

Mapping an Inclusive Rural Ontario

Environmental Scan of Newcomer Integration

November 30th, 2018



Leadership and Innovation in Social Impact Sector

“The NeXus Consulting Group is dedicated to helping not-for-profit & sustainably driven companies achieve their goals”

Our Team



Our Expertise



Consumer Insights



Data Analytics



Market Research



Business Plan



Marketing Strategy



Financial Analysis

Purpose

This project looked at the following rural municipalities:

Grey Bruce Wellington
Huron Perth

To conduct an environmental scan of rural communities in Ontario in order to provide an overview of current strategies in place for newcomer integration and to provide recommendations that address gaps

1

Overview of Rural Ontario:

- Demographic trends
- Key Industry Drivers
- County efforts toward newcomer integration

2

Compared 3 case studies of rural newcomer integration efforts using the *17 Characteristics of a Welcoming Community*

3

Deduced 4 recommendations to improve the success of newcomer integration in rural communities

4

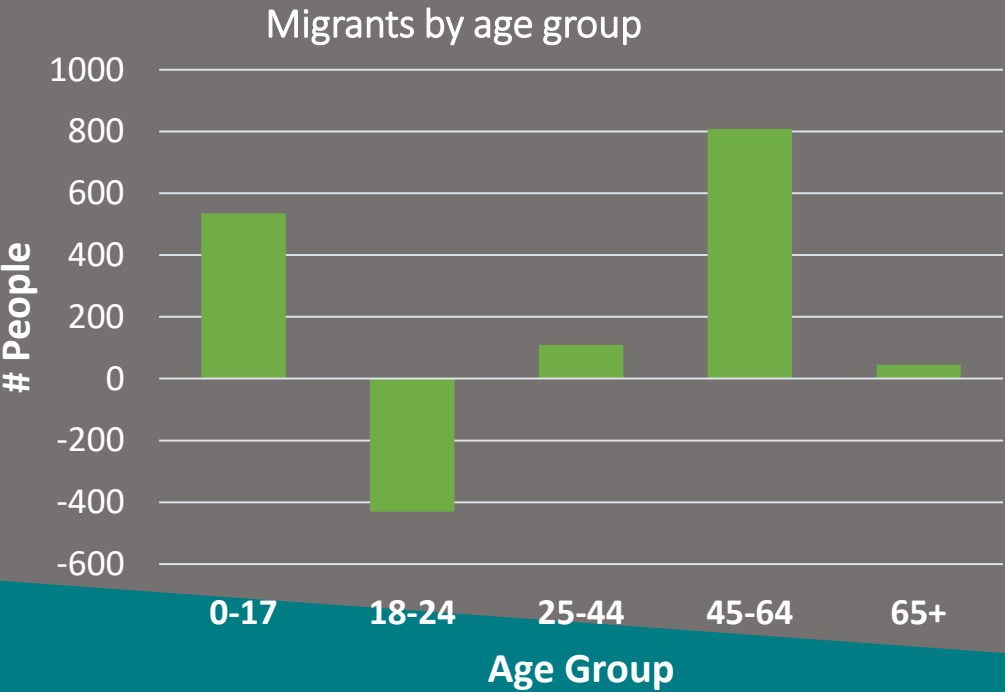
Provided actionable steps based on these recommendations

Project Partners

- Four County Labour Market Planning Board
- Rural Ontario Institute
- Newcomer Centre of Peel
- Canada Mortgage and Housing Corporation
- Ontario Ministry of Agriculture, Food and Rural Affairs
- Advanced Agriculture Leadership Program



Demographic Overview



32%

Increase in housing prices over the past five years in the South Georgian Bay region

78%

Of dwellings in Grey County are single-detached homes

41%

Residents of Grey, Bruce, Huron and Perth commute to their jobs

0.04%

Is the increase in the population of rural communities over the past 5 years

43yr

Average age of individuals living within the five counties, 2 years above the provincial avg

\$43k

Income per person for persons aged 15 years or older within the five counties

Steps Taken Toward Newcomer Integration



Steps Taken Toward Newcomer Integration

Grey County

- Building Cultural Awareness workshops delivered in partnership with each member municipality
- Creative Mixers held 3-4 times per year

New to Grey

Aims to support newcomers to the county either from outside the country or from other areas of Canada in order to bring new culture, skills and knowledge to the community and workforce.



