



MINUTES

MEETING DATE: 10/25/2012

MEETING TIME: 9:00 a.m. – 11:30 a.m.

ATTENDANCE: Cayen, A. (Colibri); Cuthbertson, R. (Welcome Centre, Mobile Services – Newmarket); Douglas, L. (recording secretary); Gavarre, N. (City of Barrie); Hie, H. (Georgian College); Hoysa, B. (MTCU); Newell, D. (Northern Lights); Peddle, S. (David Busby Centre); Scott, K. (County of Simcoe); Terrance, M. (Welcome Centre - Newmarket); Wahl, M. (Midland Employment Services); Whittington, P. (Georgian College; Chair); Wisken, R. (LIP)
Regrets: Woodrow, L. (Barrie Career Centre)

SUBJECT: LIP EMPLOYMENT SUB-COUNCIL MEETING

1. Welcome

The Chair welcomed members, and members greeted one another.

2. Business Arising from Notes of Meeting of September 27, 2012

R. Wisken reported that there was no response from CIC regarding the questions arising from the last meeting. Other questions related to the eligibility of caregivers for assisted services were forwarded to B. Hoysa, MTCU, for response.

There was an update on the client case studies. D. Newell spoke to the possibility; however, the person is no longer interested. Following discussion, it was decided a research-related project would be more in line with each sub-council member identifying one person who is now employed and learn from their journey and share their experience with the group.

Anticipated Outcome of Sharing Stories

- see where the system works and its gaps
- Identify what people are doing – gaps, success
- Shared expertise.

Particular themes/topics

- Client stories – start to finish – positives, challenges
- Include those who went through provincially funded institutions
- How long was your journey?
- Gaps
- Successes
- Challenges
- Where did you move from? Where do you live now?
- What/Who was most helpful
- What would you do differently if you had to do again
- What were your expectations?
- What barriers did you face and how did you overcome these barriers?
- If you could change one thing, what would it be?
- One thing for your next step?

Timeline: next meeting

3. Roundtable

K. Scott, Ontario Works

- 18 letters were sent out – awaiting 5 on the Labour Market Partnership – develop steering committee from targeted audience – includes different sectors and areas of county.
- Immigration – employment sector – includes Donna Newell
- Georgian college,
- Drafting RFP for consultant

H. Hie, Georgian College

- Employer event in health & safety sector held last month – employers concerned about hiring newcomers safety-wise, specifically for labour jobs – full house – *Hiring Immigrants* booklet available at event.

N. Gavarre, City of Barrie

- Conducting research on behalf of mayor regarding shortages of skilled workers. Identifying what positions cannot be filled – compiling info from employers
- Busy preparing Barrie for its first foreign trade mission to China.

R. Wisken, LIP

- Launched the Settlement Strategy last Wednesday – very successful event
- Fall issue of MOSAIC newsletter now available

D. Newell, Northern Lights

- Job Fair held at beginning of October at Holiday Inn for 4 service providers in Barrie. Attendance down slightly but different clientele than one held in downtown area – 23 employers present
- Clientele appeared prepared – no demographic information gathered
- Email from employer liaison to discuss how we support employers

M. Wahl, YMCA Employment Services, Midland

- Many activities underway
- YMCA launched its 5 year strategic plan with a focus on youth employment

B. Hoysa, MTCU

- Labour Market Partnership agreement
- Wrapped up JCP (joint creation partnership) in Collingwood
- Heritage Village on 6th street in Collingwood has more historical buildings than Black Creek Village
- 2 layoffs in local community: Base Borden – Sunlight Cleaners contract terminated & Macdonald's in Cookstown is closing
- HBC – ZELLERS closing - hot topic – MTCU will not be attending any sessions
- All closures impact newcomers

M. Terrace, Welcome Centre Immigrant Services

- IEP Conference – Gateway → 2 presentations made: hiring for employers session in the a.m. – went well; in afternoon, accreditation session - lower attendance
- 700 people attended the IEP conference – 600 newcomers
- strong interest in Entrepreneurship
- Presentation for Public Works on doing business with the Federal Government on October 25.

R. Cuthbertson, Mobile Services, Welcome Centre Immigrant Services

- First Conversation Circle in Collingwood held this week. Great ESL volunteer running the course.

P. Whittington, Georgian College

- Occupation specific language (OSLT) courses in Business starting Monday → 180 hour course

4. Themes for Welcoming Communities in Simcoe County Video

The video was not played at this meeting as many members were in attendance at the Settlement Strategy launch.

