



*Hometown Charm...
World Class Business!*

BROCKVILLE WELCOMES

Cultural Diversity



Ontario East Municipal Conference
September 17th, 2009

KEY IMMIGRATION FACTS



- **1/4 million immigrants come to Canada annually**
 - **50% to Ontario**
 - **2/3 are school age**
- **Only 10% arrive in rural communities - origin primarily UK, USA, western Europe and middle eastern countries**
- **Immigrants represented in the younger age bracket**

KEY IMMIGRATION FACTS



- **Immigrants have higher incomes in more rural areas and after 11 years, earn 15% more than native born counterparts = Prosperity**
- **SKILLED WORKER CLASS is major category of immigration followed by family class**
- **Immigrants are multi-lingual – good base for globalization**

CHANGES TO IMMIGRATION

A group of five diverse business professionals, including three women and two men, are shown in a meeting setting. They are all wearing business attire (blouses, shirts, and ties) and appear to be engaged in a discussion. The image is slightly faded and serves as a background for the text.

LESS RED TAPE

- **Immigration is increasing population 5 x faster than our native reproduction**
- **By 2020, immigration to Canada will provide our net increase in population**



NEEDS AND BENEFITS

- **Attraction of Talent – Skilled Labour**
- **Demographic Diversification – Younger Families**
- **Increase in Personal Income per Capita**
- **Cultural Diversity – Enhancing Social Fabric**
- **Sustainability for our Future**
- **21st Century Community Corporate Image**

A group of five diverse business professionals (three women and two men) are shown from the chest up, smiling and looking towards the camera. They are dressed in professional attire, including blouses, shirts, and ties. The image is slightly faded and serves as a background for the text.

NEEDS AND BENEFITS

ALL OF WHICH REPRESENT

**Pillars of our New Corporate Strategic
Plan for the City of Brockville and Area**



CIRRO* IS ALL ABOUT:

- **Education and awareness**
- **Engagement and mobilization**
- **Collaboration towards a Made in Brockville plan**
- **Execution of plan**
- **Measurement and adjustment**
- **Celebrate and promote to other communities**

* Community Immigrant Retention in Rural Ontario (CIRRO)

STRATEGY

- ✓ A bottom-up approach in which community leaders learn collectively and set realistic goals given their social, cultural and economic needs, strengths and challenges (**Community Stakeholders**) ;
- ✓ A collaborative structure to improve inter-ministerial cooperation and develop a mechanism to enhance learning and transfer of knowledge and practice (**CIRRO Steering Committee**) ;
- ✓ An evidence-based approach to establish measures of success and create a logic model that can be used to evaluate both community success and potential impact of similar programs on rural population growth and economic development (**Documentation and Tools Production**) .

ECONOMY & INNOVATION

The most important generators of wealth in the global village are creativity and innovation. Communities that succeed in the new economy are those that can attract and retain creative individuals --innovators in cultural, technological and social development.

How do some communities succeed in attracting and retaining creative, creative, innovative people, while others fail?

The chief attraction is the ability to provide a stimulating, secure and diversified lifestyle. The resulting concentration of talented people will generate economic opportunities, attract investment and create jobs.

Richard Florida, The Rise of the Creative Class, Basic Books, 2003

Reaching out to immigrants and visible minorities brings companies new perspectives and access to more clients.

Sun Life Recruitment Director- The Globe and Mail Jan 26,09, p.E3

Welcoming is more than greetings and smiles. It is a new culture of embracing talents, business and investment.

Maureen Giddies, Former-president CCCK, September 26th, 08



SETTLEMENT CONCERN IN RURAL COMMUNITIES

- **Language Training**
- **Employment**
- **Translated Material**
- **Public Transportation**



POSITIVE ATTRIBUTES OF RURAL COMMUNITIES

- **Affordability**
- **Friendliness**
- **Health Care**
- **Rental Housing**
- **Environment**



ACTIVITIES COMPLETED

- **Immigration EXPO & Community Workshop**
- **Research**
- **Community Education and Awareness**
- **Stakeholder Immobilization**
- **Grant Applications**
- **Immigration – Business Profile**
- **Immigration Video – Workplace Focus**



NEXT STEPS

- **Securing Funding & Resources**
- **Tool Box Development – For OMAFRA**
- **Workforce Communications/Engagement**
- **Immigration Portal**
- **Continue Education & Awareness**
- **Immigration Attraction Program Secondary
Immigration**



THANK YOU

**David C. Paul,
Economic Development
Director**

**City of Brockville
1 King St. W.,
Brockville, ON
K6V 7A5**

dpaul@brockville.com

