

# **2013 NORTHWEST BC REGIONAL FORUMS**

ON IMMIGRANT EMPLOYMENT

**AUGUST 21, 2013** | KITIMAT, BC

**AUGUST 22, 2013** | PRINCE RUPERT, BC

Connecting Employers  
to Immigrant Talent

CO-HOSTED BY:



# TABLE OF CONTENTS

## **Acknowledgements 1**

## **Executive Summary 2**

Background 2

Northwest Regional Forums  
on Immigrant Employment 3

Key Forum Themes 5

In Summary 7

## **Program 8**

Morning Sessions

1. Northwest BC Labour Supply  
and Demand Snapshot 8

2. BC Natural Gas Workforce Strategy  
& Action Plan 9

3. Employer and Skilled  
Immigrant Perspectives 11

Afternoon Sessions

1. Making Connections 14

2. Overview of Welcoming  
Communities Initiatives 17

3. Taking Action Together Workshops 18

## **Moving Forward 24**

## **Recommended Next Steps 25**

## **Appendices 27**

1. Materials and Resources 27

2. List of Co-Hosts and Steering  
Committee Members 55

3. List of Attendees 56

4. Notes from Taking Action  
Together Workshops 60

## ACKNOWLEDGEMENTS



Many people and organizations helped make the Northwest BC Regional Forums a success.

Foremost, thank you to our co-hosts, the Kitimat and Prince Rupert Chambers of Commerce, and Northwest Community College, for encouraging and providing the opportunity for employers and community leaders to discuss this important issue.

Thank you to the steering committee members, who generously gave of their time and advice to make the forums relevant, visionary, and action-oriented.

Thank you to the facilitators and speakers who stimulated discussion by sharing their stories of positive experiences and productive, long term employment relationships that have already been forged between local employers and new Canadians drawn from other parts of the province and Canada.

In particular, thank you to all of the participants at the forums. As one participant said, *“Even if the LNG projects do not go ahead, we as a community need to sit down and have a discussion about how to attract the workers that we need to this community.”*

Special thanks to Seth Downs, Manager of Events and Conferences at Northwest Community College for his energy and enthusiasm in providing event logistics, Sandy Steward of Sitka Solutions Inc. for documenting the Forum proceedings and drafting this report, and to the Government of Canada and Province of BC for their funding support of IEC-BC.

## EXECUTIVE SUMMARY

### Background

Recent research indicates that an unprecedented number of jobs are being created in Northwest BC. Jobs from increased mining and forestry activities, new investments in liquid natural gas (LNG), and expansion in pipeline, marine and other transportation-related infrastructure and facilities. Some jobs are temporary, such as those required to build new LNG plants and expand pipelines. Other jobs will be permanent, associated with ongoing operations.

It's good news for a region that has been economically depressed for over a decade. But there are significant challenges to be overcome. There is a skills mismatch in the regional labour market, insufficient training capacity, and most critically, a sheer shortage of labour. Even if all of the potential workers in the region were trained and employed, it still would not be enough to meet the demand.

Key to meeting the coming demand for labour will be the ability to attract and retain new workers in the region. As one part of a multi-pronged human resources strategy, employers want to tap into BC's immigrant talent — people who are already in the country and ready to work. But they don't know how to find them. There is also uncertainty over whether immigrants perceive the Northwest as a desirable place to work and live.

As reflected in IEC-BC's 2012 province-wide employer consultation, employers want greater involvement in developing immigrant employment solutions as well as access to employer best practices and information that will help them attract hire and retain skilled immigrants. Employers from rural communities, in particular, expressed a need for capacity-building support to attract immigrants and their families to their communities. These research findings, along with the demand for skilled labour in the region provided the impetus for holding the Northwest Regional Forums.

As a catalyst for immigrant employment, and building on the success of the Prince George and Region Forum held last year, IEC-BC is pleased to have co-hosted the forums with the Kitimat and Prince Rupert Chambers of Commerce and Northwest Community College (NWCC).

"Even with full participation of our current Northwest BC population, there will still be a significant shortage of the skilled workers these projects will require."

**Dave O'Leary**, Northwest  
Community College

## Northwest Regional Forums on Immigrant Employment

The key objectives of the forums were to provide employers and business and community leaders with current, regionally specific labour market information; showcase personal examples of employers who have hired immigrants who then have successfully integrated into their jobs and local communities; and, give participants a chance to explore what a regional immigrant attraction and retention strategy might involve.

The Northwest Regional Forums attracted 76 participants overall, 37 in Kitimat and 39 in Prince Rupert. Of these attendees, 28 (37%) completed an evaluation survey. Based on survey results, the objectives of the Forum were fully achieved: 93% of respondents were satisfied with the forums;

- **97%** of respondents thought the forums were relevant to their work and 97% also agreed the forums were a good opportunity to network and exchange ideas;
- **86%** of respondents indicated the forums increased their knowledge on hiring immigrant talent; and,
- **70%** agreed the forums were effective in identifying practical solutions for finding and hiring immigrant talent.



**Chief Sammy Robinson,**  
Haisla Nation  
and **Ron Poole,**  
Kitimat Forum facilitator

The forums followed the same agenda in both locations. They began with a morning session focused on information sharing about forecasted labour market demand and supply to 2020 a presentation of the highlights from the recently released B.C. Natural Gas Workforce Strategy & Action Plan, experiences of local employers and immigrants, a review of immigrant specific recruitment and hiring tools, and examples of immigrant attraction strategies. The afternoon session was spent

in a workshop, where participants came up with a vision and potential actions for an immigrant attraction plan for their community.

In Kitimat, the forum was facilitated by Ron Poole, Chief Administrative Officer of the District of Kitimat. Chief Sammy Robinson, Hereditary Chief of the Beaver Clan of the Haisla Nation welcomed participants. Opening remarks were made by: Mayor Joanne Monaghan, District of Kitimat; Trish Parsons, Executive Director of the Kitimat Chamber of Commerce; Dave O’Leary, Vice President, Institutional Advancement with NWCC; and Kelly Pollack, Executive Director, IEC-BC.

In Prince Rupert, the forum was facilitated by Herb Pond, former Mayor of the city and now Community Relations Advisor for BG Group. Alex Campbell, Hereditary Chief of Gispaxloats Tribe Laxsgyiik welcomed participants. Opening remarks were given by: City Councillor Nelson Kenney for the District of Prince Rupert; Mayor Dave MacDonald for the District of Port Edward; Simone Clark, Executive Director of the Prince Rupert Chamber of Commerce; Dave O’Leary (NWCC) and Kelly Pollack (IEC-BC).



**Herb Pond,**  
Prince Rupert Forum facilitator  
and **Dave O’Leary,**  
NWCC

Participants received a printed information kit containing a number of immigrant employment information pieces and resource information for the afternoon workshop, as well as a USB stick containing these materials and the presentations delivered at the forums.

## Key Forum Themes

Presentations and discussions at each of the forums were wide-ranging and informative. A number of key themes emerged:

1. There was a positive level of business and community engagement about the need to attract skilled immigrants to the Northwest to meet current and future needs.
2. Sustainable workforce strategies, however, need to be considered for all groups in the region — youth, First Nations, landed immigrants, employed, unemployed and under-employed workers.
3. Collaboration on workforce development is more imperative than ever before; with employers, industries, communities, and governments. This is particularly important with respect to LNG development, where the size and scope of potential projects is unprecedented in BC and Canada. Currently seven LNG projects are being considered (although not all are expected to proceed), with development costs that range from \$500M to upwards of \$15B per project. The natural gas sector alone is forecasting 21,600 construction jobs and 61,700 operations jobs, many of which will be in Northwest BC.



4. More data and information on the indirect jobs and their implications to the region needs to be explored and communicated.
5. Employers need help. Many have not been in the hiring mode for a long time; others are struggling to keep their businesses alive, using unskilled labour. New employers are entering the region adding to increased competition for workers. Increasing capacity to rapidly recruit, hire, train and keep not only immigrants, but all workers is becoming an issue for employers.
6. Communication is critical. It is required for current and ongoing labour market information; and is essential for awareness, coordination and leveraging almost everything including attraction and retention strategies, settlement services, and existing resources/activities/programs. Communication needs to be efficient and it needs to result in action.
7. Best practices are important. The forums showed that there are a lot of different strategies and actions that have been taken in other communities to successfully attract and integrate immigrants. There is no need to re-invent the wheel and no one wants to.
8. Marketing the region proactively to immigrants, but in a manner that is consistent with real opportunity and capacity for communities to respond, is essential.

Participants at the forum — employers, economic development and business organizations, community leaders and employment and settlement service providers — sense that what is coming is big. They understand the importance of being ready, but there is uncertainty over what and how much should be done now. There is appreciation of the need to invest in human capital planning and development and there appeared to be receptivity by employers in the Northwest to fund this type of investment.

**Kelly Pollack,**  
Executive Director  
Immigrant Employment  
Council of BC



## In Summary

The Northwest is a region that welcomes newcomers, one that has grown with people coming here from many countries around the world. Clearly now, there is a need to attract more people to this beautiful part of our province.

Tapping into BC's skilled immigrant labour pool is an effective complementary strategy when the local labour force is not sufficient. And, as was acknowledged by forum participants, the region should provide sustainable work opportunities for all groups.

Competition for workers is growing within and outside the northwest region; it is already a critical issue nationally *and* internationally. Given that, the thinking on attraction and retention of skilled international talent needs a paradigm shift.

Today's reality is that employers cannot keep doing what they have done before. Business leaders have to be faster and more strategic at closing the gap between what they have, what they need and what is out there. Finding the right person for the right job at the right time is becoming everyone's problem.

There are many workforce initiatives and players in Northwest BC, and they are becoming more active with the anticipation of several major projects. These groups need to avert the risk of "siloism" and work on connecting the dots.

We are stronger if we collaborate. At IEC-BC, our role is to support employers to attract and hire skilled immigrants. What we bring is a strong understanding of both Canada and BC immigration policy and programs, as well as knowledge of who and where the skilled immigrants are in our province.

**Kelly Pollack**

Executive Director  
Immigrant Employment Council of BC

## PROGRAM

### Morning Sessions

#### 1. Northwest BC Labour Supply and Demand Snapshot

Each forum was designed to give participants a sense of the coming demand for workers in Northwest BC over the next decade and the impact it will have on the region. Two speakers shared highlights from recent workforce development and industry human resource research.

**Alexander Pietralla, Executive Director for Kitimat-Terrace Industrial Development Society (KTIDS Northwest)** gave a helicopter view of the types of jobs being generated in the region. These included:

- jobs resulting from growth in sectors such as mining, LNG (liquid natural gas), clean energy infrastructure, and marine/port infrastructure expansion;
- forecasts of 6,000 to 13,000 jobs between now and 2020; and,
- the designation of 34 high demand occupations, many in skilled trades such as carpenters, millwrights, cooks, iron workers, welders, steamfitters, pipefitters, etc.

Pietralla noted three challenges to filling the coming jobs from within the region:

1. a skills mismatch in the local labour pool;
2. training capacity gaps; and,
3. below average literacy skills in the population, particularly youth and First Nations peoples.

*“These are career, life-long jobs that are coming. Jobs that you can build your life and your family around.”*

**Alex Pietralla**  
KTIDS

He said that employers and communities need to provide leadership and work collaboratively to provide the training and up-skilling necessary to realize meaningful employment opportunities for everyone.

An immigrant himself, Pietralla noted that how a community values and celebrates culture and tradition are important factors to immigrants looking for a new home. Equally important is the ability of the community to meet the family's needs, not just the worker's needs, for things such as quality schools and medical care. Public spaces and places to interact and converse with people are key for successful integration in a community.

"Immigrants have always been a key part of the workforce in the Northwest; and, now more are needed."

**Alex Pietralla**  
KTIDS

## **2. BC Natural Gas Workforce Strategy & Action Plan**

**Geoff Stevens, Chair of the BC Natural Gas Workforce Committee** presented highlights from the recently released B.C. Natural Gas Workforce Strategy & Action Plan. He referred to the unprecedented demand for workers that will arise from LNG development. This includes, for northern BC:

- 21,600 jobs for construction of LNG facilities and pipelines;
- 61,700 jobs to support LNG operations;
- 41,900 indirect jobs in industries supplying goods and services during construction;
- 2,400 permanent jobs for LNG plant operations; and,
- Northwest BC will see a dramatic increase in temporary construction jobs and new LNG plant operations jobs.

Stevens also talked about the significant, but not insurmountable, challenges to meeting the coming demand. Key amongst them are finding enough workers and being able to prepare the workforce in advance.

During the question and answer session, participants raised a number of questions about the certainty of the forecasts, when the jobs would be available, and whether the jobs were temporary or permanent.

*“Regardless of how you look at it, the numbers are huge,”* Pietralla responded. Pietralla thinks the numbers he identified are low; they don’t cover all of the indirect jobs that will be generated.

Stevens agreed, noting that with LNG, there are a lot of unknowns. *“We don’t yet know how many plants there will be (there are 7 being considered) and no one’s ever done this [build an LNG plant] before in Canada.”* His committee will be updating the research beginning in September and will also take a more in-depth look at the indirect jobs that will be stimulated.

Participants expressed concern that as many groups as possible be able to benefit from coming job opportunities, e.g., youth, First Nations, as well as workers and individuals (employed, unemployed, under-employed or under-skilled). There was also a feeling that expectations need to be actively managed about the number of jobs and the ability of local workers to get them. Everyone acknowledged this is an issue and agreed that regularly updated labour market information is a critical need.

Participants asked if there were lessons that could be learned from other areas. Stevens pointed to Australia and their experience with LNG as potentially a highly valuable learning opportunity for Northwest BC employers and communities. He noted similarities (size, rural/remote locations, small labour force, etc.) between communities in Northwest BC and those near Curtis Island in Australia where LNG development is occurring.

