

Municipality of Chatham-Kent
Community Development
Community Attraction & Promotion
Information Report

To: Mayor and Members of Council

From: Audrey Ansell, Director, Community Attraction & Promotion
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Date: May 12, 2021

Subject: Supporting Growth – Immigration Initiatives

This report is for the information of Council.

Background

The focus areas and initiatives outlined in this report provide details on immigration initiatives that are supported by the Community Attraction and Promotion division and that aim to encourage population growth.

Since 2011, Council has directed efforts towards resident attraction and retention with a particular focus on young people and immigrants. This current report provides information on recent initiatives to promote Chatham-Kent to immigrants, as a key demographic to meet talent needs, and to support increased welcome-ability of new residents to Chatham-Kent.

Comments

Immigration is a key driver of population growth and is a foundational focus of work to support the Growth Strategy. Community economic development initiatives aim to increase the connection that residents have to the community and strive to ensure that new residents are welcomed and stay. This work is a collaborative effort involving many groups across Chatham-Kent. These efforts are of particular focus for Community Attraction & Promotion's resident attraction & retention work and include partnerships with the Ontario Immigrant Nominee Program Pilot - CK Immigrate to Work team, Chatham-Kent Local Immigration Partnership, and the Chatham-Kent Community Leaders' Cabinet.

Immigration Population Indicators Supporting Growth:

The 2016 Census demonstrated that Chatham-Kent has become a more attractive community for immigrants.

Supporting Growth – Immigration Initiatives

- The number of immigrant arrivals between 2011 and 2016 was 660, which was 22% higher than the total of the five preceding years at 515.
- The percentage of immigrants in Chatham-Kent increased from 8.5% of the total population in 2011 to 8.6% in 2016.

The 2021 Statistics Canada Census is being conducted in May 2021 with results expected to be released in 2022. The 2021 Census will provide updated total and immigrant population statistics for Chatham-Kent. In the interim, recent population projections from Statistics Canada show Chatham-Kent's population at 106,620 in 2020¹, an increase of 4.5% from 2016 actuals of 102,042.

Within these projections, the breakdown of population growth by migration type provides indicators of immigrant flows to Chatham-Kent and these are listed in Table 1 below².

Table 1. Statistics Canada – Components of Population Change - Chatham-Kent Projections

Period	Immigrants	Net inter-provincial migration ³	Net intra-provincial migration ⁴	Net non-permanent residents ⁵
2015/ 2016	124	26	81	260
2016 2017	127	74	359	124
2017/ 2018	111	11	295	295
2018/ 2019	137	-20	411	83
2019/ 2020	107	-23	488	341

Of note, Chatham-Kent has historically attracted immigrants through secondary migration, meaning immigrants arrived in Canada and settled for a time in another community before moving to Chatham-Kent. The increase in population in the intra-provincial category is expected to include immigrant migrants as well as Canadian-born migrants relocating to Chatham-Kent from within the province of Ontario.

¹ Statistics Canada. [Table 17-10-0135-01 Population estimates, July 1, by census metropolitan area and census agglomeration, 2016 boundaries](#)

² Statistics Canada. [Table 17-10-0136-01 Components of population change by census metropolitan area and census agglomeration, 2016 boundaries](#)

³ Interprovincial migration accounts for net migration of all residents, including immigrants and Canadian-born residents

⁴ Intra-provincial migration accounts for net migration of all residents, including immigrants and Canadian-born residents

⁵ Non-permanent residents include those living in Chatham-Kent with a study or work permit as well as those who are refugee claimants who have not yet obtained permanent residency.

Supporting Growth – Immigration Initiatives

Immigration as a Driver of Growth:

Chatham-Kent was [recognized as a welcoming community](#) by Immigration, Refugees and Citizenship Canada in September 2016 and has a long history of welcoming immigrants and helping them to settle in the community. Recent efforts to support immigrant attraction and retention encompass three main activities;

1. Ontario Immigrant Nominee Program – Regional Pilot
2. Chatham-Kent Local Immigration Partnership
3. Chatham-Kent Immigration Survey

1. Ontario Immigrant Nominee Program Regional Pilot Program

Due to Chatham-Kent's history of welcoming and settling immigrants as well as labour market needs, the community was selected as one of three pilot locations to participate in the Ministry of Labour, Training and Skills Development's Ontario Immigrant Nominee Program (OINP) Regional Pilot Project.

