

Partnerships For Integration

ISSUE 2 • NOVEMBER 2013

Newsletter of the Ottawa Local Immigration Partnership

Message from OLIP

The economic integration of immigrants is by any account central to the successful settlement and adaptation of newcomers in our community and by extension the prosperity and vitality of our city. Opportunities for developing social ties and finding routes to self-realization through involvement in community life are enhanced once immigrants find paid positions that leverage their credentials and drive to succeed.

Ottawa is fortunate to attract the most highly educated immigrants of any city in Canada. And, very importantly, our labour force growth largely depends on immigrants. Yet, systemic barriers, biases in our hiring processes, intercultural challenges, and gaps in our education system combine to reduce our capacity to tap into immigrants' talents. The unemployment rate of recent immigrants in Ottawa is three times higher than that of the Canadian born residents. Moreover, a quarter of university educated

immigrants work in jobs that require only high school graduation. The cost of not utilizing immigrants' skills fully is slow growth in productivity and reduction in our standard of life.

What is being done about this? Recognition of the importance of immigrants' economic contribution has recently formed the basis of the policies, strategies and plans of all orders of government. At the local level, coordinated planning around immigrants' economic integration is in course. In this issue of OLIP's PIN (Partnerships for Integration Newsletter), we are pleased to focus our attention on what is being done in Ottawa about immigrants' economic integration. Here, you will read about recent changes in Canadian immigration policy, analysis and perspectives on emerging local solutions such as internships, employer engagement, and supports for immigrant entrepreneurs.

In the Honor Roll section, as usual, we will recognize Ottawa's homegrown good practices. In this issue, we are pleased to bring the spotlight on two key groups in our city who are doing great work in removing systemic barriers that delay immigrants' economic integration: 1) the Employer Council of Champions; and 2) the Pioneers of Equity, who have launched Ottawa's first ever Community of Practice on Equity and Inclusion.

News, events, and what is creating a Buzz in Ottawa are also covered in this issue. Here, you will learn more about the first ever Welcoming Ottawa Week (WOW) and the launch of a new and improved Municipal Immigration Portal.

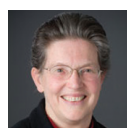
We hope you enjoy reading this 2nd issue of OLIP's Partnerships for Integration Newsletter; and thank all our partners who have contributed great content in this issue of the OLIP PIN.



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 OLIP Council



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Masthead Photo: Marc-André Cossette

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Recent Changes to Canada's Immigration Policy



Corinne Prince-St-Amand

Director General, Integration and Foreign Credentials Referral Office of CIC

Budget 2013 ratified a new set of priorities in a rapidly changing immigration policy that came to support the current course of the Canadian Government with a focus on economic goals.

The Temporary Resident Program that captures students and Temporary Foreign Workers, received \$42 million funding over a 2 year period. Both groups are seen as crucial to meeting Canada's labour market demands. An additional \$23 million over two years is assigned for the International Education Strategy for Canada, led by DFAIT.

Important work is happening in the world of Foreign Credential Recognition. Five trade occupations are added for the first time under the Pan- Canadian Framework for Foreign Qualifications Assess-

ment. This complements the new Federal Skilled Trades Program. Pre-arrival educational credential assessment is now a requirement for all Federal Skilled Worker (FSW) applications, and there is a focus on pre-arrival programming, including licensing processes before arriving in Canada.

A major change to the FSW program is the introduction of the Expression of Interest (EOI) System. A centralized pool of all FSW applications, including EOIs will be available to Canadian employers, Government and the Provinces. Applications will be processed only after they are picked from the pool on a "just-in-time" basis, ensuring that only the people with the right skills are recruited.

The Canada Job Grant is another proposed program to direct skills development to available jobs that will impact immigrants. The model includes matching contributions by the Federal Government, Provinces/ territories, and Employ-

ers towards a \$15,000 grant per person for training in demanded occupations.

Investor and Business Immigration categories are under major reconstruction to attract more active investment in high growth industry areas. The new Start-Up Visa pilot program will allow entrepreneurs with cutting-edge business ideas and commitment for financial backing by Canadian investors to obtain permanent residence in Canada.

There have also been changes to the Citizenship file, \$45 million over two years was provided to fast-track the processing of applications, while maintaining rigorous anti-fraud measures of filtering citizenship fraud.

