

Community Immigrant Integration Plan 2016-2021

Established in 2008 the Peterborough Immigration Partnership (PIP) former Peterborough Partnership Council on Immigrant Integration (PPCII) is a community based partnership of organisations and individuals concerned with immigrant integration issues in the Peterborough region.

Our Vision and Mandate

The Peterborough Immigration Partnership envisions a community where the meaningful economic, social and cultural integration of newcomers ensures a prosperous and inclusive community for all.

The Peterborough Immigration Partnership provides community leadership to ensure meaningful integration in a welcoming community.

In addressing newcomer integration issues, the Peterborough Immigration Partnership is committed to creating a community that reflects our anti-oppressive and anti-racist values.

Community Immigrant Integration Plan 2016-2021

The Community Immigrant Integration Plan articulates the goals that need to be met to achieve the vision and mandate of the Peterborough Immigration Partnership.

We recognize the economic and social integration of newcomers as equally important for a meaningful integration and paramount to building a prosperous and healthy community. We support this statement on both past research and integration work of the Peterborough Immigration Partnership (former Peterborough Partnership Council on Immigrant Integration) and its members.

The followings are the *two priority areas of focus or the goals* of the 2016-2021 Community Immigrant Integration Plan (*what* the plan aspires to achieve):

1. *Enhancing People's Economic Well-Being (Economic Success)*
2. *Building an Inclusive and Engaged Community (Social Inclusion)*

The goals and actions under the priority areas of focus are simultaneously supported by *three supporting areas of focus or strategies* (*how* to achieve the goals of the plan):

1. *Educating for Change (Outreach)*
2. *Influencing Change at the Government Level Policy (Policy)*
3. *Ensuring Meaningful integration (Outcome Measurement)*

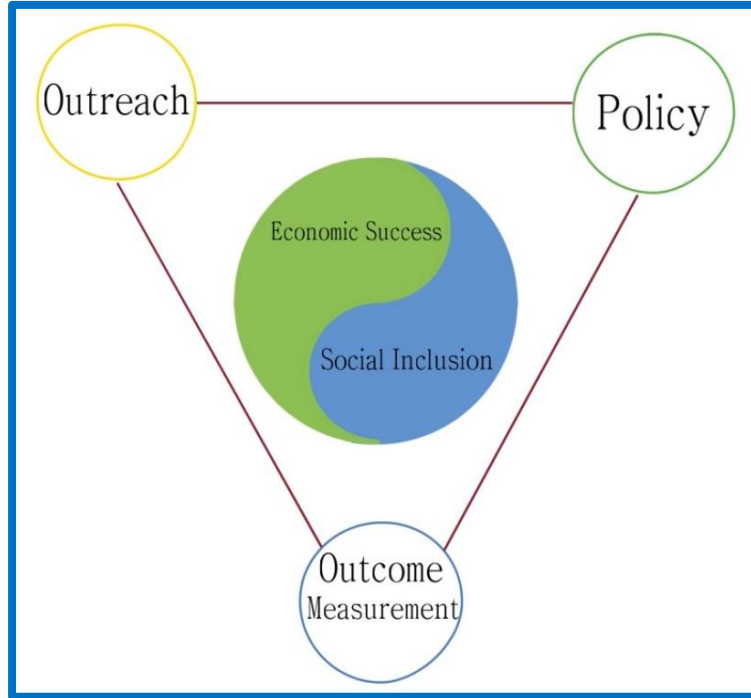


Figure 1: The Integration Triangle

ENHANCING PEOPLE'S ECONOMIC WELL-BEING (ECONOMIC SUCCESS)

GOAL 1 Newcomers experience positive labour market outcomes due to addressed systematic barriers to employment

Objective 1 Starting in 2017, due to addressed barriers to employment, newcomers will experience more positive labour market outcomes (i.e. number of permanent jobs created and filled by newcomers; number of graduates from language and cross-cultural training programs) than any previous year and these positive labour market outcomes will increase each year until 2020.

Action 1.1 Assist the broader employment sector with action planning focus on:

- Accessible labour market information;
- HR and entrepreneurial advisory service;
- Immigrant-business owners networking circle;
- Job creation;
- Job-skill matching;
- Student engagement, attraction and retention;
- Work-place and vocational language and cross-cultural training.

Action 1.2 In partnership with the newly formed Workplace Diversity Champions Network (see goal 2 below), develop a resource kit and hands-on training for smaller-sized employers on navigating government programs and understanding the business case for a cross-cultural/diversity perspective.

GOAL 2 Local Workplace Diversity Champions Network and Workplace Diversity Award launched

Objective 2 By summer 2017, identify the first group of local workplace diversity champions and present the first Workplace Diversity Award (to be awarded annually thereafter)

Action 2.1 Establish a Workplace Diversity Champion Network and the protocol for presenting an annual Workplace Diversity Award.