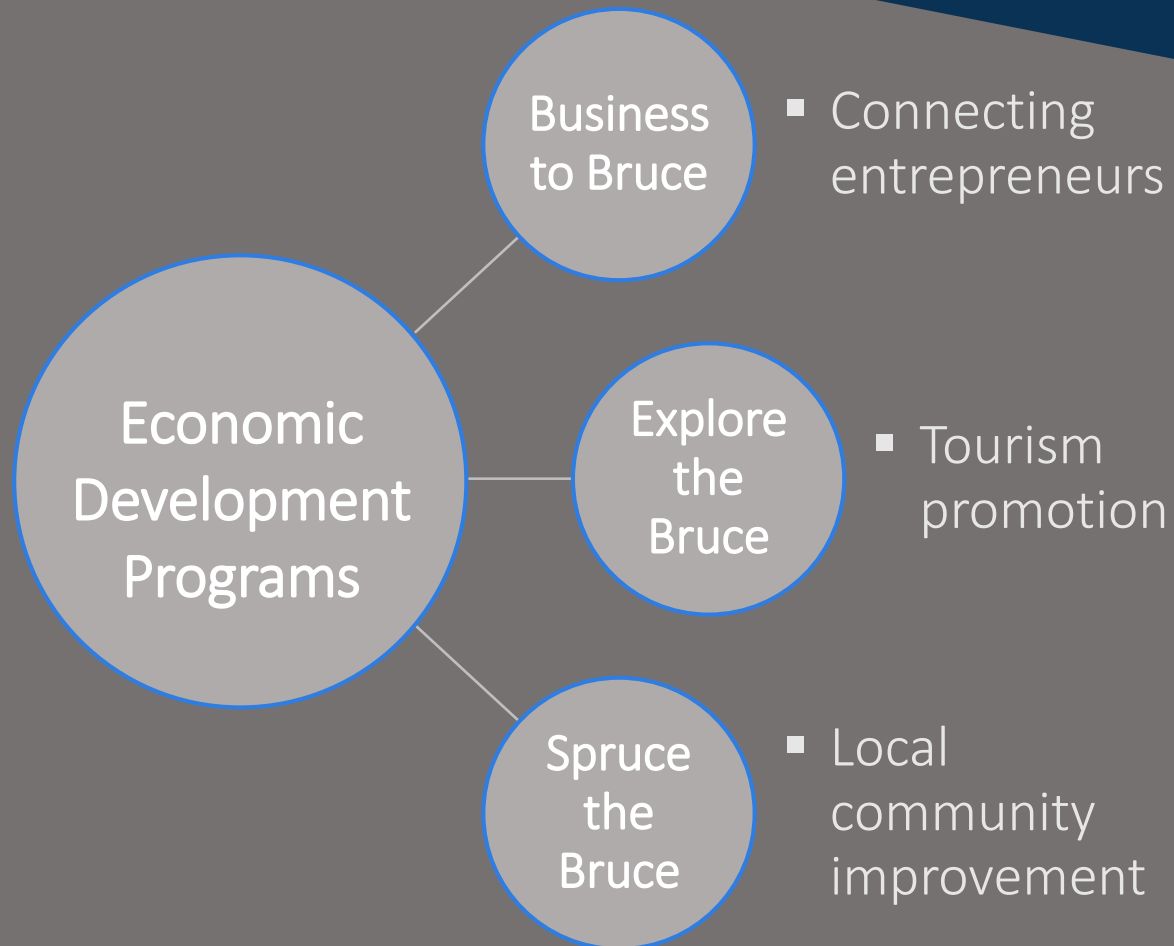
Partnerships



- 1** Newcomer Centre of Peel (NCP)
 - Rural Employment Initiative (REI)
- 2** United Way Bruce Grey
 - Making Grey Bruce Home