The last step of finalizing the architecture of the new immigration policy is the Settlement Program. The National Settlement Conference, to be held in Ottawa November 13 – 15, 2013, will allow for sector consultation and discussion.

This article is a summary of a presentation made by Mme. Corinne Prince -St-Amand, Director General, Integration and Foreign Credentials Referral Office of Citizenship and Immigration Canada (CIC) at the OLIP Council meeting on May 6th, 2013. Mme. Prince-St-Amand has been a Director General for CIC since joining the organization in 2008. She has spearheaded numerous initiatives, including the Federal Internship for Newcomers Program, the Federal Mentorship Pilot and the International Qualifications Network.

UPCOMING EVENTS:

Participate and Pass the Word

Vision 2020 National Settlement Conference

Sponsored by Citizenship and Immigration Canada

November 13-15, 2013 • Delta Ottawa City Centre • 101 Lyon Street, Ottawa, ON

Settlement sector executives, policy makers from different levels of government and private sector representatives will convene to discuss possible future pathways the national Settlement Program might take in light of the recent changes to immigration policy. Due to limited space at the Conference venue, live streaming is planned for 1000 access points across Canada.

OLIP will host a live satellite streaming of the Conference in Ottawa.
Please watch for the announcement on OLIP website: www.olip-plio.ca!

Did you know?

- Immigrants represent 50.9 % of Canada's university degree holders in the science and technology field.
- Immigrant adults aged 25 to 64 in Canada represented roughly 25% of the adult population, yet 33 % of university-educated adults.

2011 National Household Survey

Good Internships Help Avoid a Skills-Mismatch



Matthew Kurtz

Adjunct Research Professor,
Carleton University

Canada's labour markets are not perfect. One problem is that they frequently do not match a person's skills to the most appropriate job. There are many reasons for this, including the use of rapid screening techniques and a reliance on small networks in hiring. But one effect of the resulting mismatch is that, among OECD countries, Canada now has the highest proportion of university-educated adults in relative poverty – 17.6%, or one out of six (OECD 2013). By comparison, 8.6% of university-educated adults in the UK are in relative poverty, though Britain has a higher proportion of university graduates. The under-utilization of skills became acute for recent graduates after 2008. But it has been a longstanding problem for Canada's newcomers, who comprise 32% of our university-educated workforce. Even before the recession, less than 25% of recent immigrants were working in their profession (Plante 2010; Xue 2008).

Good internships can help alleviate this problem. From an employer's perspective, internships can help their organization discover the talents of immigrants and identify where a newcomer's skills are best put to use. From a newcomer's perspective, an internship can help them build a professional network in the industry.

The idea is not new. Like internships, co-operative placements and apprenticeships also provide on-the-job training through short work contracts. Indeed, co-operative placements can be seen as a series of paid internships (intermixed with university classroom instruction) that help students enter their profession. Pioneered in Waterloo in 1957, co-ops are

now common across Canada. Employers use them to recruit promising graduates, and universities use them to help students transition into employment. Apprenticeships have a longer tradition. In 1928, Ontario began coordinating apprenticeships in the trades to develop its agricultural workforce.

While internships serve the same function as cooperative placements and apprenticeships, they also differ in critical ways. No school-based training is involved, nor do we have an institution like the Ontario College of Trades or the Canadian Association for Cooperative Education to set standards for internships. Without such an institution, each employer is left to craft their own intern program, with no incentive to consult externally about guidelines.

What guidelines could we establish? I would recommend three. First, good internships should include dedicated training as part of the job. This develops Canada's workforce. Second, interns should receive respectable salaries. The payroll keeps the organization on the safe side of employment laws, while a respectable wage ensures that an intern is not simply considered low-cost labour. Third, a good internship should offer many welcoming experiences, with abundant opportunities to integrate with the organization's permanent employees and their work-teams. This allows multiple staff members to see the variety of talents the intern can offer, which helps staff identify where the person's skills can best be put to use.

