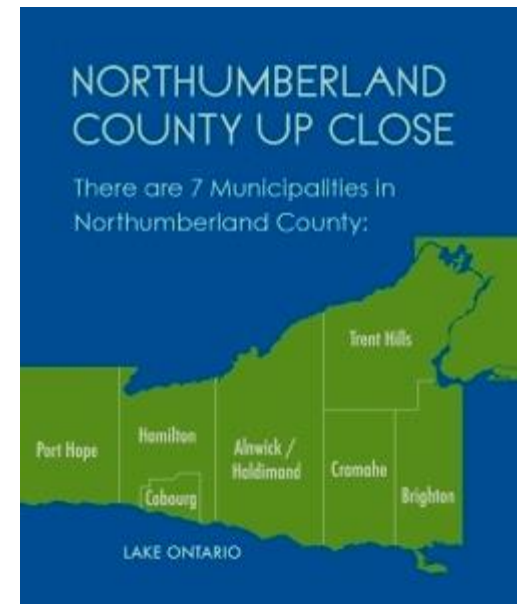




Business-immigration Opportunities in a Smaller and Rural Community: *The Case of Northumberland County*

ABOUT NORTHUMBERLAND



Northumberland County consists of seven member municipalities: **(1)** Brighton **(2)** Cobourg **(3)** Port Hope **(4)** Trent Hills **(5)** Alnwick/Haldimand **(6)** Cramahe **(7)** Hamilton. The county is also home to the Alderville First Nation.

NORTHUMBERLAND: FAST FACTS

Population	82,126 (2011 census)
Land Area	1,905.34 square km
Total Immigrant Population	8,285 (2011, NHS)
Top Five Source Countries	(1) UK (2) Netherlands (3) Germany (4) United States (5) Italy
Total Visible Minorities	1,920 (2011, NHS)

CHALLENGES

- Maximize the use of newest technology innovations to promote Northumberland County and attract newcomers and immigrants
- Only one settlement worker serving Northumberland County
- Northumberland County, as with other rural communities, is in competition with bigger cities

OPPORTUNITIES

- Create and strengthen community relationships and partnerships; support settlement programs
- Increased newcomer participation in community events
- Newcomer stories of settlement and integration using video technology
- Leveraging global connections