Steps Taken Toward Newcomer Integration

Bruce County



Welcoming Communities Action Team

- Established September 2016
- Serves Huron, Bruce & Grey Counties

Objective:

- Provide a toolkit for rural communities on how to create welcoming and more socially integrated environments for newcomers

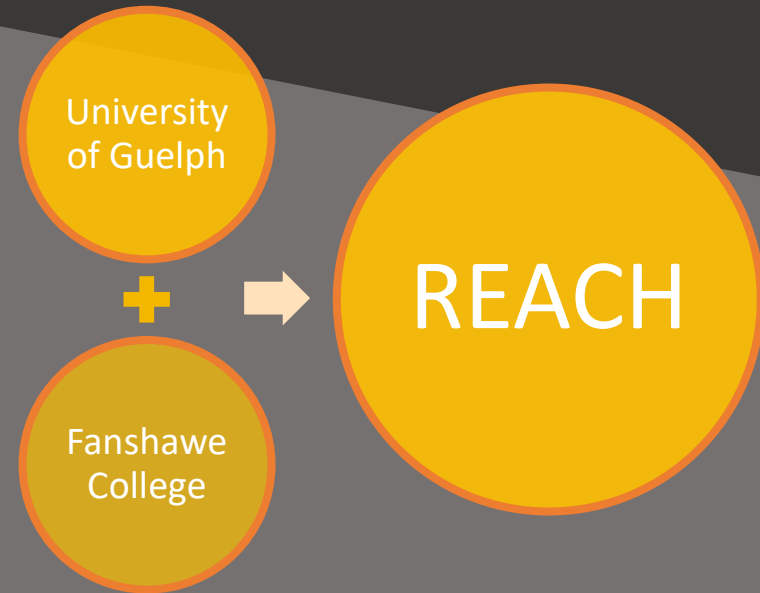
Steps Taken Toward Newcomer Integration

Huron & Perth Counties

13

Organizations dedicated to support newcomers and their transition into their communities

- Multicultural Association of Perth-Huron
- Newcomer Settlement Huron-Perth Network



- New post-secondary education and job opportunities
- Equine & Agriculture
- Community events

Steps Taken Toward Newcomer Integration

Wellington County

Settlement services through Wellington County serve newcomers by providing:

- Language services
- Housing assistance
- Assistance finding services
- Finding a job

Municipal Immigrant Pilot Program

Minto: Filipino Community

- Targeting areas where large immigrant population exists
- Highlighting individuals working in various industries including manufacturing, healthcare and agriculture
- Success stories promoted through Filipino newspapers in Toronto

Case Studies



Case Study Overview

17

Characteristics of Welcoming Communities

Qualitative Evaluation Metrics Used

Employment Opportunities

Affordable & Suitable Housing

Diverse Religious Organization

Newcomer-Serving Agencies

Positive Attitude Towards Cultural Diversity

Opportunities for use of Public & Recreation Facilities

Main Actors Linked to Vision

Municipal Features Catered to Newcomers

Social Engagement Opportunities

Safety

Favorable Media Coverage & Representation

Education Opportunities

Accessible & Suitable Healthcare

Accessible Public Transit

Political Participation Opportunities

Positive Relationship with Police & Justice System

3

Case Studies Analyzed

Bruce – Project Innovate

Perth & Huron – Embracing Diversity

Peel – Newcomer Centre of Peel

Case Study Overview

3

Case Studies
Analyzed

Bruce – Project Innovate

Perth & Huron – Embracing Diversity

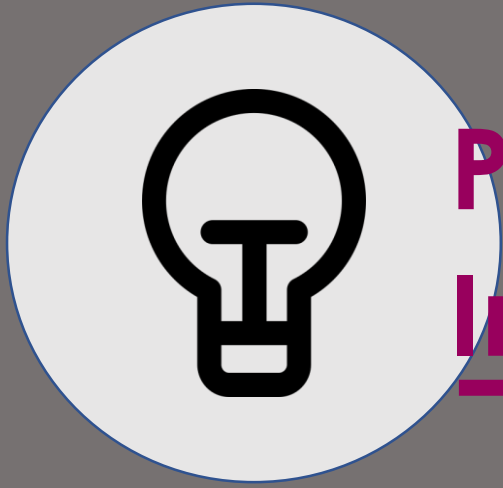
Peel – Newcomer Centre of Peel

5

Level Rating Scale Used
for the 17 Characteristics

Quantitative Evaluation Metric Used

Rating Level	Description
1	Exhibits minimal or no mention of this characteristic
2	Has put some effort into how this characteristic will contributes to the overall outcome
3	Mentions this characteristic as a by-product of another, or how it will be focused on indirectly
4	Has given significant weight to this characteristic as a secondary priority
5	Has made this characteristic a key priority