In the absence of any guidelines or standards, the very definition of an 'internship' has become fuzzy. For some employers, on-the-job work experience is sufficient, so they allocate little time for training. Others argue that interns should not expect to be paid. But when internships are nothing but unpaid work experiences with minimal training, little

distinguishes interns from volunteers. And when interns are not integrated with paid staff, the skill-matching potential of internships is also lost. Without some standards, internships stand at risk of becoming just a marketable job-title with which to recruit disposable volunteer labour.

Amidst these debates, the actual 'intern' experience varies considerably. What makes the news are some of the most exploitive internships, offering no pay and little invitation to work alongside permanent staff. Despite the headlines, there are good internships that truly help people match their skills to commensurate employment, those that sing with the three key elements: dedicated training, respectable salaries, and welcoming experiences.

Through its inter-sectoral collaborations, OLIP has been encouraging efforts to increase the number of good internships locally for immigrants. The latest includes the City of Ottawa's Professional Internship for Newcomers (see page 4). Such internships provide newcomers with a doorway into their profession and help local hiring managers become better acquainted with the talents that immigrants offer. This can make a small dent in the mismatch of skills in Ottawa. Equally important are efforts to counter the exploitation of unpaid interns. These efforts include work by the Canadian Intern Association and by additional enforcement officers at the Ministry of Labour to investigate violations of Ontario's Employment Standards Act.

Moving forward, I hope we will continue to build a shared understanding about good internships and their central principle: supporting an effective transition into employment that benefits both the employer and the newcomer, and that helps address the mismatch of skills in Canada.

Biography – Dr Matthew Kurtz is an economic geographer, an Adjunct Research Professor at Carleton University, and a member of OLIP's Economic Sector Table.

City of Ottawa Professional Internship for Newcomers (PIN) Program

In the spring of 2013, the first-ever Professional Internship for Newcomers (PIN) Program was launched by the City of Ottawa. This initiative further reinforces the strong commitment and political will by the City leadership to promote meaningful opportunities for effective integration of newcomers in Ottawa, aligned with the goals of the Ottawa Immigration Strategy (OIS). Notably, City of Ottawa has institutionalized its endorsement of the OIS by incorporating its goals in City Council's Strategic Priorities, and by the consequent development of the City Immigration Strategy.

The purpose of the paid professional internship program in the municipal government is to provide meaningful Canadian work experience to qualified newcomers, and at the same time allowing various Departments of the City to benefit from a pre-screened, qualified and experienced talent pool.

The current job market in Ottawa suffers from a lack of information exchange between available newcomer talent and employers. The PIN Program collaborates with the Citizenship and Immigration Canada (CIC) – Federal Internship for Newcomers (FIN) Program, the Ot-

tawa Job Match Network (OJMN) and the City's Employment Centres to draw qualified candidates from their existing newcomer talent pools.

Bev Dewan, Manager, Resourcing and Talent Management at the City of Ottawa explains that the PIN initiative has emerged through a true community collaboration and knowledge-sharing process. The City has had a longstanding partnership with Hire Immigrants Ottawa (HIO), LASI WorldSkills, and Ottawa Job Match Network (OJMN), fostered by the Ottawa Local Immigration Partnership (OLIP) process.

Through this association they first heard about the FIN Program run by CIC at the HIO Employer Summit in 2011. The synergies were apparent of having a similar internship program at the municipal level to support the City's diversity strategy directed at new immigrants. The idea of the PIN initiative was started and discussions with the CIC, OJMN and other community partners followed to establish the current model of the municipal internship program.

To date, the program has resulted in four internships within the City's Human

Resources Department to fill temporary assignments and the program continues to be widely advertised internally at the City. "We are very impressed with the calibre of the candidates and we are optimistic about expansion of the program into other departments," says Bev Dewan.

The City of Ottawa's PIN initiative showcases leadership, strategic vision and true community partnerships to promote the economic integration of newcomers that serves as a role model for other public and private employers.



Nada Kandalaft is one of the first interns under the PIN program. She joined the City of Ottawa in June 2013 as a Human Resources Assistant. Nada holds a Bachelor of Arts degree and has over 10 years experience in administration, operations, and customer service.

RBC: Creating a Diverse and Inclusive Workforce

To provide excellence in client service, improve customer satisfaction, and capture new markets, RBC, one of North America's largest financial institutions, is leveraging the talents of a diverse workforce that is representative of the wider community, including the immigrant population. This, according to a new case study released by Hire Immigrants Ottawa (HIO), describes the innovative practices RBC is using in Ottawa to integrate skilled immigrants into their workplace.