The OINP Pilot runs from January 2020 to December 2021 and CK's participation has an overarching goal of better positioning Chatham-Kent to benefit from immigrant worker attraction and retention. The OINP Pilot's goal of attracting and retaining immigrant talent aligns with the needs of Chatham-Kent employers and supports community growth. Key metrics associated with the OINP Pilot include;

- The OINP Pilot opened on July 9, 2020 and despite the obvious limitations presented by the COVID-19 pandemic, 46 applicants with fulltime, permanent job offers with CK-based employers have applied to the program. For context, in the five years preceding the start of the OINP Pilot, Chatham-Kent received less than 10 OINP nominations, illustrating a marked uptake of the OINP program due to the pilot project.
- Over 600 inquiries have been received from individuals within and outside Canada (the vast majority are overseas) who are interested in moving to Chatham-Kent.
- Over 300 individuals have registered with the CK Immigrate to Work database to receive on-going communications on opportunities in Chatham-Kent. This database is also a tool to help link local employers with talent sought for hiring needs.
- The CK Immigrate to Work team has supported CK-based 25 employers in using the OINP Pilot Program.

Efforts to promote the OINP in Chatham-Kent have included:

- The creation of the www.CKImmigrateToWork.ca webpage
- Outreach through local and provincial media
- Targeted promotions to the local business community through LivingCK and partner digital channels

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- In-person engagement at three events throughout 2020 in partnership with the Chatham-Kent Chamber of Commerce and the Wallaceburg and District Chamber of Commerce
- Virtual engagement through five digital events;
 1. Ministry of Labour, Training and Skills Development - 3 webinars
 2. Webinar in partnership with CK LIP on Labour Market Outcomes in CK
 3. LivingCK presentation at InTAC's 2021 Discovery Canada Resettlement and Job Fair

The CK Immigrate to Work team includes the following:

- Adult Language and Learning
- Chatham-Kent Chamber of Commerce
- Chatham-Kent Workforce Planning Board
- Municipality of Chatham-Kent
 - Community Attraction and Promotion Division
 - Economic Development Services Division
- St. Clair College – International Education

2. Chatham-Kent Local Immigration Partnership

The [Chatham-Kent Local Immigration Partnership \(CK LIP\)](#) is now in its 11th year and is a community-driven collaborative project. The Municipality of Chatham-Kent through Community Attraction & Promotion is the Contribution Agreement holder with the federal funder, Immigration, Refugees and Citizenship Canada (IRCC).

CK LIP is a partnership of 40 local and regional agencies that work together to foster a welcoming community, which integrates newcomer immigrants and celebrates diversity in Chatham-Kent. CK LIP has been an integral component of Chatham-Kent's ability to successfully attract, welcome, and retain immigrant talent in Chatham-Kent since 2010. The activities and achievements of the CKLIP over the past decade are included in Attachment A, CKLIP A Decade in Review Infographic.

CKLIP Strategic Plan - Theory of Change

In May of 2019, CK LIP began working with Social Impact Advisors and Innoweave to establish an updated strategic plan using the Theory of Change framework model that focuses on identifying intended and desired impacts and then establishing actions needed to achieve them.

The Theory of Change model and focus areas were established through primary and secondary research, and community engagement with CK LIP partners and immigrants in Chatham-Kent. The model prioritizes intended impact based on the [17 Characteristics of a Welcoming Community framework established by Pathways to Prosperity](#).

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The intended impact statement for CK LIP's Theory of Change that was derived from the research and engagement is:

By 2025, more newcomers [immigrants] in Chatham-Kent will feel welcomed and valued, and are contributing and thriving members of the community within five years of arrival in Chatham-Kent.

The [CK LIP Theory of Change](#) includes three connected strategic themes that are supported by working groups to focus on each theme, and associated outcomes to drive the intended impact.