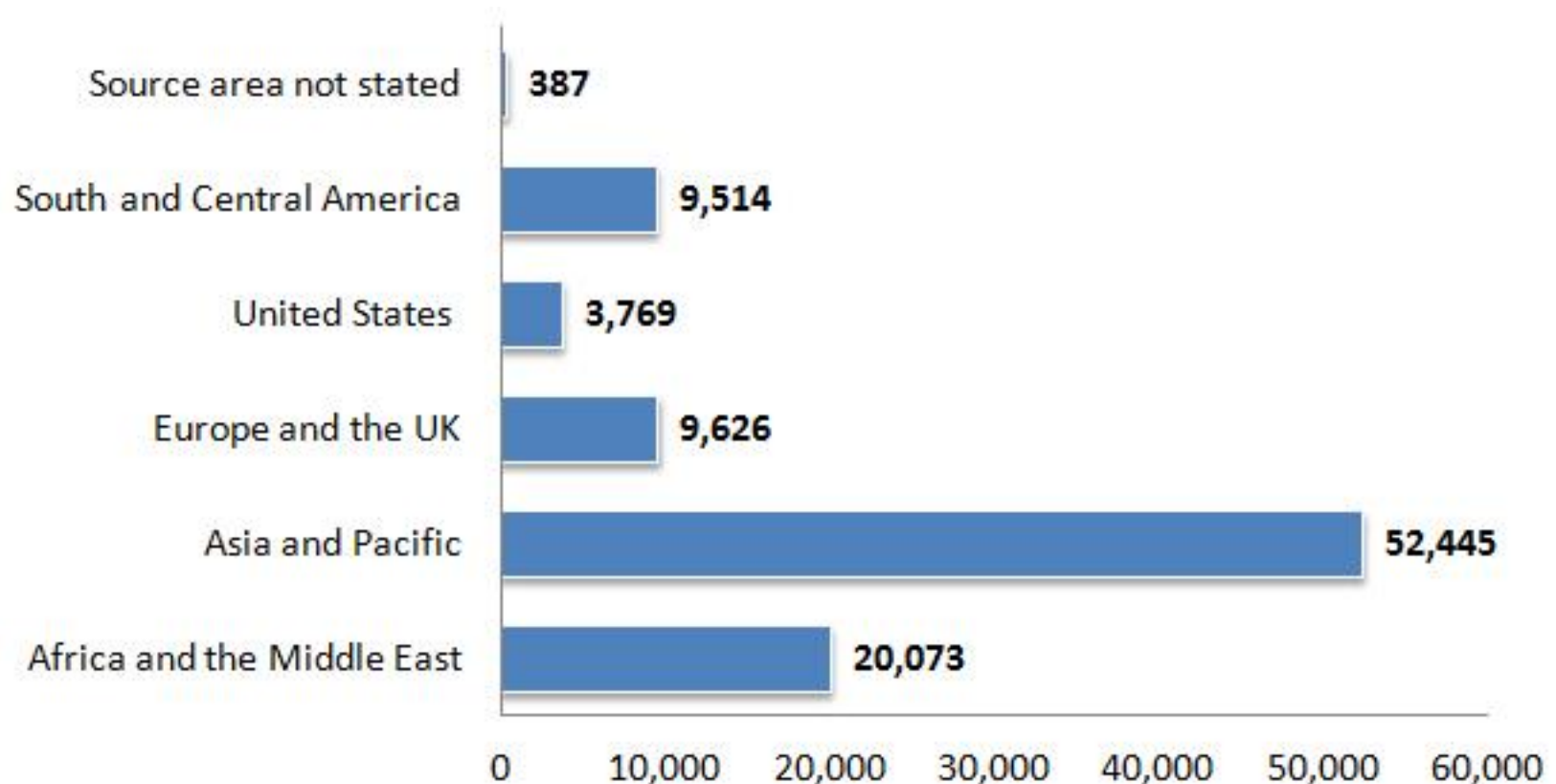
MIIO PROGRAM: IMMIGRATION PORTAL

- The Municipal Immigration Information Online program provides municipalities with the opportunity to work with community partners to:
 - Deliver local immigration information;
 - Promote municipalities as an attractive destination for settlement and investment;
 - Help newcomers integrate into the community;
 - Highlight local labour market gaps; and
 - Support local employer engagement.

ATTRACTING NEWCOMERS

- On 26 April 2013, Northumberland County launched its Immigration Portal
- The portal serves as a one-stop hub of information for newcomers and prospective immigrants to the county as well as local employers intending to hire from overseas
- The portal highlights investment opportunities in the county for newcomers and prospective immigrants, particularly in the areas of agriculture, tourism and manufacturing sectors

THE BIG PICTURE: ONTARIO'S 2014 ARRIVALS



WHERE NEWCOMERS SETTLE IN ONTARIO

● Toronto	75,821
● Ottawa-Gatineau	5,238
● Hamilton	3,125
● Kitchener-Cambridge-Waterloo	2,378
● Other Ontario	2,198
● London	1,999
● Windsor	1,440
● St. Catharines-Niagara	915
● Oshawa	798
● Guelph	599
● Barrie	351
● Kingston	331
● Greater Sudbury	291
● Brantford	190
● Peterborough	140

TOP 10 SOURCE COUNTRIES

Source Country	2013	2014
Philippines	29,545	40,035
India	33,087	38,341
People's Republic of China	34,130	24,640
Iran	11,291	16,781
Pakistan	12,603	9,128
United States	8,501	8,496
UK and Colonies	5,827	5,764
France	5,623	4,717
Mexico	3,996	4,478
Republic of Korea	4,509	4,463