RBC Royal Bank®

RBC works closely with immigrant employment networks to access community resources and connect with immigrant job seekers. RBC is a member of HIO's Employer Council of Champions and Finance Sector working group; it participates in HIO's cross-cultural competency trainings and coaching events.

The bank also collaborates with LASI World Skills, hosting mock interviews for immigrant clients of the Ottawa Job Match Network, with several of its local area managers participating. At these events, RBC managers share information about bank's skill requirements and provide feedback on immigrants' interview skills and resume preparation.

As well, it undertakes diversity census of staff which is used to measure progress on representativeness within all levels of the business. An employee language-skill list is used as a shared resource for RBC employees to provide in-person language specific service.

For Sue Danahy, Branch Manager at RBC, "it's a business imperative now. A diverse workforce allows us to better serve a diverse client base, thus attracting more business. It's this win-win mentality that drives RBC's business in the marketplace".

To read the full RBC Case Study, visit <http://www.hireimmigrantsottawa.ca>

Ottawa Light Rail Project: Capitalizing on Opportunities to Enhance Immigrant Employment



Andy Rapoch

OJMN Employer Outreach
Coordinator

At \$2.1 billion, the Ottawa Light Rail Transit (OLRT) system – also referred to as the Confederation Line Project – is the largest construction project in Ottawa since the Rideau Canal. It is expected to create over 20,000 jobs during the construction phase, which started in July 2013 and is scheduled to conclude in October 2017. Approximately 80 percent of the new jobs will be filled locally, according to a statement made by a representative of the OLRT in a press release by Transport Canada. Importantly, job creation is expected to continue beyond the construction phase and well into the future through maintenance requirement and through the creation of transportation hubs at LRT stations across the city, which will attract commercial and other service businesses.

While the master project plan and human resource requirements are well defined, the LRT builders are working out the details every day. We know that the number

of jobs will probably peak in 2015-17, and the types of jobs will change throughout the construction phase. Civil engineering, electrical and mechanical engineering, surveyors, tunnelling specialists are among the types of professionals that will be in high demand. Longer term projections, including identification of possible skills shortages and training needs, are also in the works.

Economists like to say, a rising tide floats all boats. Immigrants constitute a big part of the local labour pool, particularly among skilled labour. Whether the OLRT tide will leverage immigrants' skills will depend on many factors, including the extent to which we can: 1) communicate

the emerging skills demands to immigrants who are job ready; and 2) succeed to anticipate skills shortages and facilitate immigrants' access to appropriate apprenticeship training. The good news is that according to Gerry Grigoropoulos from the Rideau Transit Group, the OLRT aims to work with local colleges and universities to help build the skills needed to fill the labour demand emerging from the Project.

For now, our advice to newcomers is to monitor the websites of the individual companies comprising the Rideau Transit Group and to sign up for job alerts, and seek assistance in how to tailor resumes.



Photo Source : Confederation Line Website

EllisDon Construction

<https://careers.ellisdon.com/?page=advertisement>

SNC Lavalin

<https://rbcv.sncclavalin.com/rbcvpublic/search/1>

Dragados Canada

<http://www.linkedin.com/company/dragados-canada-inc-Alstom>
<https://alstom.taleo.net/careersection/2/moresearch.ftl?lang=en>

MMM Group

http://www.mmm.ca/Careers/Careers_Search.aspx

Thales

<https://thales.taleo.net/careersection/2/moresearch.ftl?lang=en&location=132270115817>

**Websites to monitor
for OLRT related Jobs**

Did you know?

- **Of Canadian millionaires, 48 % are either immigrants or first-generation Canadians with at least one parent born outside Canada, and 68 % of that wealth is self-generated.**

BMO Harris Private Banking 2013 Study

Did you know?

- **International students generate more than \$445 million in government revenue - worth more to Canada than wheat exports.**

Herald Opinions, August 5, 2013

Invest Ottawa Supports Immigrant Entrepreneurs: Q&A with Peter T. Stewart, Manager of Entrepreneurship Services



Peter T. Stewart

Manager of Entrepreneurship
Services

What is the experience of Invest Ottawa with immigrant entrepreneurs?