I. Prepare immigrant newcomers and employers for the labour market

The long-term outcome of the labour market strategy will be to ensure immigrant newcomers find meaningful employment and employers have a diverse workforce, allowing them to meet market demands. Changes in the labour market and hiring patterns will demonstrate progress on the following interim outcomes:

- a) Immigrant newcomers gain the knowledge and ability to navigate employment opportunities and services in Chatham-Kent
- b) Local employers grow workforce diversity
- c) Employers value international work experience equal to Canadian work experience

II. Increase immigrant newcomers' social belonging

The long-term outcome of the social belonging strategy will be to ensure immigrant newcomers in Chatham-Kent feel welcomed and valued in the community, and they participate in community events and civic life beyond their own ethnic groups. An increasing sense of belonging among immigrants will be demonstrated by progress on the following interim outcomes:

- a) Every immigrant newcomer is welcomed and greeted by a member of the community
- b) Immigrant newcomers are accepted and celebrated in the community
- c) Adoption of policies that support/drive structural changes that specifically benefit immigrant newcomers (e.g. inclusive practices, cultural awareness and anti-racism initiatives in schools, workplaces, the health sector, etc.)

III. Increase and promote community supports and information

The long-term outcome of the community supports and information strategy is that gaps in services are eliminated, and immigrant newcomers participate in civic life independently. Immigrants' access to and use of community supports

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and information will be demonstrated by progress on the following interim outcomes:

- a) Settlement support networks are strengthened
- b) Immigrant newcomers are gaining the skills they need (e.g. language skills, employment skills, etc.)
- c) Immigrant newcomers are accessing and using the community supports and information they need

Immigrant Advisory Group

In December 2020, CK LIP established the first [CK Immigrant Advisory Group](#) (IAG) in order to create an opportunity to gain ongoing feedback from immigrants on matters of welcome-ability in Chatham-Kent. The steps to establish the group include;

- The CK LIP held a recruitment drive for the IAG during the months of November and December 2020 and confirmed 26 members to establish the group in December 2020.
- The IAG is open to those identifying as immigrants or newcomers (born outside of Canada) who are now living in Chatham-Kent.
- The group will act as a resource for CK LIP to provide feedback on how to create a more welcoming community, and to will share feedback on current experiences and emerging needs of immigrants in CK.
- IAG members commit to a two-year term, four meetings per year, and to contributing toward the vision of creating a more welcoming community for all.

To date, the IAG has held their first meeting, been introduced to the work of CK LIP and focuses of the Theory of Change, and provided feedback on a LivingCK: New Resident Guide being created by Community Attraction and Promotion's resident attraction and retention area. The CK LIP IAG will be a valuable table for CK LIP council and Chatham-Kent stakeholders to engage with when planning activities and services that aim to serve immigrant populations.

A report on CKLIP's activities and the Immigrant Advisory Group will be presented to Council later in 2021.

3. Chatham-Kent Immigration Survey

As part of Community Attraction & Promotion's resident attraction and retention work, engaging with and gaining feedback from community members is an integral component of identifying opportunities to promote and areas to address for increased retention rates.

To support these efforts, an inaugural Chatham-Kent Immigration Survey was released in collaboration with CK LIP during the month of December 2020. The survey sought feedback from immigrants and newcomers on life in Chatham-Kent, how well their settlement and integration needs are being met and how welcomed they feel locally, in

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order to help ensure that Chatham-Kent remains a welcoming community for all residents. The survey was developed by Community Attraction & Promotion and the CK LIP team, with input and feedback from the CK LIP council, and was based on the 17 Characteristics of a Welcoming Community and CK LIP's Theory of Change work.

The CK Immigration Survey was available on Let's Talk Chatham-Kent for one month and in English, French, Arabic, Low German, and Spanish, thanks to the translation supports provided by CK LIP partners. The survey was primarily digital but paper copies were offered based on request. Promotion of the survey was shared through ads with local media, targeted digital ads, and through partner networks.

A total of 116 individuals responded to the Chatham-Kent Immigration Survey and key highlights are illustrated in Attachment B – CK Immigration Survey, 2020 Infographic. Notable highlights include:

How welcomed and valued immigrants feel:

- 68.1% felt welcomed within the first three years of arrival in CK
- 17 Characteristics of a Welcoming Community
 - Top three areas where CK is doing well:
 - Safety
 - Opportunities for public space and recreational facilities
 - Suitable/accessible health care
 - Top three areas where CK can improve:
 - Accessible/available public transit
 - Political participation opportunities
 - Employment opportunities
- 36.2% have experienced discrimination or have been treated unfairly by others in Chatham-Kent.