NEWCOMERS IN NORTHUMBERLAND

Total active clients of NCC-Cobourg (2014)	98
NCC-Cobourg new clients/year (average)	30
Migrant farmers/year	150-180
Top 3 languages spoken by NCC-Cobourg clients	<ul style="list-style-type: none">● Tagalog● Korean● Spanish
Top 3 source countries of NCC-Cobourg clients	<ul style="list-style-type: none">● Philippines● South Korea● USA/UK
Top 3 service requests of NCC-Cobourg clients	<ul style="list-style-type: none">● Employment● Immigration● Language

IMMIGRANT WOMEN IN NORTHUMBERLAND

Improving Prosperity for Immigrant Women



With funding from the Status of Women Canada, the Northumberland United Way and the County of Northumberland are working to enhance the economic prosperity of immigrant women in our area.

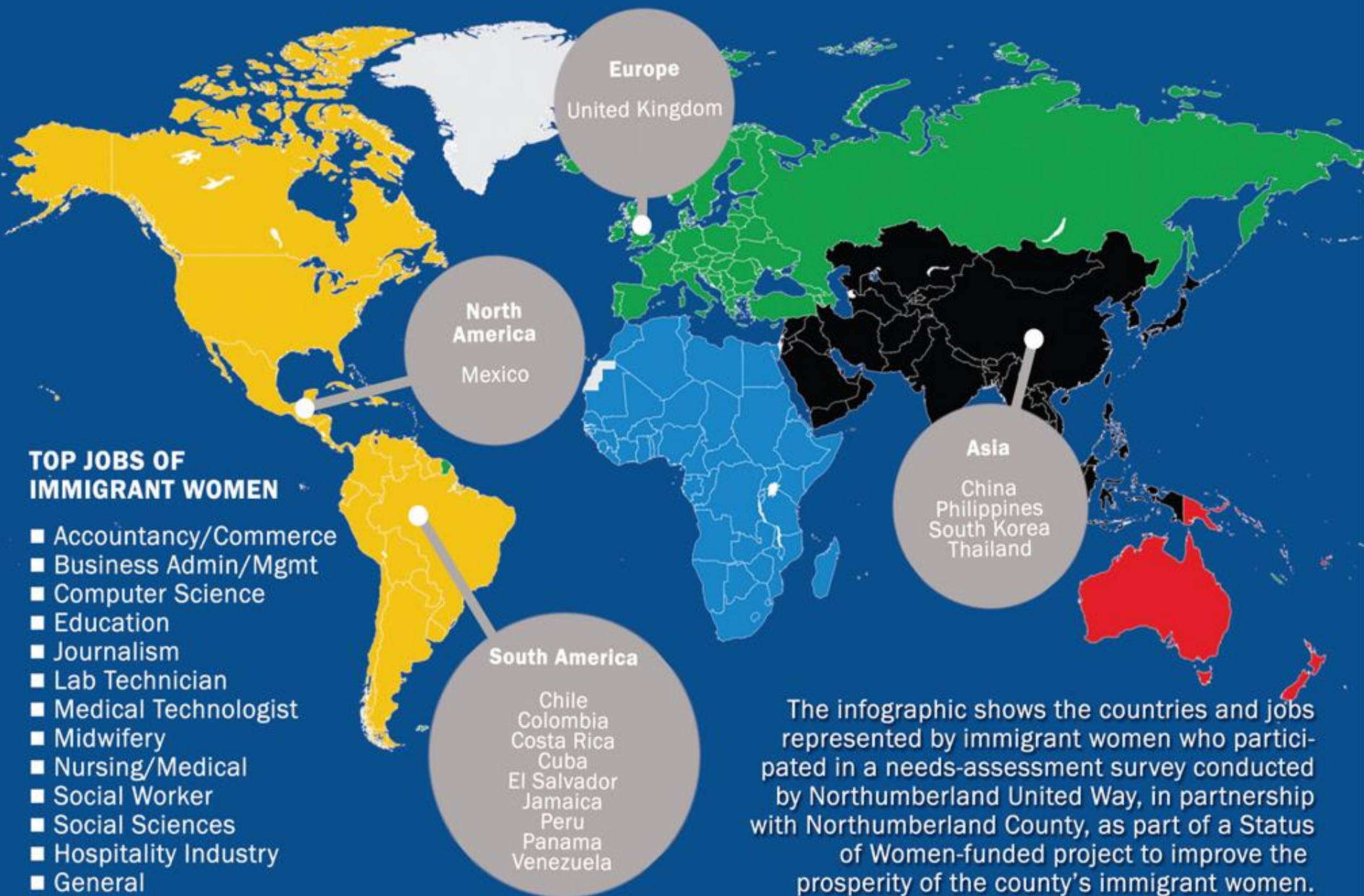
Here's how we help.