We see many entrepreneurs who were not born in Canada, with many being recent graduates of local universities. Their business ideas vary from technology to services, to retail. Some utilize their international connections to start a business. Many of the immigrant entrepreneurs we see have come to Canada with expertise, experience, and knowledge. Our immigrant clients tend to bring a different way of thinking and that can be good. Our role is to help the entrepreneurs determine if their skills and ideas line up with the local market and Canadian customers.

What are the key issues that need to be addressed to support immigrant entrepreneurship?

The most important issue is to focus on letting new immigrants know what is involved with starting a business in Canada. As Canadians, we often take for granted some of the business concepts we have grown up with such as taxation, rules and regulations, and business structure. These topics are critical for immigrant entrepreneurs to understand how to be successful. One challenge many immigrants face is the lack of Canadian credit history; without that they may be restricted in their ability to get financing to begin a business.

Does Invest Ottawa provide services specific to immigrant entrepreneur needs?

We are currently working with immigrant organizations to develop some basic "Starting a business in Canada" presentations. These presentations put a bit more emphasis on some of the regulations and processes that immigrants may not be accustomed. Our mandate includes promoting entrepreneurship as a career choice. We work with many organizations, including settlement services to raise awareness about self-employment opportunities in our city. We aim to provide newcomers with a realistic picture of the path to entrepreneurship. This is intended to help entrepreneurs plan for what is best for them. We don't want to stifle someone's entrepreneurial spirit, but rather ensure the time is right for starting a business.

What partnerships are needed to optimize supports to immigrant entrepreneurs?

We should differentiate between formal partnerships and collaboration. We have developed partnerships with settlement agencies to encourage entrepreneurship among immigrant clients. In other cases we use referrals to other organizations, such as Ottawa Community loan fund. Some of the needs of immigrant entrepreneurs are outside the mandate of Invest Ottawa; for example, development of soft skills needed to succeed as entrepreneurs. Topics such as networking, language training, and customer service go a long way in helping every entrepreneur, and we encourage immigrant entrepreneurs to avail themselves of support services provided by settlement agencies.

UPCOMING EVENTS:

Participate and Pass the Word

Global Entrepreneurship Week Ottawa, November 18-24, 2013

Ottawa's entrepreneurship community is setting Ottawa ablaze with a spirit of entrepreneurship in celebration of Global Entrepreneurship Week. More than 25 organizations will be running events to engage entrepreneurs of all ages and backgrounds to provide them with knowledge, skills, and networks to take their venture to the next level.

The countdown has started! Get involved today! To find out how visit:

<http://gewottawa.ca>

UPCOMING EVENTS:

Participate and Pass the Word

Ybiz Expo 2013! November 21, 2013 9:30a.m. to 4:00p.m.

Taggart Family YMCA-YWCA, 2nd Floor
180 Argyle Avenue, Ottawa

One-of-a-kind showcase to connect, collaborate and communicate with emerging business talents as they introduce Ottawa's newest products and services.

If you're interested in starting a business, the 2013 Y Biz Expo is the perfect place to go.

Admission is free!

A Glimpse on the Contribution of Ottawa's Immigrant Entrepreneurs: An Analysis of the Profile of the 2012 Nominees to the Immigrant Entrepreneur Award

"Nations and cities with an ability to integrate immigrants have higher rates of entrepreneurship."

- Global Entrepreneurship and Development Index



Ruth Dilao

OLIP Contributor

As a fitting tribute to its growing immigrant entrepreneurs, Ottawa launched the Ottawa Immigrant Entrepreneur Awards in 2012. An analysis of the business and personal profiles of the 2012 nominees to Ottawa's Immigrant Entrepreneur Award provides a glimpse of how their businesses impacted on Ottawa's economy.

The profile:

- 38% of these entrepreneurs are 35 years old or younger;
- 39 % migrated to Ottawa within the past decade while 35% migrated in 1990s;
- 27% provide professional services, 34% are engaged in consumer products and services while 12% are engaged in IT and electronic products.