How immigrants are contributing and thriving:

- Why immigrants are choosing to settle in Chatham-Kent:
 - Employment – 39.2%
 - Family – 28.3%
 - Lifestyle – 19.2%
 - Location – 7.5%
 - Education – 2.5%
- 73.3% are employed
- 58.8% are working in a job that closely relates to their education, training, or experience
- 47.4% volunteer in the community

The full CK Immigration Survey findings report will be available in June 2021 on www.LivingCK.ca website. Results from the survey will help the municipality, community stakeholders and local service providers better understand the needs of immigrants in Chatham-Kent, and work towards addressing those needs. The survey results will serve

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as a baseline to assess the impact of community-wide work toward increasing the welcome-ability of Chatham-Kent.

Supporting Growth - Resident Retention, Community Engagement Work

Efforts to grow Chatham-Kent's immigrant population include the important aspect of retention. Activities to support this include;

- Welcoming prospective residents when they arrive through orientations and welcome packages
- CK LIP's collaborative work across its 40 member groups
- Working with and supporting local settlement agencies and other groups and businesses that welcome and work towards retaining immigrants as part of the community and the workforce.
- Supporting and promoting connections to [CK's ethno-cultural communities](#)
- Providing information on Chatham-Kent by email and maintaining the www.LivingCK.ca website. The LivingCK website has been updated in 2021 and just recently relaunched with a modernized look, increased imagery assets, better navigation, and a translate content feature.

Consultation

The activities and initiatives outlined in this report are administered by the Community Attraction and Promotion division through the Resident Attraction and Retention area, and rely on extensive, ongoing input and support from the community.

Community partners supported many of the activities and include:

- CK Local Immigration Partnership – 40 members
- CK LIP Immigrant Advisory Group
- Chatham-Kent ethno-cultural communities and associations
- CK Immigrate To Work task force
- Chatham-Kent employers

Financial Implications

There are no financial implications resulting from this report.

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Supporting Growth – Immigration Initiatives

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Attachments:

- A: CK LIP: A Decade in Review Infographic
- B: CK Immigration Survey, 2020 Infographic

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CK LIP: A Decade in Review



The Chatham-Kent Local Immigration Partnership (CK LIP) has been working to create a more welcoming Chatham-Kent over the past 10 years. From the establishment of CK LIP in 2010, the Partnership Council has been integral in strengthening Chatham-Kent's capacity to welcome immigrant newcomers and in improving integration outcomes for those individuals. The following infographic displays a few key highlights of CK LIP's success and impact in the community over the past 10 years.



Who is Involved...

The CK LIP Council consists of 40 enthusiastic members at the local and regional levels who are committed to enhancing settlement and integration opportunities for all immigrant newcomers in Chatham-Kent. Over the past 10 years, the position of CK LIP Co-Chair has been integral in leading the Partnership Council. We are thankful for all who have served in this role.

The Chatham-Kent Welcome Network was established in 2015 to promote the efforts of businesses who strive to make Chatham-Kent a more welcoming community by helping clients and customers connect to the services they need.

How CK LIP Communicates



Website

Includes valuable resources and information for immigrants and community stakeholders working with immigrants.



Social Media & Monthly Newsletters

527 Facebook Followers
613 Twitter Followers
136 Newsletter Subscribers



Council Meetings

Hosts a minimum of 5 Council meetings per year



Community Events

Over 30 community events hosted or helped organize, with over 2,600 people engaged

Over 20 Presentations delivered, with over 1,000 people engaged



Media

Over 90 immigration related media articles have been published about Chatham-Kent