Status of Women
Canada

Condition féminine
Canada

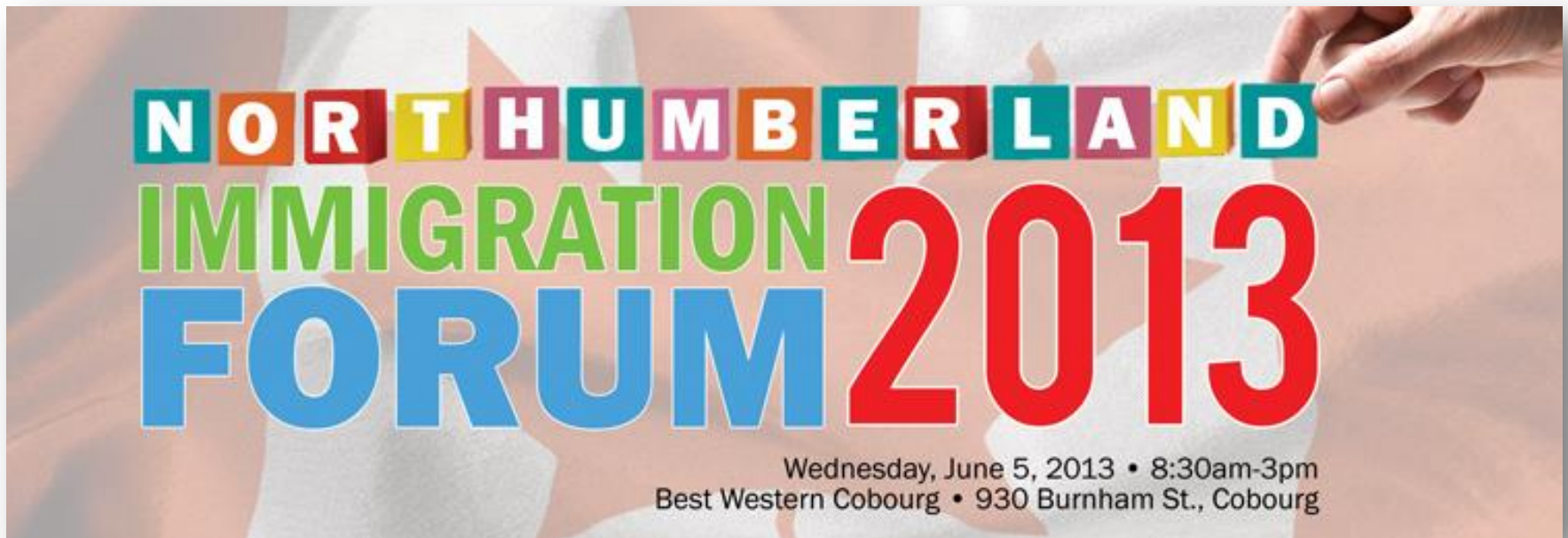
CELEBRATING DIVERSITY IN NORTHUMBERLAND COUNTY



The infographic shows the countries and jobs represented by immigrant women who participated in a needs-assessment survey conducted by Northumberland United Way, in partnership with Northumberland County, as part of a Status of Women-funded project to improve the prosperity of the county's immigrant women.

