The person that decided to interview me for my current position was someone that I had encountered just once in a professional setting. We had met only once before, but it was the difference between being a total stranger and being an acquaintance.

All my experience has taught me that, for the most part, people are pretty hesitant to go out and hire a total stranger. To be clear, you are not a total stranger to your new employer if you have been working in this country, in your profession, for years, and you are looking for a new job "in the same field and in the same role" using the services of head hunter [recruitment agency]. You are not a total stranger if you are graduating from the civil or mechanical, or electrical engineering discipline at Lakehead University and GENIVAR Inc Thunder Bay are hiring you straight out of school. And that's because they know where you have been and they know who to ask about your professional ability and your character.

What Advice would I offer to an Immigrant who is an Engineer, for example?

If you have good experience from your own country or any other country before coming here, do not for one moment think that it is not worthy or useful. Instead, in addition to your Resume, prepare an elaborate chronicle of what the project involve: the exact name of the project; the engineering issues involved; your involvement in a technical capacity; difficulties encountered and your role in finding solutions. Include PDF copies of project drawings, especially if they carry your initials or signature and stamp.

Find an immigrant who is employed in your field and obtain detailed information about the work he does, including examples of project drawings and calculations. Get an immigrant who is employed in your field to introduce you to his boss and his company, like I am about to do for an Iranian that I met at Concordia University in Montreal. About 3 years ago, I introduced a Syrian immigrant by name Hani, who was about to complete his Master's degree in Civil Engineering at Concordia. I sent his Resume to another immigrant in Calgary who was the head

of structures in a company called Hatch Mott Macdonald, who forwarded it to the Vancouver office of the company, and Hani was hired for a salary of over \$60,000. Would you believe it, Hani didn't make the move, and instead chose to pursue a PhD. The immigrant that got that ball rolling is himself Irish from Ireland, and himself came to Canada about 30 years earlier came to Canada went home to get married and from Ireland, who had been here for about 30 years.

If you are in a graduate program, and you are doing research, please be sure to submit and present a couple of conference papers, preferably right here in Canada [as opposed to the U.S.A.] since you will probably meet a lot more Canadian engineers at conferences held in Canada. Chase after as many as possible of those presenters, those in high positions and those in lower positions as well. Get their business cards, and hand them your Resume and a CD with your engineering portfolio, with your name written on it.

Make a go at getting licensed by Professional Engineers Ontario [PEO] while you are still in graduate school eleven years ago, I knew an Egyptian who completed his M.Sc. in Cairo and got registered while he was still doing his PhD at McGill. It wasn't easy and he needed a huge support from PhD supervisor, which he got. He had excellent training in Egypt and was very sharp.

The Iranian that I mentioned earlier just got it done – licensed by the PEO – about 5 weeks ago. Neither had Canadian work experience when they were licensed, but they both demonstrated their strong technical acumen via their research plus their work experience back in Egypt and Iran, respectively.

Cultivate the friendship of working engineers who come into the University to take graduate courses

That was the case with me except that it was a one-time meeting.

Examples of Success through Referrals

- Myself – Anthony Ikpong
- Wemimo Azzeez, Chemical Engineer, McGill PhD – Nigerian
- Carlos Ospina – Colombian – PhD University of Alberta
- Nigerian – PhD Civil Engineering, McMaster – Hydraulic Engineering
- Hani – Syrian – Concordia University MONTREAL

Local Immigration Partnership Report

The Local Immigration Partnership (LIP) initiative's overall goal is focused on improving access to, and the coordination of, effective services that facilitate immigrant settlement and integration. Our Vision is that Thunder Bay and region will be a culturally diverse and welcoming community, a destination of choice for immigrants who will contribute to, and benefit from, both social and economic development.

Vision

Thunder Bay and region will be a culturally diverse and welcoming community, a destination of choice for immigrants who will contribute to, and benefit from, both social and economic development.

Mission

To develop community capacity, programs and services to attract and retain immigrants.