5. Updates on Working Groups

IEC

Group needs to be reconvened to re-strategize and report needs to the council. Funding from ALLIES unavailable → alternate sources of funding needed.

Newcomers Education

- Georgian College, YMCA, Ontario Works, Welcome Centre represented on Working Group
- What workshops are offered directly to newcomers – no mandate, no influx of newcomers, moved into assisted services most of the time; no workshops exist at this time
- Is there a workshop that needs to be developed for service providers? Would this be beneficial?
- One on one connection with newcomers more appropriate – tool for service provider – health & safety, responsibilities of employers
- Produce a tip sheet for caseworkers, settlement workers
- Identify content of tip sheet – deadline January 13
- Employer Education working on similar idea → connect with each other
- Needs promotion of services to newcomers – resources could be a problem
- Put workshop(s) on back-burner?
- Flyers for upcoming workshops should include a banner to say newcomers welcome
- Helpful to review what is included in immigrant resource directory when available.

Professional Development

- Cultural Competency a priority
- Next meeting is set for November 7th

Employer Education

- Last meeting included discussion on the content for the employer brochure – focus will continue on :
 - more detailed content
 - type of employers
 - budget/funding
 - 1 page cheat sheet in brochure – tips
- Next meeting is set for November 16.

It was suggested that the working groups forward brief notes to each other after each of their meetings to avoid duplication of activities.

R. Wisken reported that the Employment chapter of the Immigrant Resource Directory is almost complete. The group worked very well together and provided information that was rich in content.

6. Year in Review

The Sub-council contemplated the year in review and noted the following:

Successes

- Tangible evidence throughout communities
- Midland – immigrants not the exception anymore, more mainstream
- Shift in communications in front-line level – more people to communicate within the system
- Higher level of communication
- Publications are creating awareness of hiring immigrants – without group, material may be sitting on a shelf somewhere.
- Attitudinal change from first article published last year
- Increase in awareness of who is in community in Simcoe County
- Sub-council → shared helps build momentum

- Pro-active attitude
- Feel support of interest by those represented around table
- Celebrating successes – MOSAIC – keeps people motivated.
- Strategies developed to get information to front-line workers
 - Team meetings – shared information
 - The need for more education being recognized by front line workers
 - Sharing experiences with staff on the Settlement Strategy Launch
 - Topics related to newcomers on agenda in meetings
- Referrals on accreditation being received by Mobile Services
- Shared *Hiring immigrants makes Good Business Sen\$e* with every employer at Job Fair

The Chair acknowledged the support and efforts of all sub-council members over the last year. She noted that continuity is important and the challenges presented to be available at every meeting. A co-chair or replacement Chair would be welcomed.

7. Business Case Study

A video of a business case study was shown. The link is as follows:

<http://www.youtube.com/watch?v=wwPua7o7Rn0&feature=youtu.be>

Reviews included:

- Opportunity to planting seed for employers to reflect clientele in their businesses
- Clients leveraging to promote their skills – other languages, risk-takers
- Good for job developer to see this
- Good ideas for working group on employer education
- Show this video at workshop for newcomers
- Image on video – big city, not rural Simcoe – could work at workshop where it could be directed at audience.
- Go after foreign international markets – consumer market changing as well

8. The Gateway IEP Conference Review

Many of the sub-council attended this conference which was held in Richmond Hill on October 23. Response was very positive including:

- Excellent networking opportunity for IECs
- Messaging that newcomers are part of the community
- 700 in attendance, 600 newcomers
- Loads of entrepreneurs
- Good keynote speakers
- Workshops valuable in people sharing their stories
- Entrepreneurs attractive to City of Barrie – promoted Barrie as destination
- Recommend to attend again
- City of Barrie could consider hosting similar conference.

9. Other Business

Settlement Strategy: Martina Wahl requested 50 copies of settlement strategy which she picked up after the meeting

Workshops: Opening Doors Project Workshops – There is still space available at the Opening Doors Project Workshops which take place on November 6 & 7th at the Township of Springwater Administration Centre.

Ceris announced that the National Metropolis Conference, “Building an Integrated Society” will take place in Ottawa from March 14-16, 2013.

10. Next Meeting

The next meeting of the Sub-council is scheduled to take place on November 22 at 9:00 a.m. at the County of Simcoe Administration Centre.

The 2013 meeting schedule will be tabled until the next meeting.