PARTNERSHIP AND COLLABORATION:

First Immigration Forum



PARTNERSHIP AND COLLABORATION: Leader-in-Residence Program

**NEWCOMERS
WELCOME CIRCLE**
Sharing Stories. Inspiring Others.

Are you an immigrant to Canada? Good.
So are we.


Welcome to Northumberland County.
You've come home — our home.

Come, be part of our circle. We are a group
of newcomers and long-time immigrants.



Together, we organize:

- workshops on language training, job
search and networking events
- tours and other outdoor events

(Transportation and child care subsidized)



CONTACT
DINDIN VILLARINO
PHONE: (905) 372-3329, ext. 6249
villarinod@northumberlandcounty.ca



PARTNERSHIP AND COLLABORATION:

Community Programs and Events

Northumberland Hispanic Cultural Club

Presents:

Romance Latino

Hispanic - Canadian Artists Takes You On Tour Of Latin American Music

From Son-Cubano and Güajira to Bolero, Cha-cha-cha and Rumba with



Saturday, November 29th, 2014
and
Saturday, December 06th, 2014
7:00pm

Tickets \$15.00 - Meet at 66 King East, Cobourg, ON

Multicultural MOVIE NIGHTS

FREE Admission!

FREE POPCORN & DRINKS

Age 13+

Each movie night, a different member of the community will act as the guest host, and share one of their favorite movies (with English subtitles) with us.

The guest host will also be highlighting and commenting on various aspects of the movie or story, to help us better understand their culture.

3rd Wednesday each month - 7PM
Halcyon Place - Common Room
580 Courthouse Road, Cobourg








Northumberland Multicultural Centre: (905) 376-5800

Newcomer Radio



Lunch and Learn Series

June—October 2015



Constructed Identities:

Unpacking the myths of women in different cultures

Hear from women-resource speakers in our community

- June 9 - "Yippies" women
- July 6 - "Sassy" women
- Aug 12 - "Nightingale" women
- Sep 12 - "Lovers" women
- Oct 12 - "Reluctant" women

11:30 AM - 12:45 PM
Venue: Boardroom, 600 William St., Cobourg

To register, please call: (905) 372-9947 ext 6248 or (905) 372-9100
E-mail: sharon@northumberland.ca or sharon@northumberland.ca

Leave your brown bag at home. Lunch will be provided.







NEW HORIZONS FOR SENIORS

Community involvement for Seniors in Northumberland

CALLING ALL NEW CANADIANS AND SENIORS



INFORMATION SESSION

NEW CANADIANS CENTRE
50 COVERT STREET COBOURG, ONTARIO

TUESDAY, APRIL 21
FROM 6-7PM

REFRESHMENTS PROVIDED

MORE INFORMATION

Community Training & Development Centre
300 Alexandria Drive
Cobourg, Ontario K9A 4R5
(905) 372-9947

Northumberland United Way
600 William Street
Cobourg, Ontario K9A 3A5
(905) 372-4955





MulticulturalRadio.ca

Northumberland's Newcomer Radio

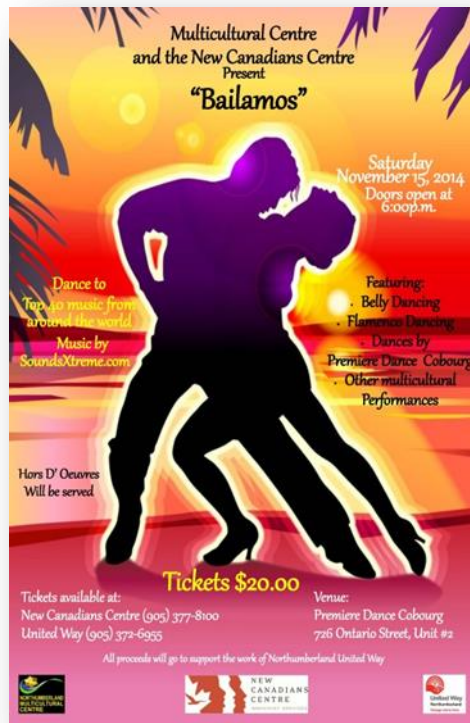


Host: Terry Dillon



Can YOU be a host?