Guiding Principles

- a) Encourage community participation
- b) Identify opportunities and build on our existing strengths
- c) Allocate/focus resources to address and resolve existing gaps
- d) Work with all levels of government to maximize our ability to attract and retain immigrants
- e) Treat our partners, immigrants and community members with integrity, respect, compassion, and acceptance

The community needs to be united and knowledgeable of what currently exists and of what is needed to do this. A young lady came to the TBMA office the other day for help with settlement. She has lived in the vicinity of our office for about a year and has even walked by but did not know we existed. This lady sought help from one of our partners and was referred to us – right down the street from her home. The point is that we as a settlement agency need to continue to improve our awareness but our partnerships are working; it ensures that clients' needs are always first.

In a landscape where the labour market is going through such an important transition, and where employers are beginning to look outside of the country to fill positions both anticipated and current, a support system is needed to ensure the successful relocation of newcomers to the Thunder Bay area. Supports such as cross cultural communication and soft skills, as well as professional networking and social networking for spouses and other family members all contribute to the successful transition of new families to our city, and new employees to our businesses and organizations. I am pleased to say we have done several soft skills workshops over the last few years including having leaders such as Steven Baileys (Inter-Cultural Association of Victoria) and Dr Lionel Laroche (Multicultural Business Solutions) come to Thunder Bay and provide training. Additionally, this past year we launched the Women's

Newcomer Club and have grown from 18 participants in our first meeting to almost double by our next meeting.

How can we as partners continue to advocate on behalf of immigrants and the new families we would like to see move to Thunder Bay and Northwestern Ontario? Employers do not always have the time to assist newcomers with all of their settlement needs. To ensure that the Immigration Committee and Thunder Bay are able to make contact with all newcomers hoping to make Thunder Bay their home, there is need for a system to be in place so that stakeholders can make contact with newcomers, and assist them no matter the point at which they make contact with the system. The system would incorporate the pre-existing Immigration Committee and its sub-committees, but feature more defined, dedicated branches to ensure that the needs of newcomers are not just being met, but are being anticipated and problem solved before they present themselves. This system would be encompassed in a Thunder Bay Immigrant Employment Network.

Thunder Bay Immigrant Employment Network

Thunder Bay has seen a great deal of growth and increasing cooperation among its various sectors in recent years when it comes to immigration. The Immigration Committee, borne out of the 2007 Immigration Forum, has brought together key stakeholders who share a common goal of promoting immigration both in Thunder Bay, and to the rest of the world. Its central body formed three sub-committees: Welcoming, Attraction and Retention, and Settlement. The Welcoming Committee is moving forward at a good pace, embarking on an awareness campaign to bring attention to the diversity in our city. The Settlement Committee was dissolved owing to the excellent job TBMA does at providing settlement services, and making newcomers aware of the services we offer. The Attraction Committee amalgamated with the Business Identification and Attraction Committee, because the two tended to duplicate objectives. This last case is becoming all too common in Thunder Bay. Thunder Bay is in a unique position right now. It is poised to make great change if the key stakeholders come together and aim for a common goal. It is recognized by the Immigration Committee (IC), its sub-committees and local organizations who work with newcomers, that one key component to successful immigration is meaningful employment. This is the group, the employers, that are the most difficult to engage in Thunder Bay. It is also the area that receives the least attention from the IC as a result. The Thunder Bay Immigrant Employment Network (TBIEN) aims to put employers at the centre of the discussion, providing a forum within which they may develop initiatives based in partnership that may ease the successful transition of newcomer employees and their families. Much of TBIEN is already in place through the work taken on by the IC. TBIEN seeks to create a whole out of a half, by adding and building upon the foundation which is the IC and transitioning it to include employers and opportunities for employers to have their concerns listened to.

The basic structure of TBIEN is an executive committee and five working groups. The Executive is composed of the Chairs of each of the working groups, plus 'at large' representation –

working group members who would like to represent the community at large on the executive. The five working groups proposed are: employer initiatives, qualification recognition, welcoming and immigrant support, business attraction, investments/funding. Here is a brief description of each of these working groups:

Employer Initiatives: for employers who actively look to hire newcomers, or look overseas to fill their vacancies, this is a committee where employers can identify barriers to successfully retaining these employees and seek out solutions, resources and training to ease these barriers. For example, an employer may wish to see the successful transition of a new hires' family upon arrival in Canada. That employer may wish to propose an initiative that aims to orient the new hires' family to life in Thunder Bay. Such an initiative is possible through the networks created by participation in TBIEN.