These businesses have generated job opportunities, attracted foreign investment, spurred local business growth and contributed to export growth rate as evidenced by the following:

- 37% reported to have 11 or more employees while 58% have 10 or less;
- 52% reported an increase in number of employees by more than 20% over the past two years
- 17 % reported an annual revenue of between \$1-10 million while 65% reported an annual revenue of less than \$1 million;
- 42% reported to have generated investment of more than \$10 million;
- 77% reported sourcing more than 50% of their inputs locally; and
- 23% reported selling more than 50% of their products abroad.

The immigrant entrepreneurs, however, are not only preoccupied with the growth and success of their businesses. More than half of the nominees (51 percent)

reported to have provided more than 100 hours into different forms of community service during the past year.

Ruth Dilao is one of eight graduates of the Career Development for Newcomers in Social Science Research initiative piloted by World Skills in 2013. The six-month program helps newcomers with advanced degrees in the social sciences launch their careers by introducing them to various people, projects, and practices in social science research in Ottawa.

Ottawa Job Match Network: 2010-13 Achievements

OJMN partners LASI World Skills, YMCA-YWCA and OCISO have had significant progress in supporting Ottawa newcomers to make a successful transition to the job market. The 2010-13 results exceeded OJMN's set targets. The highlights include: 617 clients launched a career in their professional field; 200 clients were hired as interns under the federal internship for newcomers (FIN) program; 100 clients benefited from cross-cultural training to retain their jobs after being hired. On the employer side, over 60 employers systematically send job orders to OJMN, and 50 employers volunteer to help newcomers become job ready through various activities, including mentorship, coaching and information sessions.

For more information contact:
Magdalene Cooman-Maxwell,
magdalene.maxwell@ottawa-world-skills.org

A New Immigrants' Social Enterprise : 1A Plus

Ruth Dilao

Social enterprises are organizations established to address a social problem but apply market-based strategies to achieve a social purpose.

The objectives of social enterprises normally address the so called triple bottom line: accomplish social and/or environmental as well as financial targets. In Canada, a social enterprise may be characterized as such depending on how a particular province differentiates them from other types of businesses, not-for-profits, and cooperatives.

Social enterprises could be an effective means to address immigrant employment and self-employment goals in Canada. Maintenance 1A Plus Worker Co-op, a recipient of Ontario Trillium Fund Grant, is one such social enterprise. Based in

Ottawa, 1A Plus was established in 2007 by Latino immigrants who identified the need to create an equitable work environment that values the ecological environment, respects commitment to fair pay for fair work, and provides job opportunities for new immigrants with expertise in cleaning and maintenance of buildings and offices. While 1A Plus strives to get more contracts so that all members can have full time jobs, it remains focused on its social mission of "no exploitation" in the cleaning industry.

1A Plus welcomes the support of the local community. Be an integral part of this vibrant and innovative social enterprise either as a member or by availing of its services. For information, email: maintenance1aplus@gmail.com.

Employer Council of Champions, Hire Immigrants Ottawa

The Employer Council of Champions (ECC) is a cross-sectoral council of senior executives of over 30 Ottawa employers from both public and private sectors that champion the effective integration of immigrants in their workforces. As part of the Hire Immigrants Ottawa initiative, the ECC has made significant contributions in raising awareness and in building employers' capacity to hire and retain immigrants. The initiative's achievements include: more than 1200 immigrants into skills appropriate positions by participating employer organizations; and more than 120 local employers have made systemic changes to their HR policies and practices, including recruitment and retention practices, and cross-cultural competency building.

Member Employers of the Employer Council of Champions are:

- Algonquin College
- Alterna Savings
- Bell
- Bank of Canada
- Bruyère Continuing Care
- Calian
- Carleton University
- CGI
- Citizenship and Immigration Canada
- City of Ottawa
- Conference Board of Canada
- Export Development Canada
- GEM Health Care Services Inc
- Hydro Ottawa
- Invest Ottawa
- La Cité Collégiale
- LASI World Skills
- Le Regroupement des gens d'affaires de la Capitale nationale (RGA)
- Nordion Inc.
- Ontario Ministry of Training, Colleges and Universities
- Ontario Ministry of Community and Social Services/Ministry of Children and Youth Services
- Ottawa Chamber of Commerce
- Ottawa District Labour Council
- Ottawa Hospital
- Ottawa Police Service
- Public Service Alliance of Canada
- Royal Bank of Canada
- Scotiabank
- Shoppers Drug Mart
- TD Canada Trust
- United Way Ottawa
- University of Ottawa

Ottawa's Pioneers of Equity

Our community is changing rapidly and significantly through sustained immigration. Institutional change, on the other hand, is a slow process and requires attention, support, new knowledge, and supportive relationships. The contrast in the pace of change between the composition of our community and the capacity of our institutions to adapt creates challenges of access and inequity.