PARTNERSHIP AND COLLABORATION: Community Programs and Events



PARTNERSHIP AND COLLABORATION:

First Multicultural Day



multicultural day
celebrate northumberland
journée multiculturelle
célébrer northumberland

SATURDAY, 27 JUNE 2015
FROM 11AM TO 5PM
MEMORIAL PARK, PORT HOPE

FEATURING:

- Multicultural food
- Crafts
- Entertainment

(Multicultural show begins at 2pm)

CONTACT:
Caitlin Barratt (905) 377-8100

 NEW CANADIANS CENTRE
PETERBOROUGH

 Northumberland Regional Cultural Club Inc.

 NORTHUMBERLAND AND DISTRICT MUSIC NETWORK

 Northumberland county

 ZumbaParty.ca
with
Thelma

 United Way
Northumberland
Change starts here.

 SoundXtreme.ca
Mobile Entertainment

A Celebrate Canada event

Funded by the Government of Canada / Financé par le gouvernement du Canada | Canada 150

PARTNERSHIP AND COLLABORATION: Northumberland Newcomers Network



Northumberland
county ECONOMIC
DEVELOPMENT

Are you an immigrant
business owner in
Northumberland County?

We want to hear from you.

Please come to a meeting:
Date: Friday, 2 May 2014
Time: 5-6PM
Venue: Boardroom, 600 William St.
Cobourg, ON

Contact: Dindin Villarino
Phone: (905) 372-3329, ext 6249
villarinod@northumberlandcounty.ca

Business
Advisory Centre
NORTHUMBERLAND

NEW
CANADIANS
CENTRE
IMMIGRANT SERVICES

AN INVITATION



Meet and Greet

**NORTHUMBERLAND
NEWCOMERS
NETWORK**

WHEN:
Wednesday, 11 March
5:00pm-8:00pm

WHERE:
Cobourg KIA
1145 Division Street

Come for an evening with newcomers
and immigrant entrepreneurs.

Refreshments will be served.

RSVP by March 6, 2015 to:
■ Dindin – (905) 375-8590, or
■ Caitlin – (905) 377-8100

Northumberland
county

NEW
CANADIANS
CENTRE

United Way
Northumberland

NORTHUMBERLAND
COMMUNITY LEGAL
CENTRE

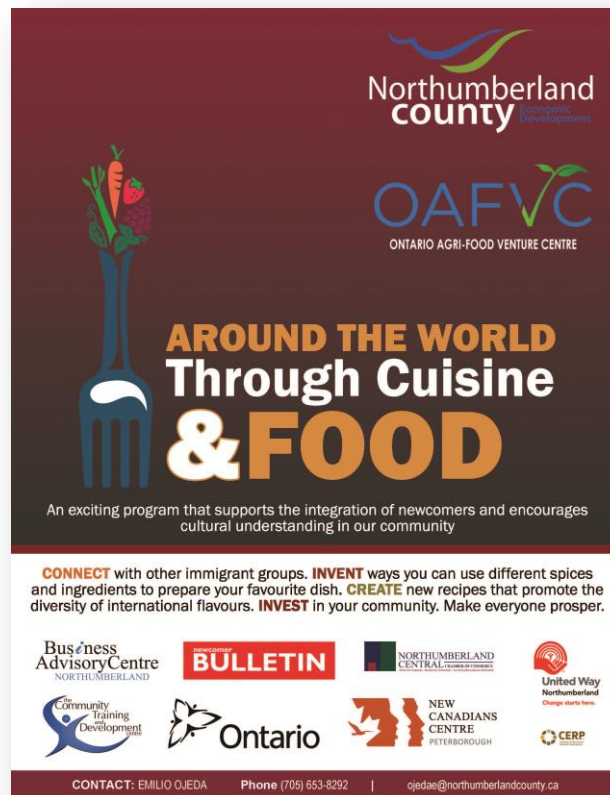
CERP

ZOATTON
EMPLOYMENT SERVICES

www.newcomersnetwork.ca

PARTNERSHIP AND COLLABORATION:

Municipal Fund: Innovative Immigration Strategy



The poster features a dark red background. On the left, a blue fork holds a variety of colorful vegetables including a carrot, green beans, and a tomato. In the top right corner, the Northumberland County Economic Development logo is displayed. Below it, the OAFVC (Ontario Agri-Food Venture Centre) logo is shown. The main title, 'AROUND THE WORLD Through Cuisine & FOOD', is prominently displayed in the center, with 'AROUND THE WORLD' in orange, 'Through Cuisine' in white, and '& FOOD' in large orange letters. Below the title, a line of text reads: 'An exciting program that supports the integration of newcomers and encourages cultural understanding in our community'. A paragraph of text follows: 'CONNECT with other immigrant groups. INVENT ways you can use different spices and ingredients to prepare your favourite dish. CREATE new recipes that promote the diversity of international flavours. INVEST in your community. Make everyone prosper.' The bottom section of the poster contains several logos: Business Advisory Centre Northumberland, a red 'BULLETIN' box, Northumberland Central, United Way Northumberland, Community Training Development, the Ontario logo, New Canadians Centre Peterborough, and CERP. At the very bottom, contact information is provided: 'CONTACT: EMILIO OJEDA Phone (705) 653-8292 | ojeda@northumberlandcounty.ca'.

Northumberland
county Economic
Development

OAFVC
ONTARIO AGRI-FOOD VENTURE CENTRE

AROUND THE WORLD
Through Cuisine
& FOOD

An exciting program that supports the integration of newcomers and encourages cultural understanding in our community

CONNECT with other immigrant groups. **INVENT** ways you can use different spices and ingredients to prepare your favourite dish. **CREATE** new recipes that promote the diversity of international flavours. **INVEST** in your community. Make everyone prosper.

Business
Advisory Centre
NORTHUMBERLAND

BULLETIN

NORTHUMBERLAND
CENTRAL

United Way
Northumberland
Change starts here.

Community
Training
Development

Ontario

NEW
CANADIANS
CENTRE
PETERBOROUGH

CERP

CONTACT: EMILIO OJEDA Phone (705) 653-8292 | ojeda@northumberlandcounty.ca

LEVERAGING GLOBAL CONNECTIONS

The Business Immigration Branch of MCIIT

THE MANDATE:

Maximize Ontario's global trade opportunities: develop a strategy that leverages Ontario's diversity to ensure better international trade and investment opportunities.

THE OPPORTUNITY:

Tapping into Ontario's diversity represents a strategic opportunity to grow and diversify Ontario's exports to new and emerging markets.

What is the diaspora/trade deficit?

2014 ONTARIO TRADE FACT SHEETS

ONTARIO'S TOP 5 TRADE PARTNERS

Goods Exports 2014			Goods Imports 2014	
<i>(% of global goods exports)</i>			<i>(% of global goods imports)</i>	
United States	79.26%		United States	56.75%
United Kingdom	6.40%		China	11.57%
Hong Kong	1.84%		Mexico	7.53%
China	1.16%		Japan	3.00%
Mexico	1.15%		Germany	2.60%

SOURCE: Ministry of Economic Development, Employment and Infrastructure: *Ontario Trade Fact Sheets*

ETHNIC MIX IN NORTHUMBERLAND

NON-OFFICIAL LANGUAGE SPEAKERS* (with 100 or more speakers)

Dutch	615
German	720
Italian	265
Korean	110
Polish	220
Spanish	170
Tagalog	120
Ukrainian	110