Qualification Recognition: this working group aims to do advocacy on the part of skilled immigrants who wish to work, but can't due to the nature of their credentials, and the amount of time it take for those credentials to be assessed/receive training etc. Their objective would be to overhaul existing systems and procedure currently in place to expedite the credential assessment process. This group would also explore bridging programs and initiatives.

Welcoming: the welcoming committee would aim to create an atmosphere in Thunder Bay that is welcoming to newcomers, and provide a safe environment in which newcomers feel they can put down roots, and thus stay in Thunder Bay. Activities may include anti-racism campaigns, social network support, newcomer clubs, pronunciation classes and grocery store orientations.

Business Attraction: this group aims to attract newcomers to Thunder Bay for the purpose of business succession. Many of our small businesses are owned by baby boomers who wish to retire in the upcoming years. In many cases, their children don't wish to continue the small business. It is important to the Thunder Bay economy that our small businesses remain open. The objective of this committee will be to develop projects aimed at breaking down barriers to business succession, and how best to attract newcomers to purchase existing businesses in Thunder Bay.

Investments/Funding: This group meets when one of the other groups would like to seek out funding sources for certain initiatives. They are responsible for maintaining current information on potential funding sources, as well as application deadlines and guidelines. This group operates on an as needed basis.

TBMA will provide the administrative support for TBIEN through our Labour Market Access and Welcoming Communities Team. This team, composed of three TBMA staff, will create direct links between the welcoming group, the employer initiative group, as well as see involvement from HOST staff on the Employer Initiatives committees. TBMA will also provide one dedicated member of staff to oversee daily operations and administration of TBIEN and all working

groups. This staff member would schedule activities and meetings, arrange for professional development, note take and communicate to the group as a whole. By having TBMA provide staff support for TBIEN, the group keeps immigration at the heart of the matter by integrating itself into the TBMA continuum of services. This will ultimately meet Citizenship and Immigration Canada's objective to successfully integrate newcomers by ensuring access to information. This continuum is designed to meet the needs of the individual first (first tier, or "primary" services aimed at meeting basic needs), then concentrating on the needs of the individual as part of a family unit, and as part of a social network (tier two, or "secondary" services aimed at meeting secondary needs), finally transitioning into the individual as part of a whole community, as a successfully integrated resident of Thunder Bay. There is no timeframe to this continuum, just a forward moving succession of supports initiated by the whole community to ensure the success of the individual.

TBIEN will create bridges between the "silos" that currently exist. This streamlined approach will allow for newcomers to enter the continuum at many different points, safeguarding against individuals 'falling through the cracks' and getting lost in the system. TBIEN will create easier access to services, and allow for initiatives to be developed to meet needs, as they arise. It is a dynamic body that changes as the needs of Thunder Bay change. And by maintaining such a strong link with TBMA, TBIEN will have the staff resources needed to seek meaningful change without risk of burnout.

Progress of Local Immigration Partnerships

Over the past year we have solidified a core group dedicated to the vision and mission of the LIP framework. The LIP Committee as a whole has met throughout the year as have the targeted focus Sub-Committees.

Over the past two years the LIP and our partners have worked together through strategic planning and consultations to create a working plan of action and key targets that we can improve to attract, welcome, and retain immigrants into Northwestern Ontario.

The partnership works from 3 core goals: Identify and attract immigrants; Foster a welcoming, supportive and inclusive community through education promotion and participation; and ensuring that coordinated services are available to fulfill newcomer's needs.

Each goal has been assigned to a sub-committee of the partnership group:

Sub-Committee 1 – Identify and attract immigrants

To date:

- Has seen the launch of the Northwestern Ontario Immigration Portal in March 2010

- 32 Northwestern Ontario's communities launch to the world officially rolling out their welcome mats to the world on March 24th, 2010 - www.immigrationnorthwesternontario.ca
- Welcoming Communities Initiative established in March 2009 has worked with these communities and employers to provide training.
- Anti-racism committee established, hosted by The City of Thunder Bay (March 2010) and is actively meeting. We hope that through their strategic planning we can find some common goals we can build on and ensure they are implemented.
- Business succession survey developed.