Collaboration on workforce development between employers, individuals, and governments is one of the lessons. A system of cascading guiding priorities is now in place in Australia, whereby job opportunities are prioritized first for workers closest to the site, second, for workers in the state, third for workers in the country, and fourth for workers from outside Australia. But it didn’t start out that way, and one of the consequences is that Australia is now the highest cost location in the world to develop LNG.

*“We have an opportunity here, to train the next generation of trades people through these major projects.”*

**Geoff Stevens**  
BC Natural Gas  
Workforce Committee

### 3. Employer and Skilled Immigrant Perspectives

The Employer and Skilled Immigrant Perspectives sessions were designed to provide insight into the experience by employers who have hired an immigrant and the experience of their immigrant worker in integrating into the local workplace and community. An employer and immigrant employee from each community were identified and agreed to share their stories. Nirmal Parmar, a retired college professor from NWCC and an immigrant himself, moderated the sessions.

In Kitimat, Alexander Ramos, General Manager at LaPointe Engineering, and Ali Salkin, a Structural Engineer from Turkey who joined LaPointe in March 2012, shared their experiences.

L–R:  
**Nirmal Parmar**,  
Moderator  
and **Ali Salkin**,  
LaPointe Engineering



In Prince Rupert, Scott Farwell, General Manager of the Crest Hotel and Atul Kaddam, recently hired (July 2013) as a Red Seal Chef in the hotel talked about their story. Prior to immigrating with his wife and child to Vancouver in 2012, Atul was a sous chef at a 4-star restaurant in India, spent a year as a chef in Australia and five years on a cruise ship.

L–R:  
**Atul Kaddam**,  
Crest Hotel  
**Nirmal Parmar**,  
Moderator  
**Scott Farwell**,  
Crest Hotel



Participants noted that few among them have had experience hiring immigrants but, a number of them have at one time been newcomers (and immigrants) to the community. It was recognized that the workforce in both communities (and in the country) has historically relied heavily on immigrants.

**From an employer perspective**, the session highlighted the impact the labour shortage is already having, how some employers are connecting to immigrants and how others are successfully keeping newly hired immigrants.

*"I'm not sure where our business would be today, if we hadn't hired these three individuals."*

*"He was persistent. We were impressed that he took the bus all the way up here from Vancouver just to meet us."*

*"We're an engineering firm and we've been hiring immigrant engineers for the last 15 years. Getting their credentials recognized is a challenge. But we take them on and as long as their willing to put in the time to learn the codes and go through the process, we put in the time and work with them."*

*"We found out about a program through our industry association, where they helped us to recruit an immigrant that had obtained his Red Seal Chef certification since coming to Canada, but was under-employed in the Lower Mainland. We sold the lifestyle of the community to him and his family."*

*"There are over 10 languages spoken in our office. Immigrants like working here because we're a family. We're always having dinners and social events."*

*"We hired 14 people this year from the Lower Mainland. They told us that quality of life was a key attraction for them. Here, they have the ability to have a house, take a vacation, and spend time with their family."*

**Alexander Ramos**

General Manager,  
LaPointe Engineering

**From an immigrant perspective**, the discussion revealed what factors had influenced them to come and to stay. Key amongst them:

- the friendliness of the community
- seeing that culture and tradition are valued
- work opportunities and the willingness of employers to “take a chance on me”
- the ability to become part of the community and the ease of doing so
- the lifestyle afforded by the community to the family, not only the worker
- the natural beauty of the area and the time to enjoy it

*“We wanted to get to know people. I signed up as a volunteer fireman and practiced with them every Thursday night. On the weekends, they had BBQs they invited us to. We went, and in six months’ time we knew almost 20 people well.”*

*“We treasure our culture. It makes us proud to be who we are, something we have in common with First Nations.”*

*“I thought Vancouver was going to eat me alive. Here, I’m Ali, and I can walk into Alex’s or Robin’s office whenever I want. I’m part of the family.”*

*“I saw 10 bears on the way to work one day.”*

*“I forgot there was a time between 4pm and 6pm.”*

*“What’s important to me is how friendly people are. Where I come from there are over 14 official languages and more than 100 dialects. Being different is normal. I’m very happy to be here.”*

**Atul Kaddam**

Crest Hotel

## Afternoon Sessions

### 1. Making Connections

A key objective of the forums was to raise awareness amongst employers of people and organizations that can help them find and hire skilled immigrants. IEC-BC also wanted to provide examples of different strategies used to attract new Canadians and immigrants to other communities.

**Opreet Kang** from IEC-BC highlighted three different ways to connect to immigrants:

1. *Welcoming Communities initiatives*, e.g., the Skeena Diversity Society and the Kitimat Child Development Centre in Kitimat-Terrace, and Hecate Strait Employment Development Society in Prince Rupert;
2. *JobLaunchBC*, a provincial government database for accessing immigrants in specific engineering, construction, and computer occupations; and,
3. *IEC-BC's own website*, under the "Find Talent" button on the main page.

Participants also received a resource (see pages 27–54) describing available government immigration programs for hiring foreign workers.

**Peter Roundhill** of IEC-BC walked participants through the tools and resources on the IEC-BC website ([iecbc.ca](http://iecbc.ca)). The website has best practice tools to help employers develop hiring materials (e.g., job postings, job descriptions) and assess international credentials and work experience. It also links to resources, such as the Cultural Competence Toolkit developed in collaboration with the B.C. Human Resources Management Association.

Through its Employer Innovation Fund (EIF) projects, IEC-BC is continuing to add to the resource library. Eleven funded projects will produce new immigrant employment tools and resources specific to sectors and regions of the province.

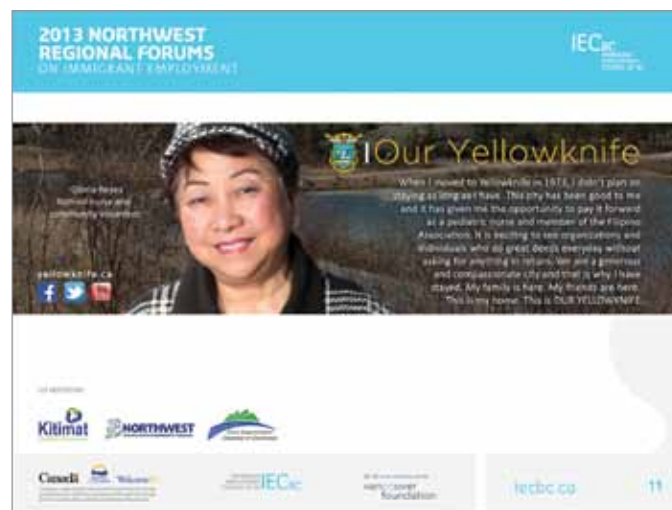
One such project is a workshop sponsored by the Kitimat Chamber of Commerce on using a competency based hiring approach with new Canadians/immigrants. The workshop ran just prior to the forum in Kitimat and immediately after the forum in Prince Rupert, drawing 10 attendees in each location.

"Assessing foreign credentials can be hard and frustrating, but it's worthwhile. The person with those credentials could just be your next best employee"

**Peter Roundhill**  
IEC-BC

Lastly, **Jennifer Brandle-McCall**, former CEO of the Prince George Chamber of Commerce talked about immigrant attraction and retention approaches used in three communities outside of BC as well as Prince George.

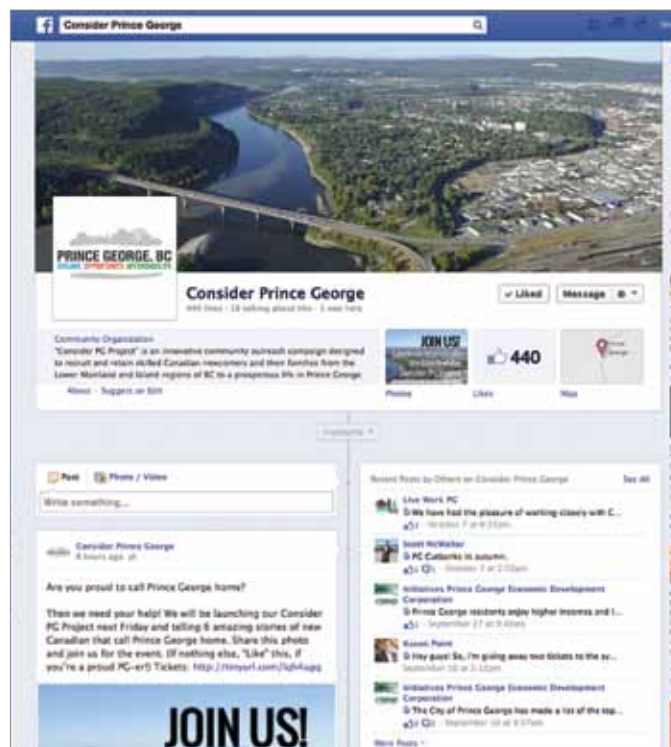
1. In Winkler, Manitoba, *a Chamber of Commerce-led approach* that attracted and successfully integrated and retained over 3,000 new immigrants;
2. In Brooks, Alberta, *an employer-led approach* whereby Lakeside Packers attracted 2,000 new workers (drawn largely from refugees landed in Canada) for its expanded operations; and,
3. In Yellowknife, *an industry-led approach* whereby the town's diamond industry has attracted immigrants from countries around the world including a high number of temporary foreign workers who then become permanent residents.



4. In Prince George, *a collaborative approach, between the Chamber of Commerce and community service providers* that began five years ago with the Welcome Prince George project, is yielding desired results: attracting immigrants into the community, cementing partnerships and stimulating more action.

Activities have grown to include:

- I ♥ PG twitter campaign to promote the city
- Prince George Showcase Tours available to employers for their potential new employees
- an annual International Student Welcoming Event
- celebrating diversity through artwork at the Prince George airport
- an annual Inclusive Workplace Business Excellence Award



The Chamber has recently leveraged and continued to build on these activities by adding an awareness and social media campaign, called **Consider PG**. The project is one of the eleven EIF projects funded by IEC-BC. It will involve recruiting and retaining skilled new immigrants and their families from Metro Vancouver and Vancouver Island to Prince George by sharing the stories of immigrants who have built successful careers and family lives in Prince George. TV and ethnic media print ads will be developed targeting the Indo-Canadian and Chinese-Canadian.

The question and answer time surfaced a number of “lessons learned” by Prince George including:

- *Excitement is contagious* — whatever you do, do it with enthusiasm and energy
- *Keep close to your partners* — relationships are important; have good communication and keep people fully informed
- *Keep it real* — celebrate what is unique and real about your community so “reality matches the promise”
- *No one size fits all* — borrow good ideas and modify to suit your community — what worked somewhere else may not work “as is” in another community
- *Collaboration is critical* — collaboration breeds innovation and capacity; there simply aren’t enough resources to do it all alone
- *Work with immigrants who are already established in the community* — pair them up with newcomers so they have a personal connection
- *Make it easy* — provide a single point of access for questions and services
- *Share and leverage* — resources, ideas, people; adopt a “we help you, you help us” attitude

## 2. Overview of Welcoming Communities Initiatives

Welcoming Communities Initiatives are designed to promote participation of all residents in the social, cultural and economic life of the region without discrimination. In Northwest BC, Welcoming Communities Initiatives are in very early days, having just been launched in the spring.

**In Kitimat, Liz Hoffman, Welcoming Communities Manager with the Kitimat Child Development Centre and Saša Loggin, Project Director from Skeena Diversity Society** in Terrace shared how their activities and services are aimed at providing drop-in centres for newcomers and educating the community on what “being welcoming” means and looks like.

**In Prince Rupert, Glenn Groulx, Coordinator of Settlement Services with Hecate Strait Employment Development**

**Society** spoke of how they have formed a Welcoming Communities steering committee that has been meeting with partners (17 to date) and collecting ideas on how to better coordinate information and referral services for newcomers.

Additionally, Skills Connect, a program that helps internationally trained professionals living in the region get jobs in their field, is run by Hecate Strait. The organization is also publishing a Book of Rainbows, a collection of personal stories about immigrants who have come and settled in Prince Rupert.

**3. Taking Action Together Workshops**

The purpose of the workshops at the forums was to give participants a chance to explore the concept of a regional immigrant attraction strategy, assess community interest, and build on existing initiatives already underway.

Participants spent time creating a vision for immigrant attraction to the community for the end of 2014. Then, they brainstormed potential actions that could be taken to achieve the vision. Detailed notes from the workshops can be found in Appendix 4 (pages 60–64).

Below is a summary of the vision and action plans that emerged from each location.

**Kitimat**

Participants worked in two groups to define a vision and action plan; then they came together to share the visions and plans.

**Vision**

The groups crafted the following vision statements:

*Northwest BC welcomes immigrants to build on today's opportunities to contribute to vibrant, inclusive and prosperous communities.*

*The future of Northwest BC holds the vision of a diversified and dynamic population with expanding and collaborative opportunities. Northwest BC is prepared for unprecedented change that affords new metrics in sustainable development for the region.*



**Jennifer Brandle-McCall,**  
Workshop facilitator

### **Action Plans**

Actions developed by both groups are summarized below.