GOAL 3 International students and their families experience an early and constant connection to the Peterborough area

Objective 3 By 2017, international students and their families will experience an early and constant connection to the Peterborough region and the immigrant integration opportunities and services that are available.

Action 3.1 In partnership with Fleming College and Trent University, develop and implement a plan to help retain students post-graduation through connecting with international students and their families early and through providing information about integration opportunities and available services (e.g. co-ops, internship programs, learning placements, etc.).

**BUILDING AN INCLUSIVE AND ENGAGED COMMUNITY
(SOCIAL INCLUSION)**

GOAL 1 Newcomers experience an increased sense of belonging with institutional and neighbourhood-level communities in the Peterborough area

Objective 1 Beginning in summer 2017, newcomers will identify an increased sense of belonging with institutional and neighbourhood-level communities in the Peterborough City and County region.

Action 1.1 Increase awareness of local settlement resources, including advice on real estate/housing, education and training opportunities, funeral services, health care, groceries, legal rights, etc. (e.g. before they immigrate let them know what is

available, what to expect, how to access Welcome Peterborough portal, New Canadians Centre services, and other community resources)

Action 1.2 Enhance access to community information resources through increased promotion of pre- and post-arrival tools for newcomers, and expand and improve on existing resources as needed (e.g. resources available through Welcome Peterborough portal, New Canadians Centre, Trent University and Fleming College, etc.).

Action 1.3 Newcomers and local citizens work together to plan our neighbourhoods and meet the needs of a more diverse Peterborough (through participating in neighbourhood associations, planning of community events, engaging in the official plan discussions and neighborhood development).

GOAL 2 Immigrant employees and their employers experience an improved cross-cultural understanding and fewer incidences of language as a barrier to social and workplace integration

Objective 2 Beginning in summer 2016 and annually thereafter, immigrant employees and their employers will report more incidences of cross-cultural understanding and fewer incidences of language as a barrier to social and workplace integration

Action 2.1 Improve and expand the diversity and cross-cultural communication training of the New Canadians Centre building further on our community anti-discrimination values

Action 2.2 Continue the work of the ESL Forum of Peterborough to develop workplace and vocational-specific and non-workplace-related language training opportunities for all citizens of Peterborough City and County

Action 2.3 Develop new resources to support immigrant employees and their employers in overcoming language and cultural barriers to workplace integration

EDUCATING FOR CHANGE (OUTREACH)

Strategy 1 Peterborough citizens and newcomers will have regular opportunities to come together and learn from one another about our newcomer stories and experiences

Tactic 1.1 Further build on and strengthen the existing successful public education events and outreach programs such as the Multicultural Canada Day Festival, “Together We Prosper” conference series and the Speakers’ Bureau program.

Tactic 1.2 Lead the development and implementation of an ongoing, public immigrant integration dialogue series in the County and City (i.e. opportunities for people to come together).

Strategy 2 Peterborough citizens and newcomers will experience a public marketing and education campaign that will engage their curiosity and transform their understanding about the role of immigrants and newcomers in Peterborough's future.

Tactic 2.1 Develop and implement a comprehensive public marketing and education campaign, including public messages that educate citizens about racism and discrimination. aimed at these audiences: a) City and County citizens; b) Newcomers; c) PPCII membership.

INFLUENCING CHANGE AT THE GOVERNMENT LEVEL (POLICY)

Strategy 1 Engage in review and operationalisation processes of the Official Plan and encourage a diversity and culture lens to these processes

Tactic 1.1 Attend discussion and planning tables on the Official Plans and deliver presentations to City and County Council as needed.

Tactic 1.2 Host a discussion group for City and County in the context of the Official Plan Review processes.

Strategy 2 Address government policies to reflect community-driven priorities related to immigrant integration

Tactic 2.1 Join policy working groups to develop and implement an evidence-based, community-driven policy agenda that is focused at the Municipal, Provincial and Federal levels (e.g. employment support, transportation, immigration regulations, housing).

Strategy 3 Push community planning priorities regarding immigrant recruitment, attraction and retention

Tactic 3.1 Building on the existing relationship with the City and County raise awareness and push for a broad, multi-sectoral strategy for immigrant recruitment, attraction and retention in the area.

Strategy 4 Develop community-based research projects to support evidence-informed policy and decision-making

Tactic 4.1 Support the development and oversight of research projects as identified by PPCII working groups and leadership throughout the life of the community plan.

MEASURING OUR PROGRESS (OUTCOMES)

Strategy 1: Measure and report the progress of the community immigrant integration plan annually (by fall 2016)

Tactic 1.1 Leadership Committee will a) monitor the achievement of the goals of the Community Immigrant Plan; b) work with economic development stakeholders to establish accessible, up-to-date labour market information.