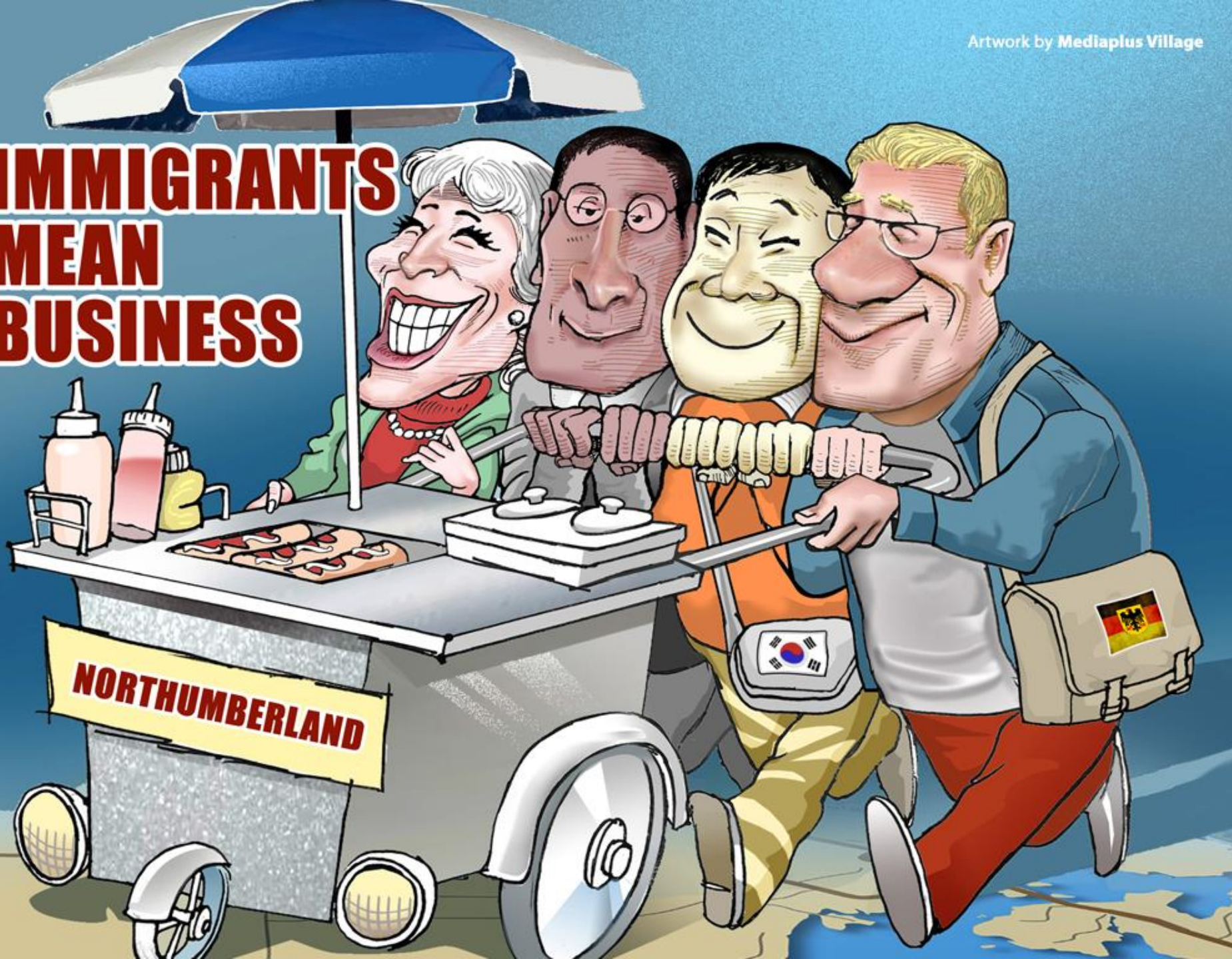
TOP VISIBLE MINORITY POPULATION**

South Asian
Chinese
Black
Filipino
Latin American
Arab
Southeast Asian
West Asian
Korean
Japanese

* Census 2011

** NHS, 2011

IMMIGRANTS MEAN BUSINESS



THANK YOU

DINDIN VILLARINO

Business Immigration & Portal Coordinator
Economic Development and Tourism
Northumberland County

Phone: (905) 372-3329, ext. 6249
villarinod@northumberlandcounty.ca