Actions identified as appropriate to begin immediately included (in no particular order):

1. *Developing a mechanism to communicate and share information frequently and efficiently between employers and community services organizations, perhaps in multiple languages, such as, a website and community calendar*
2. *Sharing history* — collecting and sharing personal stories of newcomers who have settled successfully in the region
3. *Identifying assets that would be attractive to immigrants*, such as, housing, healthcare, schools, amenities, faith organizations, family and spouse supports
4. *Building employer capacity to hire immigrants*, such as, tools and resources
5. *Working together* — building on existing inter-agency and inter-community work already underway
6. *Identifying volunteering, mentoring and support opportunities/programs* — not everyone who comes will get work right away or want to work
7. *Establishing a housing task force* — to address housing issues

8. *Increasing awareness of and availability of training and education* — English-as-a-second language (occupation specific), Driver's License, First Aid

Actions identified to start later included:

9. *Establishing mechanisms for employer-immigrant connections* — e.g., job fairs
10. *Creating a “sister city” program with Gladstone, Australia* — send a delegation of key stakeholders in the region to Gladstone to see what they are doing to learn from their example
11. *Developing a predictive model to forecast the jobs* — to provide more certainty around the numbers, type, and timing of jobs and make it easier to plan
12. *Advertising/marketing jobs and the community*



During the workshop, two issues emerged as “parking lot” items:

1. *Foreign credential recognition* — how to encourage occupational regulators to speed up the recognition process
2. *Apprenticeship* — how to encourage more employers to take on apprentices and how to train apprentices faster

Participants felt these issues were too large to address as part of the workshop and would also require the involvement of other stakeholders.

## Prince Rupert

In Prince Rupert, participants worked together as one group.

### Vision

The group settled on the following vision:

*Celebrating Diversity — Creating Opportunity*

### Action Plan

To build the action plan, the group spent time identifying two lists — a list of assets in the community that would appeal to immigrants; and a list of potential actions that could be taken.

From the list of potential actions, the group chose two priority actions and further defined them. The actions are shown below together with suggestions from participants regarding who should undertake them and what resources might be available or be required.

---

<b>Priority Action 1:</b>	Form a communication council or group to coordinate activities and facilitate better communication between partners.
Who:	<ul style="list-style-type: none"> <li>• Welcoming Communities group</li> <li>• Prince Rupert &amp; District Chamber of Commerce</li> <li>• Prince Rupert Informal Human Resources Network</li> <li>• Prince Rupert Port Authority Communications</li> <li>• Filipino-Canadians, and Chinese-Canadians</li> </ul>
Resources:	<ul style="list-style-type: none"> <li>• Northern Development Initiatives Trust (NDIT)</li> </ul>

---

---

<b>Priority Action 2:</b>	Develop a toolkit for employers to use when communicating with immigrant job applicants.
Who:	<ul style="list-style-type: none"><li>• Prince Rupert Chamber of Commerce should champion</li><li>• Prince Rupert Informal Human Resources Network</li><li>• IMSS</li><li>• Northwest Community College</li><li>• School District 52</li></ul>
Resources:	<ul style="list-style-type: none"><li>• Could produce a revenue stream, if designed to be purchased by employers</li><li>• IMSS</li><li>• NDIT for funding to develop</li><li>• Design in electronic and print format</li><li>• Communications Prince Rupert Port Authority</li><li>• Do a scan of existing toolkits first as a reality check for what employers use/ would find useful</li></ul>

---

## Common Elements in Action Plans

Discussion in each of the workshops produced unique and innovative visions and actions. However, regardless of which group or location, the following elements appeared:

- **Northwest BC communities have something to offer immigrants that is unique.**

*“We’re a small community with a lot of ‘greats’.”*

*“One of the neat things about our community is that people don’t break out into groups. We all mix together. We need to keep that.”*

- **Communication leading to action is important**

*“We need to get together more frequently and ensure that all the great ideas we come up with actually become a reality.”*

- **Sustainability and inclusiveness are important**

*“Change is coming but we want to preserve what we have, the friendly nature that has grown the community to what it is today.”*

*“We need to have a forum like this for youth, so they know about the opportunities that are coming and can prepare.”*

*“Learn from and avoid what happened to the community with the rapid growth that occurred in Fort McMurray.”*

## MOVING FORWARD PUTTING THE PLANS INTO ACTION

These forums were the second regional dialogue sessions sponsored by IEC-BC. They confirmed a strong theme from the first regional forum in Prince George — attracting and retaining immigrants requires a collective effort from employers and communities. This needs to go hand-in-hand with strategies that maximize opportunities for all of the workers and potential workers already living in the region.

A key take away mentioned by participants in both locations is that the community needs to do similar forums for youth and First Nations people.

“The strategy you have begun to build today reflects and continues the tradition in Northwest BC communities of working collaboratively and welcoming diversity. These are essential elements of a successful immigrant attraction and retention strategy.”

**Kelly Pollack**  
IEC-BC

### **Kitimat Forum**

Back row L–R: Dr. Henning, NWCC; Dave O’Leary, NWCC; Ron Poole, Facilitator  
Front Row L–R: Trish Parsons, Kitimat Chamber of Commerce, Kelly Pollack, IEC-BC.



### **Prince Rupert Forum**

L–R: Kelly Pollack, IEC-BC, Herb Pond, Facilitator, Dave O’Leary, NWCC; Simone Clark, Prince Rupert Chamber of Commerce



## RECOMMENDED NEXT STEPS

Both forums generated several good ideas on which to follow up. This report proposes a small number of key actions that would establish real momentum for the Kitimat, Prince Rupert and Terrace communities in identifying and attracting landed and new immigrants to Northwest BC.

The proposed key actions are labour demand oriented and are based on the principles of building on strengths, collaboration, community-based leadership, learning from others, information-sharing, etc. They are intended to be immigrant attraction and retention specific, but could be expanded to other talent pools should there be interest and resources.

These actions could be initiated at a community and/or regional level. IEC-BC's role in these next steps is to be a facilitator, an advisor and/or an active participant or partner in these actions as appropriate.

### Key Actions

#### 1. **Leadership/Champion Body**

Building on the experience with Welcoming Communities and other entities and initiatives, create a leadership body (a "council" or "committee") that would champion this action agenda and ensure that resources are found and these recommendations are actioned in a timely manner.

#### 2. **Employer Resources**

Businesses in the northwest clearly want help in identifying, attracting, and assessing the qualifications and recruiting of landed and new immigrants. A region-specific web-based toolkit could be developed and tailored to unique attractions and needs of the northwest. The toolkit would be a simple, easy-to-navigate and use step-by-step how to, including resources and organizations available to help employers. This could build on IEC-BC's Tools and Resources Library. This capacity-building tool could be started on a pilot basis and promoted by chambers of commerce and other employer umbrella groups. As well as a toolkit, the capacity-building could include the introduction of a local or regional immigrant mentorship strategy.

#### 3. **Link with Natural Gas Workforce Strategy**

IEC-BC and the northwest communities should form a strategic alliance with the BC Natural Gas Workforce Strategy Committee to work with it on projects that help the Committee achieve its Strategy #5 and Strategy #6 in its Strategy and Action Plan. Also, an alliance with the Committee during its implementation phase will ensure the Committee and Action Plan play a role on other parts of this action agenda. Also, this alliance could work together to organize a learning mission for north coast companies and communities to travel to a similar case study in Australia (Curtis Island).

**4. Phased Marketing Campaign**

There are many media tools and tactics that could be used to reach out to and attract landed and new immigrants to the northwest. The group could start with a small amount of collateral and media and distribute them through the easiest and most obvious channels. As this action achieves traction and resources are secured, this work could be expanded and become more sophisticated.

**5. Northwest Immigrant Attraction Portal**

This would be a central part of the action agenda tying all priorities together. The portal would be a new source of information for immigrants, employers and others, and will link to the BC Jobs Plan website. It could contain tools and link to other websites and resources. This portal could also keep the leadership body members and stakeholders updated on this action agenda, other activities and relevant events. It could also include tools related to any social media strategy as part of these actions, as well as best practices.

**6. Case Studies and Best Practices**

Building on the examples of the Prince George Chamber of Commerce's presentation, the Crest Hotel example and IEC-BC's information, develop a northwest-specific summary of best practices or successful case studies, as well as those from other jurisdictions. Provide examples with clear lessons learned that can be applied in the BC northwest. As mentioned, these can be profiled on the portal.

**7. Service Provider Network**

Building on existing local networks like T.R.A.I.N. and Welcoming Communities, the Leadership Body should work with immigrant education, training and employment services providers to create a single point of contact for employers that are looking to hire skilled immigrants. This referral service could link employers to service providers, other resources, and immigrants within the northwest as well as other parts of BC and beyond.

**8. Non-HR Infrastructure**

The leadership body should create a sub-committee, link with regional Social Impact Committees, and/or hire a consultant to look at the implications for attracting immigrants such as inadequate housing, transportation, social services, recreation facilities and other infrastructure in northwest communities. As well as identifying such barriers, this work should include short and long-term recommendations for action by governments, communities and corporations.

# APPENDIX 1:

## PRESENTATIONS, MATERIALS AND RESOURCES SHARED AND HIGHLIGHTED AT THE FORUMS

### Presentations

- Appendix 1A Labour Supply and Demand Snapshot in Northwest BC
- Appendix 1B B.C. Natural Gas Workforce Strategy & Action Plan

### Northwest Forum Information Kit

- Appendix 1C Kitimat-Terrace and Prince Rupert Forum Programs
- Appendix 1D IEC-BC Background — How to Assess International Credentials
- Appendix 1E IEC-BC Fact Sheet — Government Streams for Hiring Foreign Workers
- Appendix 1F IEC-BC Forum Sheet Guidelines for Developing an Action Plan & Case Studies

### Labour Market Supply and Demand

- Northwest Regional Skills Training Plan  
[http://www.nwcc.bc.ca/...NW Regional Skills Training Plan 202013-2018](http://www.nwcc.bc.ca/...NW%20Regional%20Skills%20Training%20Plan%202013-2018)
- B.C. Natural Gas Workforce Strategy and Action Plan Report [www.rto.bc.ca/Resources/Reports.htm](http://www.rto.bc.ca/Resources/Reports.htm)
- Community Snapshots
  - Kitimat <http://www.welcomebc.ca/...Kitimat-Snapshot>
  - Terrace <http://www.welcomebc.ca/...Terrace-Snapshot>
  - Prince Rupert <http://www.welcomebc.ca/...Prince-Rupert-Snapshot>

### Welcoming Communities Initiatives

- Kitimat Child Development Centre <http://www.kitimatcdc.ca>
- Skeena Diversity Society (Terrace) <http://www.skeenadiversity.com>
- Hecate Strait Employment Development Society (Prince Rupert) <http://hseds.ca>

## APPENDIX 1A Labour Supply and Demand Snapshot in Northwest BC Presentation

**2013 NORTHWEST REGIONAL FORUMS ON IMMIGRANT EMPLOYMENT**

IEC<sup>BC</sup>  
IMMIGRANT EMPLOYMENT COUNCIL OF BC

### Labour Supply and Demand in Northwest BC

Alex Pietralla  
Executive Director  
KTIDS Northwest

CO-HOSTED BY:

**Kitimat**  
City of Kitimat

**NORTHWEST**  
IMMIGRANT EMPLOYMENT COUNCIL

**Prince Rupert & District Chamber of Commerce**

Canada

WELCOME BC

IMMIGRANT EMPLOYMENT COUNCIL OF BC IEC<sup>BC</sup>

IEC BC is an initiative of the  
vancouver foundation

iecbc.ca

**2013 NORTHWEST REGIONAL FORUMS ON IMMIGRANT EMPLOYMENT**

IEC<sup>BC</sup>  
IMMIGRANT EMPLOYMENT COUNCIL OF BC

Occupational Outlook - cross-sectoral

Labour force Characteristics

Immigrant Numbers for North Coast Region

Challenges and Key Messages

North West B.C.

CO-HOSTED BY:

**Kitimat**  
City of Kitimat

**NORTHWEST**  
IMMIGRANT EMPLOYMENT COUNCIL

**Prince Rupert & District Chamber of Commerce**

Canada

WELCOME BC

IMMIGRANT EMPLOYMENT COUNCIL OF BC IEC<sup>BC</sup>

IEC BC is an initiative of the  
vancouver foundation

iecbc.ca

1

Appendix 1A continued Labour Supply and Demand Snapshot in Northwest BC Presentation

**2013 NORTHWEST REGIONAL FORUMS**  
 ON IMMIGRANT EMPLOYMENT
 IEC BC  
Immigrant Employment Council of BC

**2012-2020**

- Conservative Forecast: + 6,000
- Optimistic Forecast: + 13,000

**Sectors**

- Mining
- LNG ( transport & processing )
- Clean Energy Infrastructure
- Marine / Port Infrastructure

**Challenges**


- 34 key occupations identified
- Skills mismatch with local labour pool
  - Training capacity gaps
- Below average basic literacy skills





➔

**LMP focussing on:**

- Communications - Job Search Website
- Cooperate & Collaborate
- Training Access for Youth / First Nations

CO-LOCATED BY:



Canada     [iecbc.ca](http://iecbc.ca)

2


**2013 NORTHWEST REGIONAL FORUMS**  
 ON IMMIGRANT EMPLOYMENT
 IEC BC  
Immigrant Employment Council of BC

**Key Characteristics:**

- High demand in construction related jobs with projects competing for labour
- Production jobs with significant new skill demands
- Local labour pool needs re-skilling, up-skilling and some above average life skill and literacy training
- 'Skill drain' due to long economic decline needs to be reversed - address migrant workforce
- Overall labour pool even if all training goes as planned not sufficient to meet demand
- Shortages in (retail / accommodation / food services ) due to competing, high-paid occupations
- New projects bring career opportunities to Youth and First Nations
- Supply-chain and front-loading services already see significant job growth / demand (e.g. Environmental Consultants and Engineers)

CO-LOCATED BY:



Canada     [iecbc.ca](http://iecbc.ca)

3

**Appendix 1A continued Labour Supply and Demand Snapshot in Northwest BC Presentation**

**2013 NORTHWEST  
REGIONAL FORUMS  
ON IMMIGRANT EMPLOYMENT**



IEC<sub>BC</sub>  
Immigrant Employment  
Council of BC





### Immigrant Characteristics

- Decline paralleling economic downturn
- Top 2 languages or 49% : first language English & Portuguese
- Only 3.5% do not speak English or French
- Unemployment level slightly better than average
- Education levels all above average for Northcoast with 91.5% receiving qualification levels within Canada