Project Innovate



- Bruce Power – Huron Lake
- **6300 MW** of energy annually
- **30%** provincial energy supply



- Refurbishment of **6** Nuclear Reactors
- Over **23,000** jobs created by project
- Annual fluctuation of **3000-4000** jobs



- Project lifespan from years of **2020-2064**
- Investment of **\$20B** by Bruce Power
- Currently, **35** suppliers relocated to Bruce



- Total of **3** other counties to assist providing housing
- Dedicated newcomer services are currently limited
- Limited considerations to newcomer retention

Project Innovate Case Analysis



Employment Opportunities

- Clear focus on jobs, and growing economy
- Diversity in skilled and unskilled labor
- Steady and ongoing labor demand
- Opportunity to attract international talent

5



Political Participation

- High profile energy company in Ontario
- Strong driver for inter-county political partnerships
- Regulation control for new suppliers

5



Educational Opportunities

- High volume of skilled trades and engineers for certifications
- Ability for unskilled laborers to gain hands-on experience
- Need for providing co-ops

4



Features for Newcomers

- Bruce has limited newcomer programs & services
- Current services need further development to retain newcomers

1



Engagement Opportunities

- Social integration for newcomers does not receive attention
- Minimal transport access creates high social isolation

1



Embracing Diversity



- D&I study done by United Way on status of Perth/Huron
- **8** specific metrics used



- **92** newcomers participated in the study
- **70** focused on newcomer experience
- **3** focus groups done with **22** newcomers



- Collaborated with **6** local service institutions
- Goal of identifying barriers in employment, service gaps, and areas of opportunity



- Outcome of **3** recommended takeaways for improving overall newcomer experience and retention

Embracing Diversity Case Analysis



Features for Newcomers

- Perth & Huron have created an ecosystem of newcomer services
- Diversity and Inclusion is a recent core focus
- Basics in place for newcomer retention

5



Political Participation

- Local governments have driven recent initiatives in D&I
- Population growth is a strong motivation
- Need for political involvement for more attractive community

4



Positive Attitudes

- Majority of survey participant found community inviting
- Local support for newcomer-oriented initiatives
- Some businesses are hiring newcomers

3



Employment Opportunities

- Large gap remains in hiring newcomers for hard-to-fill roles
- Many participants in study unemployed
- Job networks for newcomers are not easily accessible

2



Engagement Opportunities

- Social engagement opportunities are not easy to access
- 30% relocate for social reasons
- Minimal transport access creates high social isolation

2



Newcomer Centre of Peel



- NCP urban newcomer centre
- **7** primary services offered across full family age range



- Connects newcomer families with educational, co-ops, and trainings
- **97%** of those in training land co-ops



- Operates the Rural Employment Initiative, **REI**, which places newcomers and their families in rural Ontario



- Partnerships with rural Ontario institutions helps fill gaps in employer needs and increases newcomer presence

Newcomer Centre of Peel

Case Analysis



Employment Opportunities

- High connection of newcomers to jobs
- Caters to both urban and rural settings
- Diversity in skilled and unskilled labor jobs, and provides training

5



Engagement Opportunities

- Makes newcomers actors in engagement
- Organizes events in common public space
- Caters events to newcomer exposure to the community

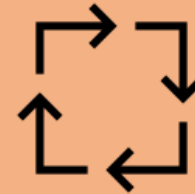
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Political Participation

- Governments in rural Ontario partner with NCP through REI
- Ability for NFPs to up their mission impact
- Newcomer retention aligns with economic growth of Ontario

3



Link Between Main Actors

- Regional government of Peel is not involved beyond funding
- Opportunity for greater influence of programs through NCP partnership

2



Affordable Housing

- Cost of housing in the GTA is not very sustainable for the average newcomer
- Residence outside of the GTA is more viable

1

Recommendations



Recommendations

- 1 Connect students and immigrants directly to co-op programs within their region in order to improve skill building prior to entering the workforce.