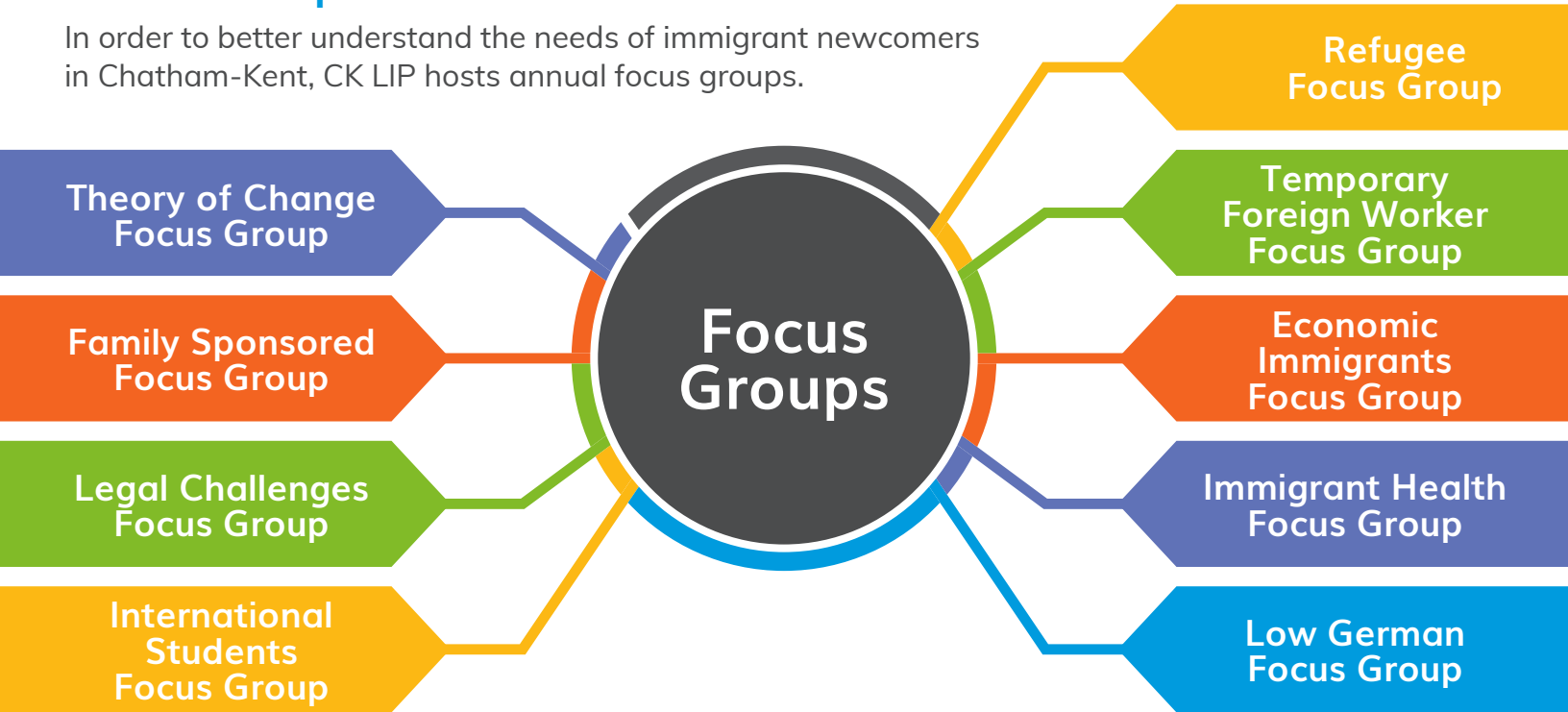
Reports Published

- Chatham-Kent Immigration Survey Infographic
- CK LIP Theory of Change Phase One and Phase Two Reports
- CK LIP Phase 5 Impact Report
- Newcomer Mythbusters
- CK LIP Recommendations for Future Practice
- CK LIP Phase 5 Year in Review
- Chatham-Kent Immigration Snapshot
- CK LIP Phase 4 Impact Report
- Chatham-Kent Newcomer Health Project
- Chatham-Kent Local Settlement Strategy and Action Plan
- Exploring the Impacts of Regulatory Change on Temporary Foreign Workers in CK

How CK LIP Gathers Information

Focus Groups

In order to better understand the needs of immigrant newcomers in Chatham-Kent, CK LIP hosts annual focus groups.



CK LIP Working Groups

CK LIP has established over 18 working groups to focus on specific initiatives. Key working groups include:



Immigration Survey

In 2020, CK LIP partnered with the Municipality of Chatham-Kent's Community Attraction and Promotion division to release an Immigration Survey. The survey results allow CK LIP, the Municipality of Chatham-Kent, community stakeholders and service providers to better understand the needs of immigrants in Chatham-Kent.