Source: Welcome BC, Immigrant Stats North Coast, 2006 ( latest available numbers)

CO-ADMINISTERED BY:





4




**2013 NORTHWEST  
REGIONAL FORUMS  
ON IMMIGRANT EMPLOYMENT**






IEC<sub>BC</sub>  
Immigrant Employment  
Council of BC

### Challenges & Key Messages

- Overall demand above supply - need for immigrant migration from within B.C.
- Planning and data numbers show significant differences between local/regional research and current Census/ BC Stats data
- Baby boomer retiring within next 10 years will increase demand even further
- Overhaul credential recognition programs - significant missed GDP contribution
- Incentive / support with relocation cost
- Immigrant retention (family values and welcoming community/language/FN and non-FN relationship)
- Local champions / organizations needed for cultural awareness & integration (e.g. Skeena Diversity)
- Public places / Centres of Dialogue

CO-ADMINISTERED BY:





5

## APPENDIX 1B B.C. Natural Gas Workforce Strategy & Action Plan Presentation

# 2013 NORTHWEST REGIONAL FORUMS

ON IMMIGRANT EMPLOYMENT



## B.C. Natural Gas Workforce Strategy & Action Plan

Geoff Stevens  
Chair  
BC Natural Gas Workforce Committee

CO-HOSTED BY:
















# 2013 NORTHWEST REGIONAL FORUMS


ON IMMIGRANT EMPLOYMENT



## B.C. Natural Gas Workforce Strategy Committee


- Industry initiated in Spring 2012
- Purpose – develop a strategy and action plan to ensure that the natural gas sector has the required workforce to meet future demand
- Focus on LNG development
- Key Deliverable:
  - Comprehensive Workforce Strategy & Action Plan

CO-HOSTED BY:













1

**Appendix 1B continued B.C. Natural Gas Workforce Strategy & Action Plan Presentation**

2013 NORTHWEST  
REGIONAL FORUMS  
ON IMMIGRANT EMPLOYMENT

IEC BC  
IMMIGRANT  
EMPLOYMENT  
COUNCILS OF BC

## Committee Composition

Apache Corporation	Pacific NW LNG
B.C. Construction Association	Petroleum Human Resources Council of Canada
B.C. Construction Labour Relations Association	Petroleum Services Association of Canada
B.C. Government	Resource Training Organization
BG Group	Shell Canada Limited
Canadian Energy Pipeline Association	Spectra Energy Corp.
Haisla First Nations	Trinidad Drilling Ltd.
Independent Chair	

iecbc.ca

1

2013 NORTHWEST  
REGIONAL FORUMS  
ON IMMIGRANT EMPLOYMENT

IEC BC  
IMMIGRANT  
EMPLOYMENT  
COUNCILS OF BC

## Labour Market Demand

The Natural Gas Sector will create an unprecedented demand for workers

21,600 directly involved in construction of LNG facilities and associated pipelines	61,700 jobs to support LNG operations including workers to drill, produce, process and transport natural gas	41,900 indirect jobs in industries that supply goods and services during construction	2,400 permanent jobs for LNG plant operations
--	--	--	--

- Northeast: some increase in temporary construction jobs and a dramatic increase in permanent operations jobs
- Northwest: dramatic increase in temporary construction jobs and new LNG plant operations jobs

iecbc.ca

Appendix 1B continued B.C. Natural Gas Workforce Strategy & Action Plan Presentation

**2013 NORTHWEST  
REGIONAL FORUMS**  
ON IMMIGRANT EMPLOYMENT



## Workforce opportunities and challenges

### Key Opportunities

- Ability to take action and secure/ prepare workforce in advance
- Develop the next generation of skilled trades workers and operators – source of future competitive advantage for B.C.
- Provide sustainable, well paying jobs to Aboriginal Peoples and regional populations, particularly in northwest
- Jobs for workers throughout the province via rotational work arrangements (e.g. Fly In/ Fly Out)

### Key Challenges

- Northwest & Northeast regions have a relatively small combined labour force of 86,500 (3.5% of provincial total)
- Northeast currently at full employment with persistent labour shortages
- Major competition from other sectors/ regions/provinces for high demand occupations









Funding is made possible through the Government of Canada and the Province of British Columbia and through the Canada-British Columbia Labour Market Development Agreement




BRITISH COLUMBIA IMMIGRANT EMPLOYMENT COUNCIL OF BC

IEC BC is an initiative of the











**2013 NORTHWEST  
REGIONAL FORUMS**  
ON IMMIGRANT EMPLOYMENT




## Strategy Principles

- Collaboration among “competitors” is essential to meet workforce development and challenges
- Actions based upon a realistic and current understanding of labour demand
- Focus on providing sustainable opportunities for Aboriginal Peoples and local workforce is essential to meet demand and maintain social license
- Take advantage of best practices and lessons learned
- Investment in a natural gas workforce is a shared responsibility between industry, governments and individuals


Funding is made possible through the Government of Canada and the Province of British Columbia and through the Canada-British Columbia Labour Market Development Agreement



BRITISH COLUMBIA IMMIGRANT EMPLOYMENT COUNCIL OF BC

IEC BC is an initiative of the





17

**Appendix 1B continued B.C. Natural Gas Workforce Strategy & Action Plan Presentation**



**2013 NORTHWEST REGIONAL FORUMS ON IMMIGRANT EMPLOYMENT** IEC<sub>BC</sub>

### Communicate up-to-date labour market and career information

**Actions**

- Produce regular, realistic labour market and career information for natural gas construction and operations (*Immediate*)
- Develop labour market information on indirect jobs (*Immediate*)

**Remove barriers to local labour force participation – focus on under represented groups**


**Action**

- Develop an entry-level "Working in the Natural Gas Industry" program (*Immediate*)

Kitimat, NORTHWEST, Chamber of Commerce, Canada, Welcome, IEC<sub>BC</sub>, vancouver foundation, iecbc.ca

Appendix 1B continued B.C. Natural Gas Workforce Strategy & Action Plan Presentation




**2013 NORTHWEST  
REGIONAL FORUMS**  
ON IMMIGRANT EMPLOYMENT






## Develop the skills and qualifications required for construction and operations


**Actions**

- Develop an enhanced apprenticeship training model for construction projects and ongoing operations *(Immediate)*
- Develop an expanded Skill & Qualification Matrix to transfer workers into the natural gas sector from other sectors *(Immediate)*
- Develop occupational standards and provincial qualification for labourer/helper position *(Immediate)*
- Research and communicate information on entry level requirements for employees in natural gas and industrial construction sectors. *(Immediate)*
- Develop and compile competency-based assessment tools for high demand occupations *(After FID)*





[iecbc.ca](http://iecbc.ca)

**2013 NORTHWEST  
REGIONAL FORUMS**  
ON IMMIGRANT EMPLOYMENT



## Source and relocate workers from other parts of B.C., Canada and the world

**Action**

- Conduct information sessions on employment opportunities and requirements for in-demand occupations *(After FID)*

## Offer work arrangements that support workers to rotate into the region for temporary and permanent work

**Action**

- Apply best practices and lessons learned for worker relocation, minimize fly-in & fly-out, rotational work and use of temporary workers *(Immediate)*












[iecbc.ca](http://iecbc.ca)

## APPENDIX 1C Kitimat-Terrace Forum Program

# 2013 NORTHWEST REGIONAL FORUMS ON IMMIGRANT EMPLOYMENT

AUGUST 21, 2013 | KITIMAT, BC



## ATTRACTING BC'S SKILLED IMMIGRANTS TO THE NORTHWEST

### MESSAGE FROM THE IMMIGRANT EMPLOYMENT COUNCIL OF BC

With the anticipated resource projects coming to the Northwest, it is critical that communities develop strategies to get the right people in the right jobs at the right time. The first place to start is within the community. But when there aren't enough people in an area to draw from, then it's time to look further afield. And that is where BC's skilled immigrants come in.

Every year, approximately 40,000 immigrants settle in BC, but very few move outside of Metro Vancouver. Yet, we know that the Northwest has much to offer underemployed or unemployed immigrants living in BC; both good jobs and great communities.

It takes leadership, vision and planning to address labour shortages in a way that works for employers and for the community as a whole—which is why we are delighted to be partnering with Northwest Community College, the Kitimat Chamber of Commerce and the Prince Rupert and District Chamber of Commerce to bring employers and community stakeholders together to share information and develop solutions that will help attract skilled immigrants to the Northwest.

At IEC-BC, we don't have all the answers. There is no silver bullet for this complex issue—which is why I'm confident that together we can develop strategies that work for the needs of this region's employers, businesses and communities, for BC skilled immigrants, and for our province as a whole.

**Kelly Pollack**, Executive Director



### MESSAGE FROM NORTHWEST COMMUNITY COLLEGE

Northwest Community College is committed to delivering innovative and effective programs to meet the skills and training needs of northwestern BC. We have trained thousands of our region's skilled workers and will continue to work with our communities to enable their full participation in the region's economic opportunities. Even so, there will be a shortage of the skilled workers these projects require.

That is why NWCC is delighted to partner with IEC-BC, Kitimat Chamber of Commerce and Prince Rupert Chamber of Commerce to attract people with these skills who will contribute to the future of all of us who live in this beautiful Northwest region of British Columbia.

**Dave O'Leary**, Vice-President, Institutional Advancement



### MESSAGE FROM THE KITIMAT CHAMBER OF COMMERCE

The Kitimat Chamber of Commerce is pleased to have the opportunity to partner with IEC-BC, Northwest Community College and the Prince Rupert Chamber of Commerce to explore strategies to address labour challenges that will accompany the proposed projects for Northern BC. As these projects move forward, the demand for skilled labour and professionals will increase as will the challenges of recruitment and retention.

Today's Forum will provide participants with relevant and applicable tools to meet the increased demands for innovative Human Resource development solutions, including attracting skilled immigrant talent to Northern BC to become part of our workforce and more importantly, part of our community.

**Trish Parsons**, Executive Director



Connecting Employers to Immigrant Talent

[iecbc.ca](http://iecbc.ca)

## PROGRAM AGENDA

2013 NORTHWEST REGIONAL FORUMS ON IMMIGRANT EMPLOYMENT — KITIMAT-TERRACE

Facilitator: Ron Poole, Chief Operating Officer, District of Kitimat

MORNING	9:30 – 10:00	<b>Registration, Networking and Light Breakfast</b>
	10:00 – 10:35	<b>Opening</b> – Ron Poole, Chief Operating Officer, District of Kitimat, Facilitator <b>Welcome Remarks</b> Chief Sammy Robinson, Haisla Nation; Mayor Joanne Monaghan, District of Kitimat; Trish Parsons, Kitimat Chamber of Commerce; Dave O’Leary, Northwest Community College <b>Setting the Stage</b> – Kelly Pollack, Immigrant Employment Council of BC
	10:35 – 11:20	<b>Labour Supply and Demand Snapshot in Northwest BC</b> Alexander Pietralla, Executive Director, KTIDS Northwest <b>B.C. Natural Gas Workforce Strategy &amp; Action Plan</b> – Geoff Stevens, Chair, B.C. Natural Gas Workforce Strategy Committee
	11:20 – 11:50	<b>The Employer and Skilled Immigrant Perspectives</b> – Alexander Ramos, General Manager and Ali Salkin, Structural Engineer, LaPointe Engineering Limited Moderated by Nirmal Parmar
LUNCH	11:50 – 12:20	Lunch
AFTERNOON	12:20 – 1:35	<b>Making Connections: What Employers Need to Know About Attracting, Hiring and Retaining Skilled Immigrants</b> – Opreet Kang, Manager, IEC-BC; Peter Roundhill, Manager, IEC-BC; Jennifer Brandle-McCall, former CEO, Prince George Chamber of Commerce
	1:35 – 1:50	<b>Introduction of Workshop</b> – Ron Poole, Facilitator <b>Overview of Welcoming Communities Initiatives</b> Liz Hoffman, Welcoming Communities Manager, Kitimat Child Development Centre; Saša Loggin, Project Director, Skeena Diversity Society (Terrace)
	1:50 – 2:00	<b>Refreshment Break</b>
	2:00 – 3:30	<b>Taking Action Together Workshops</b> <b>Attracting BC’s Skilled Immigrants to the Northwest</b> Facilitators: Ron Poole and Jennifer Brandle-McCall
	3:40 – 4:15	<b>Putting the Plans into Action — What next?</b> – Ron Poole Workshop Reports and Discussion
	4:15 – 4:30	<b>Closing Remarks</b> – Trish Parsons, Kitimat Chamber of Commerce; Dave O’Leary, Northwest Community College; Kelly Pollack, IEC-BC

## SPEAKERS' BIOGRAPHIES

## 2013 NORTHWEST REGIONAL FORUMS ON IMMIGRANT EMPLOYMENT — KITIMAT-TERRACE

### **Alexander Pietralla**, Executive Director, KTIDS Northwest

Alexander is the executive director of KTIDS Northwest, vice chair of the Terrace Economic Development Authority and a director with Northern Development Initiative Trust. Prior to immigrating to Canada, he led global engineering, sales and project teams in the automotive supply industry.

### **Alex Ramos-Espinoza**, P.Eng., General Manager, Lapointe Engineering Ltd. (LEL)

Alex was born in El Salvador and arrived in Canada as a refugee in 1988; two years later he obtained landed immigrant status and two years after that his Canadian citizenship. Alex started working for LaPointe Engineering Ltd. (LEL) in 2001 and obtained his Professional Engineer status (Civil and Structural Engineering) in 2006. He became a partner in 2008 and in 2010, became the General Manager of LEL in addition to his engineering role.