In this issue of the PIN, we would like to recognize and commend the leaders of Ottawa's first ever Equity Project, established in 2012 and designed to build the capacity of mainstream organizations for equity and inclusion in five areas: governance; human resource development, community connections, planning, and service delivery.

The Pioneers of Equity in Ottawa are (in alphabetical order):

- Centretown Community Health Centre
- Children's Aid Society of Ottawa
- City for all Women Initiative
- City of Ottawa
- Ottawa Carleton District School

- Board
- Ottawa Local Immigration Partnership
- Ottawa Public Library
- Pinecrest-Queensway Community Health Centre
- University of Ottawa
- Vanier Community Resource Centre
- Youth Services Bureau

The partners of the Equity Project have already completed Phase I of their work and have now entered a new phase with new funding from the Ontario Trillium Foundation.

Many organizations have in the past dedicated a lot of time and resource in enhancing their capacity for equity and inclusion, and many continue to do so. The innovative aspects of the work of the Equity Pioneers are threefold:

- a. The use of collaborative approach and attention to what is needed to support a sustainable progress;
- b. The use of practice-based learning circles for practioners of organizational change management, where

experiential knowledge is shared, challenges articulated; and successes validated;

- c. The use of web technologies to ensure greater reach of learning and resources to benefit as many organizations as are embarking on a journey towards greater equity and inclusion.

BETTER TOGETHER
Cultivating Equitable and Inclusive Organizations in Ottawa
Summary Report on Phase I of Ottawa's Equity Project



City of Ottawa's redesigned Immigration Web Portal to be launched on Nov. 18, 2013

The City of Ottawa is redesigning its Immigration Web Portal into a dynamic and comprehensive 'first door into Ottawa' for both new and prospective immigrants. A particular focus has been placed on relevance of content and creative design elements that promote Ottawa as a top destination for new immigrants.

New features of the Portal include sections on:

- Why choose Ottawa;
- International Students;
- Francophone community profile; and
- Testimonials and informative videos with over 25 immigrants represented from 20 different countries.

The City's Immigration Web Portal is a key initiative of the City's Municipal Immigration Strategy, presented to Ottawa City Council in September 2013. It is the first stop to obtain reliable, relevant and easy to access information about Ottawa for new immigrants.

The Immigration Portal redesign has been funded by the Ministry of Citizenship and Immigration, under the Municipal Immigration Information Online (MIIIO) program. The new content of the Portal is developed with the assistance of partners such as OLIP, universities and colleges and settlement service providers.

Visit the new City of Ottawa Immigration Web Portal at www.ottawa.ca/immigration

Mayor Watson Proclaimed the last Week of June 2013 as the First Ever Welcoming Ottawa Week



WELCOMING OTTAWA WEEK

The last week of June 2013 was proclaimed by the Mayor of Ottawa to be the "Welcoming Ottawa Week" (WOW). Initiated by OLIP and fuelled by the leadership and hard work of the OLIP Partners, WOW is designed to unite our voices and show – as Mayor Watson put it – "our genuine respect and hospitality to newcomers, while at the same time creating opportunities for dialogue and interactions between newcomers and established residents."

The inaugural WOW was an astounding success, with eight high calibre events hosted by OLIP partners across the city, throughout the Week. The events were diverse and fostered multi-faced engagement of Ottawans in dialogues, learning seminars, and recreational activities including sports events, music, movie screenings, artists gatherings, and the 2nd Annual Ottawa Immigration Forum. Overall, close to 2500 Ottawans took part of the 2013 WOW events and, local, national and international media broadcasted the chorus of our voices as we expressed our intention to make Ottawa the most welcoming city in Canada.

The OLIP partners look forward to the 2014 WOW and invite local stakeholders to join the week-long activities with their own events. Watch for the launch of the "Call for WOW Events", on the OLIP website: www.olip-plio.ca.