The next step is to secure funding to ensure a solid business plan is in place as to how to continue to attract skilled immigrants to the emerging trends workforce and immigrant investors.

Sub-Committee 2 – Foster a welcoming, supportive and inclusive community through education promotion and participation

To Date:

- The launch of our pro-immigration campaign expanding the diversity factor in the community
- Ensuring to the community is engaged is a continued goal that can only be measure on a continuum of the steps that is taken and how they reflect in the hearts and mind of the community. Many schools and employers have develop full inclusion programs that promote diversity
 - Our next step is to expand tbwelcome.ca in to a full monthly or quarterly newsletter and utilize March 21 as the jumping off point for focused change in the way people view each other.
- Ensure that coordinated services are available to fulfill newcomer's needs. TBMA has been providing services to immigrants since 1972 and has grow and expanded with the program and services we provide with partners like NEW, Thunder Bay Public Library, Royal Bank, and many other organizations that work alongside us to ensure the best quality of service for our clients.
 - The next step is to have the Immigrant Employers Network in place and functioning (see above).

Sub-Committee 3 – Ensure that coordinated services are available to fulfill newcomers' needs

To Date:

- Social and Cultural Integration

- These needs are being met and could also be Sub-Committee 1 & 2. These are the major roles the Thunder Bay Multicultural Association link in the community i.e. settlement services, Community Connections, Youth programs, LINC school along with our partnerships with community stakeholders i.e. Diversity Thunder Bay, March 21 Events etc.
- Economic Integration
 - Economic Integration would best be accomplished through the Thunder Bay Immigrant Employment Network (see above)

Tbwelcome.ca

November 9th 2010 was the official launch of www.tbwelcome.ca as one of the main initiatives of Sub- Committee #2 in the Local Immigration Partnership. For the- Pro-Immigration Campaign, a welcome poster in multiple languages was developed. We added five faces to launch this campaign, five immigrants that live, work, and play in our neighborhood. Over time we hope to build and continue to add more faces. Tbwelcome.ca is a web page on the Thunder Bay Multicultural Association website, giving us the advantage to add updates in-house and keep the page current. Navigation of the web page is very easy, with the option to point and click on a particular topic or Download the newsletter in PDF format for general reading; however, some of the articles are accompanied by videos that can only be viewed on-line.

The articles on the web page seek to address issues and concerns of the community:

- “Don’t stareSmile by Michelle Lander” – (“it’s still relatively new to most people in Thunder Bay to see a real live woman wearing a Hijab and not on TV.”)
- “Tempt your Taste Buds” - (the great food at the Folklore festival, how to still enjoy cultural cuisine but address healthier choices)
- “Why Immigrants Migrate?” (Clarifies the terms, Skilled Immigrants , Landed Immigrant, Refugee)
- “Tolerance and acceptance as functions of economic conditions by John Potestio” (addresses the economic downturn in the economy and the negative view of some about immigration held by some people)

The goal of tbwelcome.ca is to foster a welcoming, supportive and inclusive community through education, promotion and participation. "We are Thunder Bay" promotes a sense of togetherness and respect for the many cultures that contribute so much to Thunder Bay.

Ultimately the successful interaction and settlement of newcomers to the region will make Thunder Bay the place newcomers and immigrants want to invest in and raise their families. This will fulfill our vision of Thunder Bay being a culturally diverse and welcoming community and a destination of choice. All new residents contribute to and benefit from social and economic development in our community.

Thunder Bay is home to a multitude of cultural groups living and working in all sectors of our community. A full range of programs and services are in place to serve anyone who is new to our city. Visit Thunder Bay Multicultural Association's website for more information: www.thunderbay.org

Thunder Bay Immigration Forum 2011 Evaluations

1) Please evaluate the workshops you attended on a scale of 1-5 with 1 being “Not Useful” and 5 being “Extremely Useful”.