### **Ali Salkin**, E.I.T., Structural Engineer, Lapointe Engineering Ltd. (LEL)

Ali was born in Turkey and arrived in Canada in 1986. He returned to Turkey in 1991 where, as a dual citizen, he obtained his Civil Engineering diploma, and Masters degree. Ali returned to BC in 2011 and personally, hand-delivered, his CV to LEL (Kitimat, BC). LEL's partners were impressed with Ali's initiative and qualifications, and offered him employment in March 2012. Ali has achieved his EIT designation, works as a Structural Engineer, and is currently pursuing his Professional Engineering status with APEGBC.

### **Dave O'Leary**, Vice President, Institutional Advancement, Northwest Community College

Dave is the Vice President of Institutional Advancement at Northwest Community College, having also served as CIO and Dean of Trades & Technology at Northwest. He is President of the Canadian Information Processing Society (CIPS) BC and is also co-founder of an ISV computer technology business and mentor to a number of start-ups.

### **Geoff Stevens**, Chair, BC Natural Gas Workforce Strategy Committee

Geoff has over 30 years experience in designing and implementing workforce development policies and programs in domestic and international settings. His background includes work and consulting assignments in the provincial post-secondary system, the provincial apprenticeship system and the World Bank and International Finance Corporations.

### **Jennifer Brandle-McCall**, former CEO, Prince George Chamber of Commerce

Jennifer moved to Prince George in 2007 from her hometown of Victoria, BC. She is the former CEO of the Prince George Chamber of Commerce and continues to write a business column for the Prince George Citizen called 'Business in the Black'. She lends her experience and Master's Degree in Professional Communication to help tell Prince George's story to any willing audience.

### **Mayor Joanne Monaghan**, District of Kitimat

Mayor Joanne Monaghan has served on District of Kitimat Council since 1980 and is in her second term as Kitimat's first woman Mayor. She served as Chair and Vice-Chair of the Regional District of Kitimat-Stikine; was the first female President of the Yellowhead Highway Association and North Central Municipal Association; served as President of the Union of British Columbia Municipalities for two terms, and as President of the Federation of Canadian Municipalities. Her ultimate civic service goal has been the acceptance of municipalities as an order of government. During her UBCM tenure a "Protocol Agreement" was signed by the Province of British Columbia to recognize all municipal and regional governments as levels of government. She was recognized with the Professional Woman of Distinction Award and Woman of the Year, Influence and Impact Award for the BC Interior, North and Yukon and is a recipient of the Queen Elizabeth II Golden Jubilee and Diamond Jubilee Medals.

### **Kelly Pollack**, Executive Director, IEC-BC

With more than 20 years of experience in developing strategic initiatives to attract and integrate internationally trained talent into the B.C. labour market, Kelly is a sought after speaker on immigrant employment integration. Prior to IEC-BC, Kelly was the Director of Employment and Language Programs at MOSAIC, one of the largest immigrant serving organizations in Vancouver. Her other accomplishments include the development and implementation of the Employment Access for Skilled Immigrants Initiative and the inception of the BC Internationally Trained Professionals Network and Solutions for Access, a project in partnership with BC regulatory bodies.

### **Nirmal Parmar**, Moderator, Employer Perspective

Nirmal is a retired college professor from Northwest Community College in Terrace and founding member and chair of the Terrace & District Multicultural Association and the Skeena Diversity Society. He currently serves as a Board member of Northern Savings Credit Union, the Kermode Friendship Society and the First Nations Friendship Centre. Other community involvement has included Council member of the Terrace and Area Health Council and Trustee of the Terrace Public Library.

### **Opreet Kang**, Manager, IEC-BC

Opreet is a project manager with experience leading multi-stakeholder business and community projects in the private and public sectors, including health and construction. She is a strong community champion, having volunteered on various boards, including a 17-year stint with a well known provincial agency focused on improving the health of BC youth, and currently is the Co-Chair of Vision Vancouver.

### **Peter Roundhill**, Manager, IEC-BC

Peter is the Manager of IEC-BC's Employer Innovation Fund. Prior to joining IEC-BC, Peter was a consultant in customer loyalty and social enterprise business planning, worked for Enterprising Non-Profits, a collaborative funding program that helps non-profit organizations set up revenue-generating businesses, and was an Executive Director in the non-profit sector.

### **Ron Poole**, Chief Administrative Officer, District of Kitimat

Ron's career in local government spans 28 years in Northern British Columbia. He is currently the Chief Administrative Officer for the District of Kitimat. Ron is a supporter of education within local government and initiated the first Public Administration certificate program at North West Community College. He has worked with many of the First Nations in Northwest BC including the Nisga'a, the Tsimshian and most recently, the Haisla.

### **Chief Sammy Robinson**, Hereditary Chief, Beaver Clan

Sammy is the Hereditary Chief of the Beaver Clan of the Haisla Nation, where he is also the Chief of Chiefs of the Haisla. He worked for many years at Alcan, in the commercial fishing industry and had his own charter boat business. He is a master carver and his work is in demand around the world.

### **Trish Parsons**, Executive Director, Kitimat Chamber of Commerce

Trish was appointed Executive Director of the Kitimat Chamber of Commerce in August 2009 after serving as Interim Manager. As an entrepreneur Trish has worked in business administration for more than 20 years. Excited about the variety of proposed industrial investment in the region, Trish is active in working with local business, community groups and government to prepare for the changes that will accompany the economic upswing in the region.

## Acknowledgements

IEC-BC would like to acknowledge and thank the many people and organizations that made the Northwest Regional Forums on Immigrant Employment possible.

### CO-HOSTS:

**Dave O'Leary**, Northwest Community College

**Simone Clark**, Prince Rupert and District Chamber of Commerce

**Trish Parsons**, Kitimat Chamber of Commerce

### STEERING COMMITTEE MEMBERS:

**Alex Pietralla**, KTIDS Northwest

**Carol Fielding**, Terrace Chamber of Commerce

**Daria Hasselmann**, Shell Canada Ltd.

**Dave O'Leary**, Northwest Community College

**Derek Baker**, Prince Rupert Port Edward Economic Development Corporation

**Don Ramsay**, Skeena-Nass Centre for Innovation in Resource Economics

**Ellen Little**, Northern Savings Credit Union

**Frank Parnell**, TriCorp

**Glenn Groulx**, Hecate Strait Employment Development Society

**Hatha Callis**, Progressive Ventures Construction

**Kathy Bedard**, Hecate Strait Employment Development Society

**Kerry Clarke**, Northwest Community College

**Maynard Angus**, Prince Rupert Port Authority

**Ramona Materi**, Ingenia Consulting

**Robin Lapointe**, Lapointe Engineering Ltd.

**Rose Klukas**, District of Kitimat

**Saša Loggin**, Skeena Diversity Society

**Seth Downs**, Northwest Community College

**Simone Clark**, Prince Rupert Chamber of Commerce

**Tim Read**, BC Human Resources Management Association

**Trish Parsons**, Kitimat Chamber of Commerce

Canada



WelcomeBC

IMMIGRANT  
EMPLOYMENT  
COUNCIL OF BC IECBC

IEC-BC is an initiative of the  
van<sup>co</sup>uver  
foundation

Funding is made possible through the Government of Canada and the Province of British Columbia and through the Canada-British Columbia Labour Market Development Agreement.

## APPENDIX 1C Prince Rupert Forum Program

# 2013 NORTHWEST REGIONAL FORUMS ON IMMIGRANT EMPLOYMENT

AUGUST 22, 2013 | PRINCE RUPERT, BC



## ATTRACTING BC'S SKILLED IMMIGRANTS TO THE NORTHWEST

### MESSAGE FROM THE IMMIGRANT EMPLOYMENT COUNCIL OF BC

With the anticipated resource projects coming to the Northwest, it is critical that communities develop strategies to get the right people in the right jobs at the right time. The first place to start is within the community. But when there aren't enough people in an area to draw from, then it's time to look further afield. And that is where BC's skilled immigrants come in.

Every year, approximately 40,000 immigrants settle in BC, but very few move outside of Metro Vancouver. Yet, we know that the Northwest has much to offer underemployed or unemployed immigrants living in BC; both good jobs and great communities.

It takes leadership, vision and planning to address labour shortages in a way that works for employers and for the community as a whole—which is why we are delighted to be partnering with Northwest Community College, the Kitimat Chamber of Commerce and the Prince Rupert and District Chamber of Commerce to bring employers and community stakeholders together to share information and develop solutions that will help attract skilled immigrants to the Northwest.

At IEC-BC, we don't have all the answers. There is no silver bullet for this complex issue—which is why I'm confident that together we can develop strategies that work for the needs of this region's employers, businesses and communities, for BC skilled immigrants, and for our province as a whole.

**Kelly Pollack**, Executive Director



### MESSAGE FROM NORTHWEST COMMUNITY COLLEGE

Northwest Community College is committed to delivering innovative and effective programs to meet the skills and training needs of northwestern BC. We have trained thousands of our region's skilled workers and will continue to work with our communities to enable their full participation in the region's economic opportunities. Even so, there will be a shortage of the skilled workers these projects require.

That is why NWCC is delighted to partner with IEC-BC, Kitimat Chamber of Commerce and Prince Rupert Chamber of Commerce to attract people with these skills who will contribute to the future of all of us who live in this beautiful Northwest region of British Columbia.

**Dave O'Leary**, Vice-President, Institutional Advancement



### MESSAGE FROM THE PRINCE RUPERT CHAMBER OF COMMERCE

With numerous major projects proposed for the region, Prince Rupert and its surrounding communities are looking at an exciting future of economic growth and development.

With this development will come significant human resource challenges to recruit and retain skilled employees. Addressing this shortage will require multiple approaches to be successful, including attracting immigrant employees and international trained professionals to the region.

The Prince Rupert and District Chamber of Commerce views the Forum as an opportunity to explore and develop community-wide initiatives with local businesses and community organizations, while also giving employers the tools and resources needed to find, recruit and retain skilled employees for the greater success of their business.

**Simone Clark**, Executive Director



Connecting Employers to Immigrant Talent

[iecbc.ca](http://iecbc.ca)

## PROGRAM AGENDA

2013 NORTHWEST REGIONAL FORUMS ON IMMIGRANT EMPLOYMENT — PRINCE RUPERT

Facilitator: Herb Pond

MORNING	7:30 – 8:00	<b>Registration, Networking and Light Breakfast</b>
	8:00 – 8:45	<b>Opening</b> – Herb Pond, Facilitator <b>Welcome Remarks</b> Chief Alex Campbell, Gispaxloots Tribe; Acting Mayor Judy Carlick-Pearson, City of Prince Rupert; Mayor Dave MacDonald, District of Port Edward; Simone Clark, Prince Rupert and District Chamber of Commerce; Dave O'Leary, Northwest Community College <b>Setting the Stage</b> – Kelly Pollack, Executive Director, Immigrant Employment Council of BC
	8:45 – 9:30	<b>Labour Supply and Demand Snapshot in Northwest BC</b> Alexander Pietralla, Executive Director, KTIDS Northwest <b>B.C. Natural Gas Workforce Strategy &amp; Action Plan</b> – Geoff Stevens, Chair, B.C. Natural Gas Workforce Strategy Committee
	9:30 – 10:00	<b>Employer and Skilled Immigrant Perspectives</b> – Scott Farwell, General Manager and Atul Kaddam, Red Seal Chef, Crest Hotel Moderated by Nirmal Parmar
MIDMORNING	10:00 – 10:15	<b>Refreshment Break</b>
	10:15 – 11:30	<b>Making Connections: What Employers Need to Know About Attracting, Hiring and Retaining Skilled Immigrants</b> – Opreet Kang, Manager, IEC-BC; Peter Roundhill, Manager, IEC-BC; Jennifer Brandle-McCall, former CEO, Prince George Chamber of Commerce
LUNCH	11:30 – 12:00	Lunch
AFTERNOON	12:00 – 12:10	<b>Introduction of Workshop</b> – Herb Pond, Facilitator <b>Overview of Prince Rupert Welcoming Communities Initiative</b> Glenn Groulx, Coordinator, Settlement Services, Hecate Strait Employment Development Society
	12:15 – 1:45	<b>Taking Action Together Workshops</b> <b>Attracting BC's Skilled Immigrants to the Northwest</b> Facilitators: Herb Pond and Jennifer Brandle-McCall
	1:55 – 2:25	<b>Putting the Plans into Action — What next?</b> – Herb Pond, Facilitator Workshop Reports and Discussion
	2:25 – 2:30	<b>Closing Remarks</b> – Simone Clark, Prince Rupert Chamber of Commerce; Dave O'Leary, Northwest Community College; Kelly Pollack, IEC-BC

## SPEAKERS' BIOGRAPHIES

2013 NORTHWEST REGIONAL FORUMS ON IMMIGRANT EMPLOYMENT — PRINCE RUPERT

### **Alex F. Campbell**, Hereditary Chief of Gispaxloots Tribe Laxgyiik

Alex is a lifelong resident of the region and has worked in every major industry within Prince Rupert and the region including forestry, the sawmill, cannery and fishing. Currently, Alex teaches youth of the community about First Nations community, language and culture namely that of the Tsmsyen people.

### **Alexander Pietralia**, Executive Director, KTIDS Northwest

Alexander is the executive director of KTIDS Northwest, vice chair of the Terrace Economic Development Authority and a director with Northern Development Initiative Trust. Prior to immigrating to Canada, he led global engineering, sales and project teams in the automotive supply industry.

### **Atul Kaddam**, Red Seal Chef, Crest Hotel Waterfront Restaurant

Atul recently received his Red Seal chef credential through a new go2 pilot program, funded by IEC-BC, that connects hospitality employers in northern BC regions with internationally-trained candidates. He was hired by the Crest Hotel Waterfront Restaurant and moved with his wife and child to Prince Rupert in July 2013. Prior to immigrating to Vancouver in 2012, Atul was a sous chef at a 4-star restaurant in India, spent one year as a chef in Australia and five years on a cruise ship.