Supporting Point

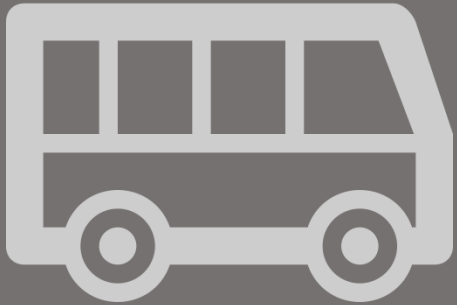
There's a gap that exists between the 72% of employers offering training opportunities and "lack of qualifications" being a top reason for hard-to-fill positions

- Implementation of more co-op and apprenticeship programs
- Partnering with organizations such as the NCP's REI already working on these types of programs

Impact: Reduced number of hard-to-fill positions

Recommendations

- 2** Expand on current offerings for bus tours that showcase the benefits of living and working in rural communities.



Rural Romp
Wellington County



Saugeen Connects
Hanover, Minto, Brockton



New to Grey
Grey County



Supporting Point

Counties including Wellington and Grey have had success using bus tours as a tool to show newcomers the benefits to living in rural communities

- Continue to collect feedback from bus tours currently in place in order to improve the experience and gain traction
- Engage employers in the process by targeting individuals with specific skillsets

Impact: Employer exposure to newcomers reducing hiring biases

Recommendations

- 3** Implementation of a campaign via the Four County Planning and Labour Board to promote improved external hiring practices.



Supporting Point

80-90% of jobs across all industries are never posted publicly on job boards either online or otherwise limiting the availability of desirable job positions for newcomers

- The Four County Labour Market Planning Board should leverage relationship with municipal government to initiate a campaign for employers to hire 20-30% of employees externally
- Implement using existing job posting platforms and social media

Impact: Improve employment opportunities for newcomers

Recommendations

- 4** Continue efforts toward creation of affordable housing that will accommodate newcomers and their ability to live and work where job opportunities are prevalent.



5/5

Counties we spoke to for this project identified affordable housing as a need in their area

Supporting Point

Outlined in the 2018 Employer One Report and backed by >500 employers, lack of adequate housing and transportation is a major barrier to attracting and retaining employees

- Outside of government funding, engage co-operatives and non-profits interested in affordable housing projects
- Target Entry-Level, Dorm-Style and Purpose-Build Rental Housing as outlined in the South Georgian Bay Housing project in 2018

Impact: Attract greater number of newcomers and retain international student population

Risks & Mitigations

Creation of Co-op Programs

- Successful continuity of these program is reliant on effective marketing and partnership efforts
 - Must work directly with businesses to cater to the needs of newcomers
-
- Be intentional with allocation of time and resources to marketing and partnerships
 - Demonstrate clear value to local businesses through success stories

Bus Tours for Rural Ontario

- Bus tours must sell the value that rural Ontario has to offer to newcomers
 - Successful bus tours will rely heavily on local community members and businesses for visitation
-
- Create a diverse schedule to showcase what newcomers would be most attracted to
 - Ensure that strong and correct relationships exist in advance of any tours new beginning

External Hiring Campaign

- Campaign success is entirely dependent on local business uptake
 - External hiring will not be easily implemented in the short term as businesses must adapt
-
- Communicate strategy to local businesses, and gain perspective on their needs
 - Accommodate delay in uptake and scale up in direct proportion to business uptake

Affordable Housing

- Financial feasibility for municipal entities
 - Housing market will rise with increased, resulting in “affordability” in the long-term being difficult to maintain
-
- Ensure full understanding of budget, priority housing needs, and target them 1st
 - Continue to innovate around affordable housing, testing and implementing proven strategies

THANK YOU