A) Enhancing Cultural Competencies in the Workplace

1- Not Useful	2 – Useful	3 - Neutral	4 – Very useful	5 – Extremely Useful
0	1	0	4	3

B) Working together to ensure a Welcoming Community

1- Not Useful	2 – Useful	3 - Neutral	4 – Very useful	5 – Extremely Useful
0	0	2	2	4

Comments:

- Good discussion

2) Please evaluate the following presentations using the same scale:

a) Keynote Address

1- Not Useful	2 – Useful	3 - Neutral	4 – Very useful	5 – Extremely Useful
0	0	1	6	5

Comments:

- not enough time – good information, too technical

b) Panel Presentation

1- Not Useful	2 – Useful	3 - Neutral	4 – Very useful	5 – Extremely Useful
0	0	2	10	2

Comments:

- Need to set a specific time limit to speak – too much to get through
- At the end of the day so people were less likely to pay attention.

c) LIP Strategic Report and Plenary

1- Not Useful	2 – Useful	3 - Neutral	4 – Very useful	5 – Extremely Useful
0	1	1	6	2

3) Please evaluate the following additional aspects of the Forum using the 1-5 scale with 1 being “Poor” and 5 being “Excellent”.

Meal and Refreshment

1- Poor	2 Unsatisfactory	3 - Satisfactory	4 – Good	5 – Excellent
0	0	4	4	5

Hotel Facilities

1- Poor	2 Unsatisfactory	3 - Satisfactory	4 – Good	5 – Excellent
0	1	3	4	6

Comments:

- Occasionally noisy
- Very chilly room

Registration Process

1- Poor	2 Unsatisfactory	3 - Satisfactory	4 – Good	5 – Excellent
0	0	1	4	8

Overall organization

1- Poor	2 Unsatisfactory	3 - Satisfactory	4 – Good	5 – Excellent
0	0	4	3	6

Material Provided

1- Poor	2 Unsatisfactory	3 - Satisfactory	4 – Good	5 – Excellent
0	0	0	7	5

4) What knowledge or ideas have you gained from the Forum that will help you in your work?

- Info on global trends helps understanding of how these trends impact our community.
- Lack of knowledge of 2 Boy in the greater world.
- What L.U. is doing in this area.
- Knowing about the Org. Wise Website.
- Illustrating/explaining economic benefits was helpful, helped qualify benefits.
- How the stats reflect an economic approach to development in the community.
- Immigrants have more challenges settling into a community than I realized.

- Immigrants of the present are much different than immigration post WWII. People's needs are not the same.
- It is a challenge to attract people to smaller places.
- Realization of the organizations working together in Northwestern Ontario.
- Statistics and overall presentation of keynote – Dr. Fang – in connecting data between labour market, immigration and federal policies.
- Interested in completing organizational assessment in cultural competencies.
- The importance of immigrant community in the future of Canada. Improvement in the Professional Certification.
- Dr. Fang presentation allow to think about immigration in an economic perspective. Getting to know immigrants' personal stories makes it easier to relate.
- The information in the keynote will help in my business case to my organization as well as the Org. Wise tool.
- City of Thunder Bay needs to promote Immigrant success stories.
- Knowing both the Canadian and local trends in immigration will assist with planning.
- Understanding that Cultural Competency is vital to growth and success.

5) Would you attend a future Forum? Yes or No.

Yes = 12

No = 0

a) If “yes”, what would you like to see covered?

- How a community can attract immigrants.
- What Thunder Bay is missing in their welcome?
- Process for immigration – how to get a visa.
- More on what newcomers would like to see here and surrounding areas or what would encourage them to stay or move to the smaller surrounding areas.
- How smaller municipalities in the region can access resources available in Thunder Bay.
- More specific details on how to provide better services for the immigrants.
- Perhaps every couple years – next one to look at where we've grown from past forums – follow up with L.U. – did they meet their goals, implement stats of new Canadians in Thunder Bay District.
- Next time perhaps invite C. Schieler (NEW – partner with YBMA) to present on Increasing the Capacity to Hire and Retain New Canadians.
- Government actions to increase Labour Market for immigrants and help to reach the credentials certification.
- Labour Market demand vs. Immigrant's Skills.
- A panel of people representing different institutions or businesses that give a perspective on immigration and hiring an immigrant.
- Allow people to give suggestions on how to improve the immigrant process and have the necessary institutions to listen to the suggestions.

- More in depth cultural competency.
- Pre-migration training about Thunder Bay region (learning about our community). Enhance job/labour market > social inclusion and needs assessment.
- Cultural Competency strategies.
- Internationally training assessment resources.

b) If “no”, why not?