### **Mayor Dave MacDonald**, District of Port Edward

Mayor MacDonald has been a resident of the District of Port Edward for 42 years and has served as Mayor for the past six years and nine years as a councillor. He is a long-term Lions Club member and sits on various committees as mayor including health, small craft harbour and the Northwest Regional Advisory Committee.

### **Dave O'Leary**, Vice President, Institutional Advancement, Northwest Community College

Dave is the Vice President of Institutional Advancement at Northwest Community College, having also served as CIO and Dean of Trades & Technology at Northwest. He is President of the Canadian Information Processing Society (CIPS) BC and is also co-founder of an ISV computer technology business and mentor to a number of start-ups.

### **Geoff Stevens**, Chair, BC Natural Gas Workforce Strategy Committee

Geoff has over 30 years experience in designing and implementing workforce development policies and programs in domestic and international settings. His background includes work and consulting assignments in the provincial post-secondary system, the provincial apprenticeship system and the World Bank and International Finance Corporations.

### **Herb Pond**, Facilitator

Herb is a two-term mayor of Prince Rupert, past Rotary Club president and a director on many provincial and national boards. Since leaving office, Herb has worked with First Nations and industry, and is currently the Community Relations Advisor for BG Group, Canada's Prince Rupert LNG project, and serves as Vice-Chair to the Northwest Community College Board of Governors.

### **Jennifer Brandle-McCall**, former CEO, Prince George Chamber of Commerce

Jennifer moved to Prince George in 2007 from her hometown of Victoria, BC. She is the former CEO of the Prince George Chamber of Commerce and continues to write a business column for the Prince George Citizen called 'Business in the Black'. She lends her experience and Master's Degree in Professional Communication to help tell Prince George's story to any willing audience.

### **Acting Mayor Judy Carlick-Pearson**,

District of Prince Rupert

Born and raised in Prince Rupert, Judy has been involved in many community projects, events, and has received many awards as a mentor, youth entrepreneur, and athlete. Judy's education is in leadership and Criminal Justice and she has a successful track record as an entrepreneur and a manager.

### **Kelly Pollack**, Executive Director, IEC-BC

With more than 20 years of experience in developing strategic initiatives to attract and integrate internationally trained talent into the B.C. labour market, Kelly is a sought after speaker on immigrant employment integration. Prior to IEC-BC, Kelly was the Director of Employment and Language Programs at MOSAIC, one of the largest immigrant serving organizations in Vancouver. Her other accomplishments include the development and implementation of the Employment Access for Skilled Immigrants Initiative and the inception of the BC Internationally Trained Professionals Network and Solutions for Access, a project in partnership with BC regulatory bodies.

### **Nirmal Parmar**, Moderator, Employer Perspective

Nirmal is a retired college professor from Northwest Community College in Terrace and founding member and chair of the Terrace & District Multicultural Association and the Skeena Diversity Society. He currently serves as a Board member of Northern Savings Credit Union, the Kermod Friendship Society and the First Nations Friendship Centre. Other community involvement has included Council member of the Terrace and Area Health Council and Trustee of the Terrace Public Library.

### **Opreet Kang**, Manager, IEC-BC

Opreet is a project manager with experience leading multi-stakeholder business and community projects in the private and public sectors, including health and construction. She is a strong community champion, having volunteered on various boards, including a 17-year stint with a well known provincial agency focused on improving the health of BC youth, and currently is the Co-Chair of Vision Vancouver.

### **Peter Roundhill**, Manager, IEC-BC

Peter is the Manager of IEC-BC's Employer Innovation Fund. Prior to joining IEC-BC, Peter was a consultant in customer loyalty and social enterprise business planning, worked for Enterprising Non-Profits, a collaborative funding program that helps non-profit organizations set up revenue-generating businesses, and was an Executive Director in the non-profit sector.

### **Scott Farwell**, General Manager, Crest Hotel

Scott has been with the Crest Hotel for 14 years, serving as the General Manager for the past five years and Operations Manager for nine years. He is the Chair of Tourism Prince Rupert and is a director of the Prince Rupert Chamber of Commerce.

### **Simone Clark**, Executive Director, Prince Rupert and District Chamber of Commerce

Simone oversees the Chamber's role in helping businesses to succeed by addressing community wide issues through its programs, initiatives and educational opportunities. As a past business owner, Simone has first-hand knowledge of many of the difficulties and challenges facing business owners, particularly in small and medium sized communities from start-up through operations and succession planning.

2013 NORTHWEST REGIONAL FORUMS ON IMMIGRANT EMPLOYMENT — PRINCE RUPERT

## Acknowledgements

IEC-BC would like to acknowledge and thank the many people and organizations that made the Northwest Regional Forums on Immigrant Employment possible.

### CO-HOSTS:

**Dave O'Leary**, Northwest Community College

**Simone Clark**, Prince Rupert and District Chamber of Commerce

**Trish Parsons**, Kitimat Chamber of Commerce

### STEERING COMMITTEE MEMBERS:

**Alex Pietralla**, KTIDS Northwest

**Carol Fielding**, Terrace Chamber of Commerce

**Daria Hasselmann**, Shell Canada Ltd.

**Dave O'Leary**, Northwest Community College

**Derek Baker**, Prince Rupert Port Edward Economic Development Corporation

**Don Ramsay**, Skeena-Nass Centre for Innovation in Resource Economics

**Ellen Little**, Northern Savings Credit Union

**Frank Parnell**, TriCorp

**Glenn Groulx**, Hecate Strait Employment Development Society

**Hatha Callis**, Progressive Ventures Construction

**Kathy Bedard**, Hecate Strait Employment Development Society

**Kerry Clarke**, Northwest Community College

**Maynard Angus**, Prince Rupert Port Authority

**Ramona Materi**, Ingenia Consulting

**Robin Lapointe**, Lapointe Engineering Ltd.

**Rose Klukas**, District of Kitimat

**Saša Loggin**, Skeena Diversity Society

**Seth Downs**, Northwest Community College

**Simone Clark**, Prince Rupert Chamber of Commerce

**Tim Read**, BC Human Resources Management Association

**Trish Parsons**, Kitimat Chamber of Commerce

Canada



WelcomeBC

IMMIGRANT  
EMPLOYMENT  
COUNCIL OF BC IECBC

IEC-BC is an initiative of the  
van<sup>co</sup>uver  
foundation

Funding is made possible through the Government of Canada and the Province of British Columbia and through the Canada-British Columbia Labour Market Development Agreement.

## APPENDIX 1D IEC-BC Background — How to Assess International Credentials

The following are tools and resources to help employers assess international credentials and experience:

### IEC-BC's "Assessing New Canadian Experience" Resources

URL: <http://www.iecbc.ca/employer-resources/hire-talent>

Content includes resources on the following:

- *Reviewing resumes* — Includes sample resumes (e.g., civil engineer, electrician, chef, payroll clerk, etc.) and tips on screening resumes (including productive and unproductive practices);
- *Assessing Language Proficiency* — Includes resources for decoding language proficiency scores and tips for overcoming common challenges;
- *Assessing Academic Credentials* — Includes tips and links to organizations that assess foreign credentials (e.g., BCIT's International Credential Evaluation Services);
- *Assessing Professional Credentials* — Includes information on the differences between regulated and non-regulated occupations; and
- *Assessing Foreign Experience* — Includes tips on assessing skills with internal resources as well as using third party assessment service providers.

### HRMA's "Hiring and Retaining Skilled Immigrants: A Cultural Competence Toolkit"

URL: <http://www.bchrma.org/wp-content/uploads/2012/08/itiguide.pdf>

Content includes the following:

- **Information on Six Steps in the Recruitment and Retention Process**
  - Step 1: Advertising the Job
  - Step 2: Screening Applications
  - Step 3: Interviewing and Testing
  - Step 4: Reference Checking
  - Step 5: Offering the Job, Providing Feedback
  - Step 6: Ensuring Success of the Skilled Immigrant in the Workplace
- **Culturally-Competent Tools**
  - Tool 1: Screening
  - Tool 2: Communication for Interviews
  - Tool 3: Body Language at Interviews
  - Tool 4: Testing Performance & Skills
  - Tool 5: Approaches for Integrating Skilled Immigrants

## APPENDIX 1E IEC-BC Fact Sheet — Government Streams for Hiring Foreign Workers

Citizenship and Immigration Canada (CIC) manages the following six Canadian immigration programs for foreign workers seeking to live and work in Canada.

### 1. The BC Provincial Nominee Program (BC PNP)

BC PNP is a partnership between CIC and the BC Ministry of Jobs, Tourism and Skills Training.

BC PNP applicants must either have:

- an indeterminate length job offer from a BC employer, or
- completed a masters or doctorate degree at a BC post-secondary institution in the natural, applied or health sciences.

JobLaunchBC is a new initiative of the B.C. Ministry of Jobs, Tourism and Skills Training seeking to connect nominees coming to the province with B.C. employers who are looking to fill vacancies in one of eight eligible occupations:

- Engineers (Civil, Mechanical, Electrical and Electronic);
- Technologist and Technicians (Civil, Mechanical, Electrical and Electronic Engineering);
- Construction Estimators, and
- Computer Equipment Operators, Network Operators & Web Technicians.

Through this initiative, participating B.C. employers have access to a Resume Database that profiles the skills and experience of nominees approved under the Federal Skilled Worker Reduction (FSW) Pilot. Nominees of the FSW Pilot do not require a job offer to support their application for permanent residency. Employers are therefore not required to support a nominee's application for a temporary work permit or for permanent residence. Job offers made through participation in the JobLaunchBC initiative can be temporary or permanent.

To register or learn more about JobLaunchBC, please visit:

[www.welcomebc.ca/Landing-Page/JobLaunchBC/Employer.aspx](http://www.welcomebc.ca/Landing-Page/JobLaunchBC/Employer.aspx) or e-mail at [joblaunchbc@gov.bc.ca](mailto:joblaunchbc@gov.bc.ca)

BC Provincial Nominee Program contact info:

**Tel:** 604-775-2227 **E-mail:** [PNPInfo@gov.bc.ca](mailto:PNPInfo@gov.bc.ca)

**Business PNP E-mail:** [bus.imm@gov.bc.ca](mailto:bus.imm@gov.bc.ca)

## 2. Temporary Foreign Worker Program (TFWP)

The Temporary Foreign Worker Program allows employers to hire foreign workers for up to four years to fill temporary labour and skill shortages. The foreign workers may be from abroad, or those already in Canada. Foreign workers already in Canada are those who are about to complete a job contract with another employer or who hold an open work permit that allows them to work for any employer in Canada.

In the majority of cases, there are four steps involved in hiring a temporary foreign worker from outside Canada:

- Determine if you require a Labour Market Opinion (LMO) — some categories of work do not require LMOs pursuant to international agreements, such as the North American Free Trade Agreement or the General Agreement on Trade in Services, and government policy. If you believe the job offer is exempt from a LMO you may want to seek verification of the LMO exemption from CIC by contacting the Temporary Foreign Worker Unit in Toronto.
- Apply for a LMO from Service Canada (if required) — Service Canada provides a LMO to the employer and CIC. Employers are required to pay a non-refundable fee of \$275 for each position requested to cover the cost of a LMO. In order to receive a positive LMO, employers must prove that:
  - They cannot find suitable Canadians or permanent residents to fill the jobs.
  - The foreign workers will not have a negative impact on the Canadian labour market.
- Advise the foreign worker(s) to complete the work permit application, which is then processed by CIC — foreign workers are required to apply for and obtain a permit to work temporarily in Canada. The length of time it takes to process work permit applications may vary depending on the location where the application is submitted. If their overseas application for a work permit is approved in principle, foreign workers will receive a letter explaining that they are eligible for a work permit. Foreign workers are required to present the letter to a Border Services Officer at a port of entry when seeking to enter Canada.
- A Border Services Officer at a port of entry issues the work permit.

Learn more: [www.cic.gc.ca/english/resources/publications/tfw-guide.asp](http://www.cic.gc.ca/english/resources/publications/tfw-guide.asp)

Temporary Foreign Worker Program contact info:

**Tel:** 416-954-7954 **E-mail:** TFWU-Toronto-UTET@cic.gc.ca

## 3. Canadian Experience Class (CEC)

This program is aimed at temporary foreign workers or foreign students who graduated in Canada. It is generally open to individuals who:

- Can meet minimum language requirements;
- Don't plan to live in Quebec;
- Have either two years of full-time skilled work experience in Canada or have graduated from a Canadian post-secondary institution and have at least one year of full-time skilled work experience;
- Have gained their work/study experience with the proper permits; and
- Applicants must apply while working in Canada or within one year of leaving their Canadian job.

Learn more: <http://www.cic.gc.ca/english/immigrate/cec/index.asp>

#### **4. International Student Program (ISP)**

Foreign students studying full-time at participating post-secondary institutions may apply for an Off-Campus Work Permit, to allow them to work off-campus for up to 20 hours a week while class is in session, and full-time during scheduled breaks in the academic calendar. Post-Graduation Work Permits may be available to foreign students who have completed a program of at least eight months at a participating post-secondary institution. This permit allows international students who have completed their studies to work in Canada for up to three years, depending on the length of their course of study.

Learn more: <http://www.cic.gc.ca/english/hire/student.asp>

#### **5. Federal Skilled Worker Program (FSWP)**

Federal skilled workers (FSW) are chosen as permanent residents based on their ability to settle in Canada and take part in our economy. They are assessed on their:

- English and/or French skills;
- Education;
- Work experience, and
- Factors that have been shown to help them prosper in Canada.