Immigrant Advisory Group

In 2020, CK LIP established an Immigrant Advisory Group with 26 members who work to ensure the voices of immigrant newcomers are heard in the community and gaps can be addressed.



How CK LIP Celebrates

Chatham-Kent Diverse City Party


The Chatham-Kent Diverse City Party was hosted in 2016, 2017, and 2018 to celebrate cultural diversity through food and dance.



Festival of Nations


In 2019, the Festival of Nations was hosted in Chatham-Kent. The three-day festival saw over 10,000 people celebrate diversity in Chatham-Kent. The CK LIP assisted with organizing cultural performances for the event.





Canadian Citizenship Ceremonies

In 2017 and 2019, CK LIP hosted Canadian Citizenship Ceremonies. The two ceremonies saw 80 people receive Citizenship.



Video Development

CK LIP has developed or assisted with developing videos that highlight the immigrant experience in Chatham-Kent. Videos include:



Achievements, Strategies and Goals in Chatham-Kent

Canada's First Welcoming Community

- In September 2016, Chatham-Kent was designated as Canada's first welcoming community by Immigration, Refugees, and Citizenship Canada as part of Canada's Refugee Response.

Theory of Change

- In 2019 and 2020, CK LIP updated its strategic priorities by using the Theory of Change as a guiding framework.
- CK LIP's intended impact statement: "By 2025, more newcomers in Chatham-Kent will feel welcomed and valued and are contributing and thriving members of the community within 5 years of arrival to Chatham-Kent."



17 Characteristics of a Welcoming Community

The 17 Characteristics of a Welcoming Community continue to be a guiding framework in CK LIP's work.



Our Member Organizations...



MINISTRY OF AGRICULTURE, FOOD AND RURAL AFFAIRS



Funded by the
Government
of Canada

Financé par le
gouvernement
du Canada



MINISTRY OF HERITAGE, SPORT, TOURISM AND CULTURE INDUSTRIES



Email: cklip@chatham-kent.ca
Web: www.chatham-kent.ca/CKLIP
@CK_LIP
CK.ON.LIP

Proud
Partner

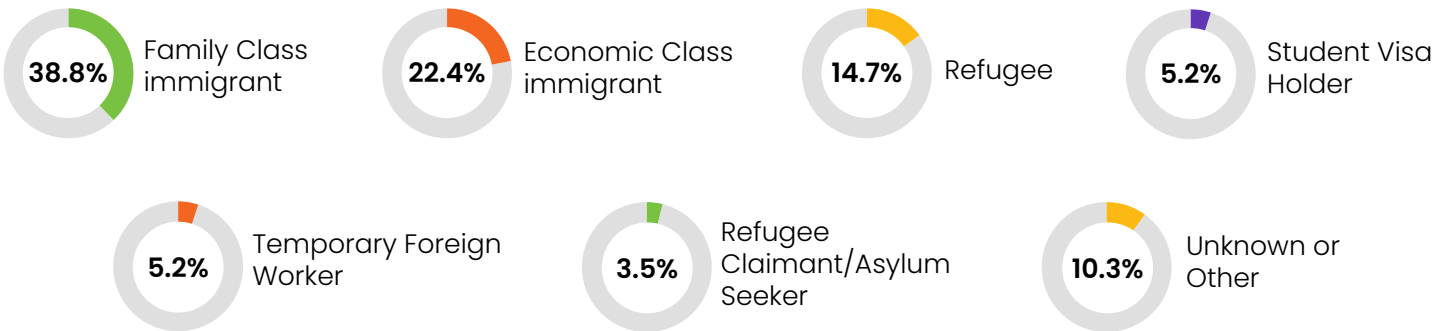


Chatham-Kent Immigration Survey, 2020

Who we heard from

116 Immigrant Newcomers in Chatham-Kent

Immigration Admission Category



45.7% immigrated to Canada within the **last 5 years**; **32.8%** immigrated **16 years ago** or more



15.5% have been living in CK for **less than 12 months**, **44.0%** have been living in CK for **1-5 years**, **19.8%** have been living in CK for **16 years** or more



58.6% were age 25-44

Respondents identify as:

White – **31.9%**
South Asian – **17.2%**
Latin American – **11.2%**
Arab – **8.6%**
Black – **7.8%**
Prefer not to answer – **7.8%**
Other – **15.5%**

Top 4 Languages Spoken Most often at Home:

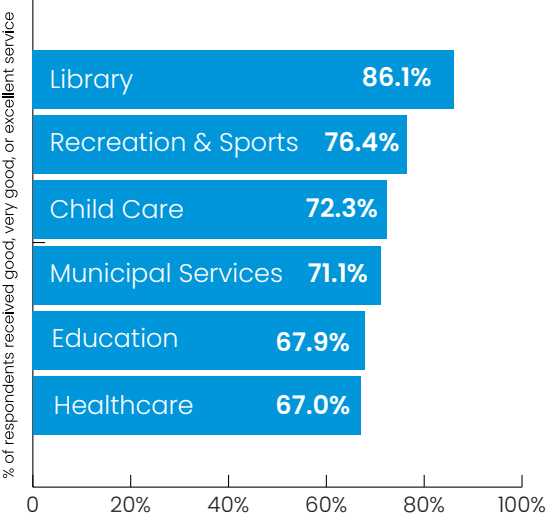
- English
- Arabic
- Spanish
- Punjabi



84.5% have a college diploma or university degree

Interesting Takeaways

Highest Ranked Services (among those who accessed them)



How Immigrants and Newcomers hear about services available in CK:

- Family and Friends – **54.3%**
- Social Media – **39.7%**
- Community Centres – **23.3%**
- LivingCK.ca – **16.4%**
- Settlement Agency – **9.5%**



Main reasons Immigrants and Newcomers are choosing to settle in CK:

- Employment – **39.2%**
- Family – **28.3%**
- Lifestyle – **19.2%**
- Location – **7.5%**
- Education – **2.5%**

17 Characteristics of a Welcoming Community

What we're doing well

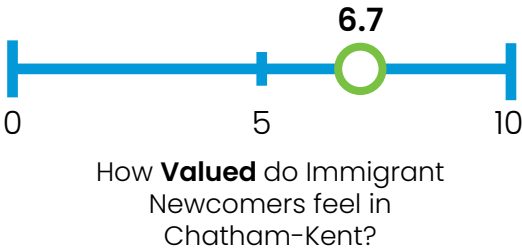
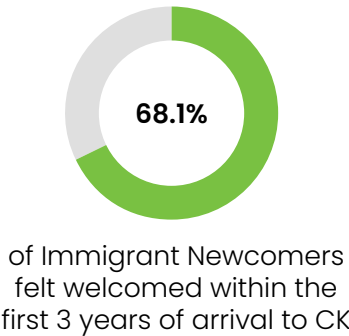
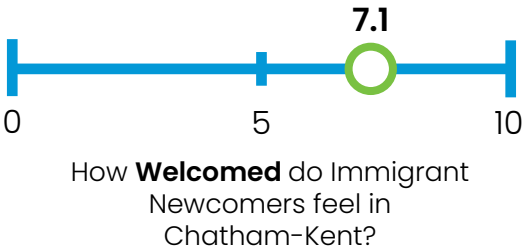
- Safety
- Opportunities for use of public space and recreation facilities
- Suitable/accessible health care

Where we can improve

- Accessible/available public transit
- Political participation opportunities
- Employment opportunities

Key Feedback

Welcomed & Valued



Contributing & Thriving

Employment Rates



Top 5 Employment Sectors

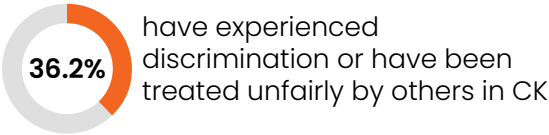
- Professional, scientific, and technical
- Healthcare and Social Assistance
- Manufacturing
- Public administration
- Educational services

Volunteering



47.4% volunteer in the Community

Area for Improvement



Reported discriminations were based on:

- Ethnicity – 24.1%
- Language – 19.5%
- Place of origin – 21.8%
- Race – 16.1%

Stay Connected

LivingCK

- ✉ livingck@chatham-kent.ca
- 🌐 livingck.ca
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- 🐦 @LivingCK
- 📷 @LivingChathamKent

CK LIP

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