Lessons from Canada: Kick-Starting Employer Action

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AGENDA

- Who is Hire Immigrants?
- Syrian Refugee Crisis
- Employer Response
- Roundtable Model
- Early Outcomes
Hire Immigrants: Introduction

- Non-profit
- Housed within Global Diversity Exchange, Ryerson University
- Employer-focused
Hire Immigrants: What makes us unique?

Hire Immigrants empowers employers to fully leverage immigrant talent in their workforce.
Hire Immigrants: What do we do?
Hire Immigrants: What do we do?

Business Case

Resources
The Business Case
Hire Immigrants: The Business Case

Projected change in population

- 65-plus: 236.04
- 0 to 14: 136.63
- Working age: 122.37

Index = 100, medium-growth scenario (M1)

THE GLOBE AND MAIL » SOURCE: STATSCAN
Hire Immigrants: The Business Case

Innovation

Same old thinking

Same old results
Hire Immigrants: The Business Case

Global Markets

مرحبا
Olá
你好
Halo
“To win in your market, you need to hire the market.”

- Zabeen Hirji
Chief Human Resources Officer,
RBC Royal Bank of Canada
Hire Immigrants: The Business Case

Greater diversity = Greater revenue
Diversity’s Dividend

15% - More likely to outperform
Gender-diverse companies

35% - More likely to outperform
Ethnically-diverse companies
Hire Immigrants: Solution-focused

Resources
- Employer Success Stories
- Webinar Series
- Research & Policy
Embracing Newcomer Talent: Onsite Language Training

Maple Leaf Foods brings training to newcomer employees
Increasing Intercultural Competence: Maximizing a Diverse Workforce

Training module from RBC, Royal Bank of Canada

Watch: Click Here
Syrian Refugee Crisis: In Canada
Syrian Refugee Crisis: In Canada

By the numbers (as of Nov 30, 2016)

35,745 Syrian refugees have arrived in Canada since Nov. 4, 2015

19,576 Refugee applications are in progress

4,264 Approved applicants have not yet travelled to Canada
Syrian Refugee Crisis:
In Toronto

Almost 70% of Syrian refugees to Ontario settled in the Toronto
EMPLOYER RESPONSE

How can we help?

Immediate Settlement Concerns

- Health
- Housing

Where would these new Canadians work?
Refugee Jobs Agenda: Employer Response

“There has been an outpouring of support to welcome Syrian newcomers from all sectors, public and private. But missing was a clear focus on helping them find the right employment to match their skills and capabilities.”

-Senator Ratna Omidvar
Chairperson, Syrian Refugee Jobs Agenda Roundtable
Syrian Jobs Agenda: Employer Response

- Leadership: Sen. Ratna Omidvar
- Call to action
Refugee Jobs Agenda: Roundtable Model

Who’s Involved?

- Private & public sector employers
- Community organizations
- Service providers
- Government
- Regional chambers
- Industry associations
- Educational institutions
Refugee Jobs Agenda: Roundtable Model

Members of the Toronto Roundtable

40+ Members

KPMG
LiUNA!
BDC
RCJP
TRIEC
ACCESS EMPLOYMENT
TORONTO REGION BOARD OF TRADE
WES
Immigration, Refugees and Citizenship Canada
Immigration, Réfugiés et Citoyenneté Canada
Hire Immigrants
Syrian Jobs Agenda: Roundtable Model

How does it work?
• Bi-monthly meetings
• Employment-focused agenda
• Sub-committees
Syrian Jobs Agenda: Roundtable Model

Working Groups

- Skills Profile Working Group
- Trades Working Group
- External Events
Syrian Jobs Agenda: Early Outcomes

- Job Fairs – three fairs, 700+ attendees
- Employer Guide to Hiring Newcomers
- Skills profile (research)
- Assessment tool for entry-level positions
Syrian Jobs Agenda: Early Outcomes

- Construction Trades Program
  - 65 enrolled; growing wait list

- Starbucks Hiring Initiative
  - ‘Meet & Greet’ model
Refugee Jobs Agenda:
Roundtable Members

“This Syrian Refugee Jobs Agenda Roundtable mobilized employers to determine precise, actionable pathways - such as hosting a job fair - to employment opportunities. The team held itself to account by focusing the conversation of each meeting on answering: ‘how will this action create employment?’”

-Gillian Smith
Chief Marketing Officer,
Toronto Region Board of Trade

“The opportunity to convene leaders from across industry sectors, all levels of government and the non-profit community in this forum empowered us all to focus on the immediate employment needs of Syrian newcomers, and arrive at solutions that can be leveraged nationally to support all new Canadians in their pursuit of work.”

-Tonya Langrasta
Community, Inclusion & Diversity,
KPMG Canada
ONE YEAR LATER:
The Employment Experiences of Syrian Refugees in The Greater Toronto Area
Profile: Syrian Refugees in the GTA

**EDUCATION**
- **65%** have 8+ yrs. of education (secondary & post-secondary)

**LANGUAGE**
- **24%** - no English
- **50%** - CLB 2
- **21%** - CLB 5 or higher

**OCCUPATIONS**
- Sales & Services
- Trades, transport & equipment operators
- Education, law, & community & gov’t organizations
Employment: Barriers to Economic Integrations

(1) Language
(2) Canadian Experience
(3) Mental Health
(4) Canadian Workplace Norms
Roundtable Table: Kick-Starting Employer Action

Key to Success
- Central convener
- Employers that can hire
- Service providers
- Government
Lessons from Canada: Kick-Starting Employer Action

Learn More

Access Kick-Starting Employer Action resource

Share Your Story hireimmigrants@ryerson.ca

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