Between May 4, 2013, and April 30, 2014, CIC will consider no more than 5,000 complete FSW applications for processing. It is open to applicants in the following National Occupational Classifications:

- Engineering Managers (NOC major group 02);
- Financial and Investment Analysts (NOC major group 11);
- Professional occupations in natural and applied sciences (NOC major group 21);
- Therapy and assessment professionals (NOC major group 314), and
- Technical occupations in health (NOC major group 32).

CIC is also planning to implement a new Expression of Interest (EOI) program in late 2014. Under the EOI model, CIC will more fully screen applicants for qualifications, and selected employers may have opportunities to access the pool of immigrants.

Learn more: <http://www.cic.gc.ca/english/immigrate/skilled/index.asp>

## 6. Federal Skilled Trades Class (FSTC)

The Federal Skilled Trades Program is for people who want to become permanent residents based on being qualified in a skilled trade. It is open to applicants in the following National Occupational Classifications (NOC):

- Industrial, Electrical and Construction Trades (NOC Major Group 72);
- Maintenance and Equipment Operation Trades (NOC Major Group 73);
- Supervisors and Technical Occupations in Natural Resources, Agriculture and Related Production (NOC Major Group 82); and
- Processing, Manufacturing and Utilities Supervisors and Central Control Operators (NOC Major Group 92).

Between May 4, 2013, and April 30, 2014, CIC will consider no more than 3,000 complete FSTC applications for processing.

Applicants under this stream need to meet the following criteria:

- Plan to live outside the province of Quebec;
- Meet the required levels in English or French for each language ability (speaking, reading, writing, and listening);
- Have at least two years of full-time work experience (or an equal amount of part-time work experience) in a skilled trade within the five years before applying;
- Meet all job requirements for that skilled trade as set out in the National Occupational Classification (NOC); and
- Have an offer of full-time employment for a total period of at least one year or a certificate of qualification in that skilled trade issued by a provincial or territorial body.

Learn more about the National Occupational Classifications:

[www5.hrsdc.gc.ca/NOC/English/NOC/2011/Welcome.aspx](http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/Welcome.aspx)

Learn more about the Federal Skilled Trades Class:

[www.cic.gc.ca/english/immigrate/trades/index.asp](http://www.cic.gc.ca/english/immigrate/trades/index.asp)

This information was obtained in August 2013 from provincial and government websites. For updated information, please visit the appropriate website.

## APPENDIX 1F IEC-BC Forum Sheet Guidelines for Developing an Action Plan & Case Studies

The steps outlined below are designed to stimulate discussion about the benefits of incorporating immigrants into your community's overall population strategy. These suggested action plan steps have been identified based on best practices from across the country to provide additional inspiration and insight. Not all will be applicable but it is hoped that the ideas will help you develop strategies for your community.

### **Suggested Action Plan Steps:**

#### **1. Identify a lead agency and a committee to spearhead the immigrant attraction and integration efforts.**

It is important to build a team approach and engage a diverse group of stakeholders. Here is a checklist of potential key players that you may want to identify and include in your committee:

- Government (three levels);
- Regional municipalities;
- Business and labour organizations;
- Employers;
- Economic development offices;
- English and French language training programs;
- Immigrant settlement agencies;
- School boards, colleges, universities;
- Faith communities;
- Health-related institutions and agencies;
- Law enforcement agencies;
- Professional and trades associations;
- Community service providers;
- Social planning and advocacy groups;
- Ethnic community groups;
- Landlords and housing associations;
- Libraries, recreation providers;

- Immigrants established in the community;
- Chambers of Commerce;
- Key unions;
- Media; and
- Co-operative organizations.

## **2. Conduct a SWOT analysis of the community (Strengths Weaknesses Opportunities Threats).**

This is one of the first activities suggested for the committee to engage in as it is a simple exercise to better understand your community's current position and to consider which strategies will make the best use of the opportunities open to it. A scan of the internal and external environment is an important part of your planning process as you consider an immigration attraction plan. Environmental factors internal to the community can usually be classified as strengths (S) or weaknesses (W), and those external to the community can be classified as opportunities (O) or threats (T). A SWOT analysis helps match your community's resources and capabilities to the Canadian competitive environment for newcomers, and helps you form strong strategies and make informed choices.

**What are your community's strengths?**

Emphasize and enhance these advantages as you seek newcomers.

## **3. Identify specific immigrant communities and source countries.**

Based on your SWOT analysis, identify which immigrant communities and source countries will be targeted for attracting immigrants to the community. Research by Statistics Canada has shown that the single most significant reason an immigrant chooses a new home is the presence of relatives or friends who have already settled there. Your community may be new to the immigration field and it may now have few newcomers who come from an immigrant background. The presence of family ties is an important factor to remember as you develop your population strategy as it can initiate a second wave of immigration after the first wave has settled among you.

Identify individuals in your community who have relatives/friends in other Canadian cities who might be interested in relocating.

#### **4. Set up a community website targeting immigrants.**

In order to attract newcomers, your community needs to be seen as a desirable place to live. A website is an indispensable tool to target your audience to the benefits of your community — but it must be developed strategically. To ensure a wide exposure:

- Link your website to larger resources including provincial, territorial and federal sites promoting immigration and tourism — anywhere potential newcomers may look in order to learn more about Canadian communities;
- Provide translations in multiple languages;
- Highlight the diversity that already exists in your community; and
- Identify people and organizations that potential immigrants can contact for more information about settling in your community.

#### **5. Ensure employers are ready and able to hire and retain immigrants.**

Newcomers will have many different reasons for their initial selection of a Canadian community. The retention of newcomers always depends on interrelated factors like the opportunity for career or educational advancement, as well as family and community ties. However, research has shown that economic opportunities are more important to immigrants with higher levels of education, with family ties or cultural communities of less importance when choosing a community.

#### **6. Access to settlement services.**

Settlement agencies that provide friendly and efficient services can help better facilitate the integration of newcomers into your community. Here is a list of services to help you plan your needs assessment.

Settlement Checklist:

- Basic supports/medical enrollment/Social Insurance Number enrollment
- Housing (immediate and longer term)
- Orientation (specific and focused on needs)
- Language evaluation/training as necessary
- Employment
- Health and medical needs
- Education needs and goals
- Income support issues
- Recreation, leisure
- Faith and spirituality

Linking with community:

- Public services and facilities
- Social connections
- Employment networking
- Faith community
- Ethnocultural community
- Volunteer opportunities

Factors to consider after the initial three months:

- Housing (is it still or has it become a problem?)
- Language assistance
- Additional orientation on case-specific topics (like buying a car, learning to drive)
- Medical / health issues that may be inhibiting successful settlement
- Economic self-sufficiency and employment issues
- Education goals still to be realized, or planned for
- Cultural and religious needs, perhaps not yet met in your community
- Wellness and leisure, an open-ended topic for creative additions

**The B.C. Newcomers' Guide** gives newcomers the information they need to settle in B.C. quickly and easily. Local editions of the Newcomers' Guide provide information specific to towns and cities in B.C.

Prince Rupert

[www.welcomebc.ca/welcome\\_bc/media/Media-Gallery/docs/service/publications\\_and\\_reports/publications/pdf/ng-princerupert.pdf](http://www.welcomebc.ca/welcome_bc/media/Media-Gallery/docs/service/publications_and_reports/publications/pdf/ng-princerupert.pdf)

Terrace

[www.welcomebc.ca/welcome\\_bc/media/Media-Gallery/docs/service/publications\\_and\\_reports/publications/pdf/ng-terrace.pdf](http://www.welcomebc.ca/welcome_bc/media/Media-Gallery/docs/service/publications_and_reports/publications/pdf/ng-terrace.pdf)

### 7. Access to affordable housing.

Availability of rental units is often an issue for smaller communities. For many immigrants, finding a place to live during the first few months after arriving is a primary concern. New immigrants are often unaware of their rights as renters in Canada. In certain cases, landlords may require letters from employers, which can present an additional barrier to obtaining housing for some immigrants. It would be useful to create a registry of rental units that are available and to work collectively with landlords to mitigate barriers to access, such as requests for local references or rental deposits.

### 8. Accessible public services and facilities.

The community may have a range of public services and facilities appropriate to its needs including day care programs, recreation centres, housing programs, libraries and seniors' centres, among others. You will need to assess them to identify any real or potential barriers preventing accessibility by newcomers. A basic accessibility checklist for any public service or facility should include:

- Mission statement that reflects commitment to serve culturally diverse populations;
- Policy and procedure manual that recognizes and makes reference to provision of services to culturally diverse populations;
- Promotional and publicity materials that recognize and ensure services are provided to culturally diverse populations and are available in key languages other than English or French;
- Staff members and volunteers who have received training in cultural competency;
- Staff members and volunteers who speak different languages and/or have specific cross-cultural skills (those familiar with customs in other countries) to assist newcomers when required;
- Physical environment of the public service or facility that reflects an inclusive community with culturally representational artwork and pictures on the wall, a welcome sign in several languages, etc.;
- Organization accommodates diverse clients in effort to ensure programs and services are available to all. For example, people who cannot eat certain foods in the seniors' centre cafe due to religious beliefs are offered healthy, tasty and appropriate alternatives; or libraries that offer specialized services to immigrants; and
- Inviting regular feedback (questionnaire, survey) at least once a year from culturally diverse clients to ensure organization's services are accessible and to identify potential or emerging barriers.

**Safe Harbours Program** is a province-wide initiative in British Columbia that provides no-cost workshops to business, government and community organizations on how to welcome and better serve a diverse population and assist victims of discrimination.

Visit: [www.safeharbour.bc.ca](http://www.safeharbour.bc.ca)

**References:**

1. Smaller Centres Toolbox — [http://integration-net.ca/english/ini/wci-idca/tbo/EN\\_Toolbox.pdf](http://integration-net.ca/english/ini/wci-idca/tbo/EN_Toolbox.pdf)
2. Attraction and Retention of Immigrants in Small Centres: The Case of Kingston, Ontario — <http://digitalcommons.ryerson.ca/cgi/viewcontent.cgi?article=1093&context=dissertations>
3. Attracting Immigrants to rural communities, Federation of Canadian Municipalities — [http://www.fcm.ca/Documents/presentations/2010/AGM2010/Attracting\\_Immigrants\\_in\\_the\\_New\\_Rural\\_Economy\\_EN.pdf](http://www.fcm.ca/Documents/presentations/2010/AGM2010/Attracting_Immigrants_in_the_New_Rural_Economy_EN.pdf)
4. Attracting and Welcoming Immigrants to Revelstoke BC – Scanning the Opportunities — <http://www.revelstokesocialdevelopment.org/attractingandwelcomingimmigrantstoRevelstokeFINAL.pdf>
5. Regionalization BC 2008: Regionalization and Rural Immigration in British Columbia, Metropolis BC — <http://mbc.metropolis.net/assets/uploads/files/wp/2009/WP09-06.pdf>
6. Employer-driven immigrant recruitment in small Canadian communities: Demographic outcomes and community investment opportunities — <http://www.crrf.ca/wp-content/uploads/2012/06/CS1-P3-Paper-L-Wiginton.pdf>
7. Community Immigrant Integration in Rural Ontario (Toolkit) — <http://p2pcanada.ca/wp-content/uploads/2011/09/Community-Immigrant-Retention-in-Rural-Ontario.pdf>

## APPENDIX 2:

### CO-HOSTS AND STEERING COMMITTEE

#### Co-Host Representatives

NAME	ORGANIZATION
Dave O’Leary	Northwest Community College
Karen Zukas	Immigrant Employment Council of BC
Simone Clark	Prince Rupert Chamber of Commerce
Trish Parsons	Kitimat Chamber of Commerce

#### Steering Committee

NAME	ORGANIZATION
Alexander Pietralla	KT Industrial Development Society (KTIDS)
Carol Fielding	Terrace Chamber of Commerce
Daria Hasselmann	Shell Canada Ltd.
Dave O’Leary	Northwest Community College
Derek Baker	Prince Rupert Port Edward Economic Development Corporation
Don Ramsay	SNCIRE (Skeena-Nass Centre for Innovation in Resource Economics)
Ellen M. Little	Northern Savings Credit Union
Frank Parnell	TriCorp
Glenn Groulx	Hecate Strait Employment Development Society
Hatha Callis	Progressive Ventures Construction
Kathy Bedard	Hecate Strait Employment Development Society
Kerry Clarke	Northwest Community College
Maynard Angus	Prince Rupert Port Authority
Ramona Materi	Ingenia Consulting
Robin Lapointe	Lapointe Engineering Ltd.
Rose Klukas	District of Kitimat
Saša Loggin	Skeena Diversity Society
Seth Downs	Northwest Community College
Simone Clark	Prince Rupert Chamber of Commerce
Tim Read	BC Human Resources Management Association
Trish Parsons	Kitimat Chamber of Commerce

## APPENDIX 3:

### LIST OF ATTENDEES

#### Kitimat

NAME	TITLE	ORGANIZATION
Steve Welsh	Regional Employment Specialist	BC Construction Association
Geoff Stevens	Chair	BC Natural Gas Workforce Committee
Esteban Diaz	Telecom Manager	CityWest Cable Telephone (North), Ltd
Carol Leclerc	District Trades Career Coordinator	Coast Mountains School District 82
Sean Gregg	Community Coordinator	Community Futures 16/37
Rose Klukas	Economic Development Officer	District of Kitimat
Ron Poole	Chief Operating Officer	District of Kitimat
Joanne Monaghan	Mayor, District of Kitimat	District of Kitimat
Lucy Praught	Community and Business Development Liaison	Ellisdon Industrial
Sammy Robinson	Hereditary Chief	Haisla Nation
Greg Fauquier	Global Managing Director	Hatch
Doug Hinton	Executive Vice President	Hatch Mott MacDonald
Ramona Materi	President	Ingenia Consulting
Trish Parsons	Executive Director	Kitimat Chamber of Commerce
Elizabeth Hoffman	Welcoming Communities Manager	Kitimat Child Development Centre
Rob Goffinet	Councilor	Kitimat Municipality
Sherrie Little	Human Resource Coordinator	Kitimat Valley Institute
Geraldine LaHue	Resource Services Coordinator	Kitimat Work BC-KCSS