NEWS FLASH

OttawaJobPath.ca – A new resource portal for Ottawa service providers working with job seekers

Funded by Employment Ontario, **Ottawa Integrated Local Labour Market Planning** (OILLMP) has developed this "one-stop shop" of available resources and tools for service providers working with job seekers in Ottawa. Information is organized around a comprehensive roadmap for connecting job seekers to jobs, which looks at key steps, from **Getting Ready to Exploring Options** such as **Focusing on Learning**, undertaking **The Job Search** or **Taking the Entrepreneurship Route**. **Maximize Support** highlights specialized support for key populations, including Newcomers and Immigrants, while **Succeed & Grow** focuses on workplace success. Take advantage of this resource, and share your feedback, at www.ottawajobpath.ca. *The French site is currently under development.*

Ottawa has a Municipal Immigration Strategy

On September 25th, 2013, City of Ottawa Council has approved the first ever Municipal Immigration Strategy, aligned with the goals of the Ottawa Immigration Strategy. It aims to coordinate and enhance the work of all municipal departments and to work with OLIP partners in the community in order to make Ottawa a leader in attracting, retaining, and successfully integrating immigrants. The three areas of action included in the Strategy are: Planning and Coordination of Service Delivery; Communication and Public Awareness; and Employment and Economic Opportunities.

The full Strategy report is available at the City of Ottawa Website at: <http://app05.ottawa.ca/sirepub/mtgviewer.aspx?metid=2377&doctype=agenda&itemid=300229>

Tips and tools for organizational change towards equity

Interested in promoting equity and inclusion in your organization? Ottawa's Equity Project has some tips for you, based on partners' experience and shared learning developed in the first phase of the Project.

1. Consider the Contextual Factors

Although individual organizations may not have a direct influence over the contextual factors, consideration of these at the planning stage is very important, since they can directly influence your work.

External contextual factors:

- Political climate, policy environment, funding regimes
- Demographic change and community pressure
- Public attitudes and the media

Internal contextual factors:

- Size of the organization
- Labour environment

2. Adjust Your Policy and Governance System

- Adopt a formal policy on diversity
- Adopt accountability mechanisms
- Dedicate resources and leadership
- Hire workforce from diverse backgrounds
- Have a long-term vision and commitment
- Communicate successes, even if small.

3. Invest in People and Training

- Foster supportive leadership and champions
- Create staff positions dedicated to equity
- Promote shared responsibility and accountability
- Adopt staff training: formal and informal

4. Forge Partnerships with:

- Organizations representing immigrants
- Diverse communities

5. Celebrate!

- Take stock and celebrate victories. This is crucial to stimulate progress and to avoid discouragement when challenges arise.

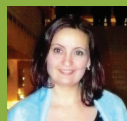
The full Summary Report on Phase I of Ottawa's Equity Project is available on OLIP Portal: <http://olip-plio.ca/knowledge-base/olip-research-publications/>



The Y Employment Access Centre Partners with Moore's Canada Suit Drive

The Y has opened a 'boutique' for male job seekers who are in need of professional clothing for job interviews and to have outfits to wear after securing employment. The partnership is an extension of the Y's ongoing work to assist individuals in finding employment through a range of resources at its two Employment Access Centres in Ottawa. The team was given many high quality items for professional wear, which are donated free of charge to job seekers in Ottawa. First impressions are very important when looking for work and professional clothing makes one look their best!

Those interested to learn more about the initiative can contact the Y Employment Access Centre at 613-788-5001 or yeacargyle@ymcaywca.ca.



If you have ideas or suggestions for this newsletter, please contact: **Hasmik Minasyan**, Ottawa Local Immigration Partnership, 613-232-9634 Ext. 318 hasmik@olip-plio.ca

Design of the current issue : www.maudepoulin.com
Original design: Pivot Point Solutions

UPCOMING EVENTS:

Participate and Pass the Word

In-TAC's Career Expo 2013 for IT and Finance professionals

November 19, 2013
9:00 a.m. to 3:00 p.m.

Over 25 employers will be on-site presenting opportunities to join their company. Newcomers are welcome.

Free admission!

Register:
<http://intaccareerexpo.eventbrite.ca>

More information:
613-235-4875, ext.151
careerexpo@in-tac.ca