- Feel this format may have been exhausted as attendance seems lower. Would like to see more employers at this event. May need new focus on marketing or mission.

6) Your additional comments/suggestions:

- Only baked goods were provided at breakfast. Fruit/yogurt would have been nice.
- Enjoyable day. Unfortunate more organizations not represented (hospital, city staff, Bombardier, Bowater).
- Have water available for speakers to drink during their presentations/glass of water on podium.
- People need to raise microphone when speaking.
- Panel was excellent – learned a lot from the 5 speakers.
- Would like a list of attendees for future reference and contact.
- Could a contact list of those organizations working together in NW Ontario be provided?
- Enjoyed receiving the calendar.
- Continue to hold forums as new people always attend.
- Need to identify Portal – what is happening with it.
- It would be nice if there was a group of new immigrants that could travel to the smaller communities to educate them about the different cultures and provide awareness.
- Well organized.
- Enjoyed Tony Fang’s insights.
- Perhaps have people move into one circle of chairs for discussion during the workshop.
- The info in cultural competencies in the workplace was interesting but the way it was facilitated was so dry, didn’t engage me or get me excited with possibilities. It left me anxious to close and get on to something else. They need to beef up the enthusiasm and motivate us to use the tools and go to their site.
- Dr. Tony Fang was excellent as keynote address. His vast knowledge about the topic help to understand the magnitude of the importance of the immigration in Canada.
- Welcome package for Immigrants with info: Say TBMA, at the Airport, Hotels, L.U. and College. Maybe re-establish a database of newcomers accessible to employers, community initiatives, educators, and cultural organizations.
- Resources and info provided by OCASI very useful. Dr. Tony Fang’s research was very enlightening. Especially the idea of human capital and long term contribution of immigration population.
- Any presentation over 1 hr should include a short break.

Our Thanks

From “Building Bridges”, “Filling the Gaps,” “Strengthening the Foundation” to “Moving Forward Together,” it takes a dedicated team to achieve such a level of organizational dedication in moving this initiative along. With this in mind, we should take this time to thank our present stakeholders, a group of dedicated individuals covering organization and government departments and ministries:

Doris Rossi, North Superior Workforce Planning Board

Élodie Bedouet, Association des Francophones du Nord-Ouest de l'Ontario

Steven Bill, North Superior Workforce Planning Board

Mike Dolcetti, Royal Bank of Canada

Barb Philp, Thunder Bay Public Library

Rebecca Johnson, Thunder Bay City Councilor

Moffatt Makuto, Regional Multicultural Youth Council

Tanya Niederer, Thunder Bay Regional Research Institute

Desiree Zambon, Thunder Bay Regional Research Institute

Mary Kozorys, John Rafferty's Office

Cathy Woodbeck, Thunder Bay Multicultural Association

Beverly Knutson, NSP Settlement Worker

Donna Bain-Smith, Bain-Smith Business Valuation + Consulting Inc.

Karen Honan, Thunder Bay Community Economic Development Commission

Dave Farrell, North Superior Workforce Planning Board

Anna Wease, Lakehead University

Sandra Rejall, Service Canada

Rebecca Hlady, Thunder Bay Multicultural Association

Madge Richardson, Executive Director, North Superior Workforce Planning Board

Kris Woznesensky, Ministry of Citizenship & Immigration

The volunteer staff: Steven Bill, Nikolas Fiorito, Herman Hanschke

Thanks also to our dynamic and informative speakers who shared their knowledge and experience all of which have received rave reviews from our delegates.

Thank you to:

Dr. Tony Fang, York University and CERIS-Ontario Metropolis Centre

Dash Brahmhatt - Thunder Bay Testing and Engineering

Anthony Ikpong – Genivar

Anna Wease – International Student Advisor – Lakehead University

Sasha & Lasha Placement Student – Lakehead University, Thunder Bay Regional Research Institute

Michelle Lander, LIP Coordinator - Thunder Bay Multicultural Association

Cathy Woodbeck, Executive Director - Thunder Bay Multicultural Association

**Thunder Bay
Multicultural Association**



The Fabric of our Community

Funded by:

Financé par :



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Immigration Canada

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