NAME	TITLE	ORGANIZATION
Alexander Pietralla	Executive Director	KT Industrial Development Society (KTIDS)
Andrew Song	Sales Coordinator	Kuehne+Nagel
Robin Lapointe	President	Lapointe Engineering Ltd.
Alex Ramos-Espinoza	General Manager	Lapointe Engineering Ltd.
Ali Salkin	Structural Engineer	Lapointe Engineering Ltd.
Dave O’Leary	VP Institutional Advancement	Northwest Community College
Dr. Denise Henning	President and CEO	Northwest Community College
Seth Downs	Manager of Events & Conference Planning	Northwest Community College
Debra Wall	Marketing Communications Advisor	Northwest Community College
Jennifer Brandle-McCall	Former CEO., Speaker/Workshop Facilitator	Prince George Chamber of Commerce
Lorie Johnson	Community Relations Coordinator	PTI Group Inc.
Victoria Pazukha	Manager, Strategic Initiatives	Resource Training Organization
Brenda Miller	Owner	Screamin’ Reels Fishing and Charters
Daria Hasselmann	Social Performance Advisor	Shell Canada Ltd.
Sandy Steward	President	Sitka Solutions Inc.
Sarah Artis	Communications Coordinator	SNCIRE (Skeena-Nass Centre for Innovation in Resource Economics)
Saša Loggin	Project Director	Skeena Diversity Society
Paula Peinsznski	Manager of Employment Services	Terrace and District Community Services Society
Kristine Kofoed	Community Developer	United Way of Northern BC

## Prince Rupert

NAME	TITLE	ORGANIZATION
Nelson Kinney	Councillor	City of Prince Rupert
Ian Goslin	Placement Specialist	BC Construction Association
Geoff Stevens	Chair	BC Natural Gas Workforce Committee
Herb Pond	Consultant	British Gas Group
Larry Richardson	BC Director of Training	CLAC
Jasper Nolos	CED Projects Coordinator	Community Futures Pacific Northwest
Alexander Pietralla	Executive Director	KT Industrial Development Society (KTIDS)
Atul Kaddam	Red Seal Chef	Crest Hotel
Scott Farwell	General Manager	Crest Hotel
Alex Campbell	Chief	Gispaxloats Tribe
Greg Fauquier	Global Managing Director	Hatch
Glenn Groulx	Coordinator, Settlement Services	Hecate Strait Employment Development Society
Kathy Bedard	CEO	Hecate Strait Employment Development Society
Lena Steinbrenner	Coordinator, Skills Connect	Hecate Strait Employment Development Society
Kerry Jothen	CEO	Human Capital Strategies
Marli Penner	HR Manager	Kristoff Trucking
Murray Kristoff	Owner	Kristoff Trucking
Darcy Friesen	Manager of Business Development	Macro Industries Inc.
Tanya Jordan	Owner/Operator	Neat & Tidy Eco Cleaning
Ladan Zahrai	Coordinator	North Coast Immigrant & Multicultural Services Society (NCIMSS)

NAME	TITLE	ORGANIZATION
Ellen M. Little	VP Human Resources	Northern Savings Credit Union
Dave O’Leary	VP Institutional Advancement	Northwest Community College
Seth Downs	Manager of Events & Conference Planning	Northwest Community College
Sherry Beal	Educational Advisor/Financial Aid Officer	Northwest Community College
Tessa Gill	Head, Stakeholder Relations	Pacific NorthWest LNG
Dave MacDonald	Mayor	Port Edward
Jennifer Brandle-McCall	Former CEO, Speaker/Workshop Facilitator	Prince George Chamber of Commerce
Louisa Sanchez	School Trustee and Coordinator	Prince Rupert Anti-Racism Committee
Jason Scherr	President	Prince Rupert Chamber of Commerce
Simone Clark	Executive Director	Prince Rupert Chamber of Commerce
Don W Reynierse	Director of Programs	Prince Rupert Community Enrichment Society
Maynard Angus	Community Relations	Prince Rupert Port Authority
Derek Baker	Economic Development Officer	Prince Rupert Port Edward Economic Development Corporation
Michelle Bryant	Corporate Affairs Manager	Ridley Terminals Inc.
Kathy Gomez	Director of Human Resources	School District 52
Sandy Steward	President	Sitka Solutions Inc.
Bhupinder Gill	Service Manager	Sullivan Mechanical Ltd
Shelby Sullivan	Bookkeeper	Sullivan Mechanical Ltd
Kristine Kofoed	Community Developer	United Way of Northern BC
Nirmal Parmar	Moderator	

## APPENDIX 4:

### NOTES FROM TAKING ACTION TOGETHER WORKSHOPS

#### KITIMAT

In Kitimat, forum participants divided into two groups to come up with a vision and action plan for attracting BC's skilled immigrants to the region. The unedited notes from these workshops are recorded below.

#### GROUP 1

##### Vision

Northwest BC welcomes immigrants to build on today's opportunities to contribute to vibrant, inclusive and prosperous communities.

##### Action Plan

TIMING	ACTION	LEADS
Now	<ul style="list-style-type: none"> <li>• Share history                             <ul style="list-style-type: none"> <li>– Museum, curators</li> <li>– Through YouTube</li> <li>– Gather stories (inclusive of immigrants)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Museum (heritage)</li> <li>• Library</li> <li>• Skeena Diversity</li> </ul>
Now	<ul style="list-style-type: none"> <li>• Identify Assets                             <ul style="list-style-type: none"> <li>– Housing</li> <li>– Healthcare</li> <li>– Arts and Culture</li> <li>– Weather</li> <li>– Amenities</li> <li>– Schools</li> <li>– Faith organizations</li> <li>– Identify and address barriers (e.g., language, training)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Kitimat Chamber of Commerce</li> <li>• Tourism Association</li> <li>• KTIDS</li> <li>• Economic Development Agency</li> <li>• Municipality</li> </ul>
Now	<ul style="list-style-type: none"> <li>• Build employer capacity                             <ul style="list-style-type: none"> <li>– Career fair</li> <li>– Resources</li> <li>– IEC-BC tools and resources (and awareness of it)</li> <li>– Educate on cultural diversity</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Kitimat Chamber of Commerce</li> <li>• Industry</li> <li>• Educators</li> </ul>
Now	<ul style="list-style-type: none"> <li>• Work together (build on inter-agency and inter-community work)                             <ul style="list-style-type: none"> <li>– Business, Associations, Schools, etc. (safe harbour)</li> <li>– Form a group/steering committee</li> <li>– Build on partnerships with industry</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Municipality</li> </ul>

TIMING	ACTION	LEADS
Now	<ul style="list-style-type: none"> <li>• Identify Family Supports</li> <li>• International cafes/centre</li> <li>• Events</li> <li>• Night markets</li> <li>• Welcoming packages</li> <li>• Spouse group</li> <li>• Parent/child support</li> <li>• Understanding school and medical systems</li> <li>• Buddy systems</li> <li>• Children and youth</li> </ul>	<ul style="list-style-type: none"> <li>• School District</li> <li>• Cultural/Ethnic Associations</li> <li>• Volunteer Bureau</li> <li>• Welcoming Communities Committee</li> </ul>
Now	<ul style="list-style-type: none"> <li>• Identify volunteering, mentoring, and support opportunities/programs for immigrants               <ul style="list-style-type: none"> <li>– Service groups</li> <li>– Sports</li> <li>– Faith organizations</li> <li>– Arts and theatre</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Rotary / Service Clubs</li> </ul>
Now & On-going	<ul style="list-style-type: none"> <li>• Identify Training and Education               <ul style="list-style-type: none"> <li>– ESL (including occupation specific)</li> <li>– Driver's License</li> <li>– Help navigating system</li> <li>– First Aid</li> <li>– Credentials</li> <li>– Mentorship</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Kitimat Valley Institute</li> <li>• Coast Mountain School District</li> <li>• NWCC</li> <li>• UNBC</li> </ul>
Later	<ul style="list-style-type: none"> <li>• Celebrating               <ul style="list-style-type: none"> <li>– Awards for Employers re diversity</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Kitimat Chamber of Commerce</li> </ul>
Later	<ul style="list-style-type: none"> <li>• Advertising to Immigrants/families               <ul style="list-style-type: none"> <li>– YouTube</li> <li>– Website (new or building on)</li> <li>– Linking to ethnic media</li> <li>– Material packages</li> <li>– Lifestyle videos</li> <li>– Career fair(s)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Welcoming Communities Committee</li> <li>• Kitimat Chamber of Commerce</li> <li>• Skeena Diversity</li> </ul>

## GROUP 2

### Vision

The future of Northwest BC holds the vision for a diversified and dynamic population with expanding and collaborative opportunities. Northwest BC is prepared for unprecedented change that affords new metrics in sustainable development for the region.

### Action Plan

TIMING	ACTION	LEADS
Now August 2013	<ul style="list-style-type: none"> <li>• Develop a centralized tool for better communication in the community (external and internal)                             <ul style="list-style-type: none"> <li>– Different languages and formats</li> <li>– Open, relevant, frequent and consistent communication</li> <li>– Central and neutral website</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Kitimat Chamber of Commerce</li> <li>• District of Kitimat</li> </ul>
	<ul style="list-style-type: none"> <li>• Make community more attractive                             <ul style="list-style-type: none"> <li>– Establish beautification committee</li> </ul> </li> </ul>	
	<ul style="list-style-type: none"> <li>• Establish a housing task force</li> </ul>	
December 2013	<ul style="list-style-type: none"> <li>• Establish mechanisms for employer/immigrant connections</li> </ul>	
January to June 2014	<ul style="list-style-type: none"> <li>• Become a “Sister City” with Gladstone, Australia                             <ul style="list-style-type: none"> <li>– Look at their model/example with many different lenses to cover this region’s inclusive stakeholders</li> </ul> </li> </ul>	
	<ul style="list-style-type: none"> <li>• Launch of centralized website                             <ul style="list-style-type: none"> <li>– Community calendar</li> </ul> </li> </ul>	
	<ul style="list-style-type: none"> <li>• Develop a predictive model                             <ul style="list-style-type: none"> <li>– Provide some “certainty” around the number, type, and timing of jobs</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Regional Industry Group</li> </ul>

### Parking Lot

- Credential recognition — encouraging occupational regulators to speed up recognizing credentials
- Apprenticeship

## PRINCE RUPERT

In Prince Rupert, forum participants worked as one group to come up with a vision and action plan for attracting BC's skilled immigrants to the region. The unedited notes from this workshop are recorded below.

### Vision

Celebrating Diversity — Creating Opportunity

### Action Plan

ASSETS	ACTIONS
<ul style="list-style-type: none"> <li>• Welcoming, friendly city</li> <li>• Small but with good quality supports and services</li> <li>• Celebrating diversity</li> <li>• Preserving what built it while growing</li> <li>• Opportunities for work, culture, family</li> <li>• Affordable</li> <li>• Great place for families</li> <li>• Good quality of life</li> <li>• Natural beauty; outdoors lifestyle e.g., hiking, biking, fishing, skiing</li> <li>• Mild winter</li> <li>• Partnerships a strength but need to work together more</li> <li>• Want to be known for who we are and who we want to be</li> <li>• "I forgot there was a time between 4 and 6PM"</li> <li>• Cruise ship is point of contact</li> </ul>	<ul style="list-style-type: none"> <li>• Communication council or group</li> <li>• Internet portal</li> <li>• Opportunities to learn other cultures</li> <li>• Change perception to what we really are</li> <li>• Multi-cultural day in November</li> <li>• Book of Rainbows</li> <li>• Market to immigrants</li> <li>• Use billboards in the Lower Mainland</li> <li>• Make a video</li> <li>• Approach NDI for funding</li> <li>• Hold a regional job fair in Vancouver</li> <li>• Media design contest, e.g., I ♥ PG</li> <li>• <del>Vancouver</del> Prince Rupert is awesome!</li> <li>• Video capture of visitor comments</li> <li>• Use the very active ethnic associations — leverage relationships</li> <li>• Mail postcard that is a piece of Prince Rupert</li> <li>• Tools for employers to be able to reach out</li> <li>• Auto responding email</li> </ul>

#### PRIORITY ACTION: COMMUNICATION COUNCIL OR GROUP

- Who:**
- Welcoming Communities (Hecate Strait)
  - Prince Rupert & District
  - Prince Rupert Informal Human Resources Network
  - Prince Rupert Port Authority
  - Ethnic Associations (Filipino Canadian, Indo-Canadian and Chinese-Canadian )

**Resources:** Northern Development Initiatives Trust (NDIT)

#### PRIORITY ACTION: TOOLKIT FOR EMPLOYERS

- Who:**
- Prince Rupert Chamber of Commerce — Champion
  - Prince Rupert Informal Human Resources Network
  - IMSS
  - Northwest Community College
  - School District 52
  - Active immigrants

**Resources:**

- Could be a revenue stream
- IMSS
- Funding
- Northern Development Initiatives Trust (NDIT)
- Electronic and print developers
- Prince Rupert Port Authority

**How:**

- Do a scan for existing toolkits as a reality check for what employers use or would find useful



Immigrant Employment  
Council of BC

200-475 West Georgia Street  
Vancouver BC V6B 4M9

[iecbc.ca](http://iecbc.ca)

Canada



WelcomeBC

*Funding is made possible through the Government of Canada  
and the Province of British Columbia and through the Canada-  
British Columbia Labour Market Development Agreement.*

IMMIGRANT  
EMPLOYMENT  
COUNCIL OF BC **IEC<sub>BC</sub>**

IEC-BC is an initiative of the  
**vancouver**  
foundation