

# Lessons from Canada: Kick-Starting Employer Action



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# Lessons from Canada: Kick-Starting Employer Action

## AGENDA

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

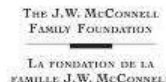
# Hire Immigrants: Introduction

- Non-profit
- Housed within Global Diversity Exchange, Ryerson University
- Employer-focused

Partners:



Funded by:



Exclusive Corporate Sponsor



# 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

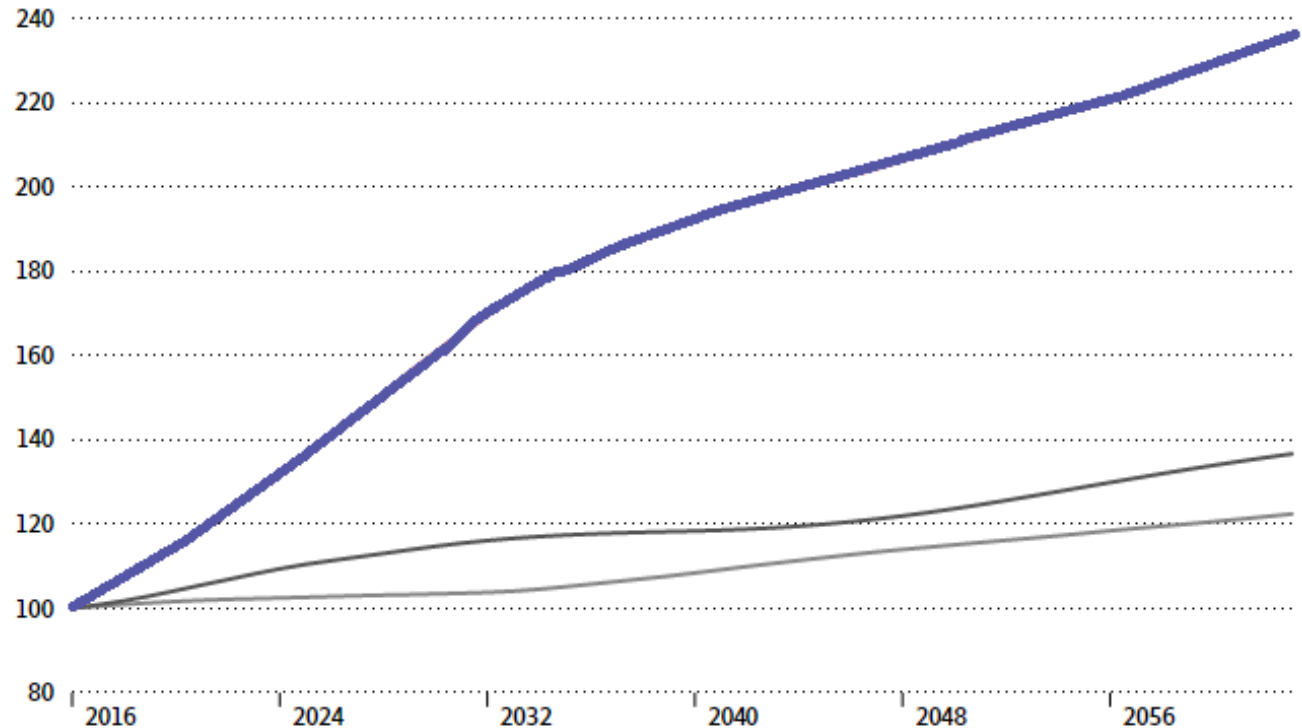


## Labour Needs

### Projected change in population

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

260 Index = 100, medium-growth scenario (M1)



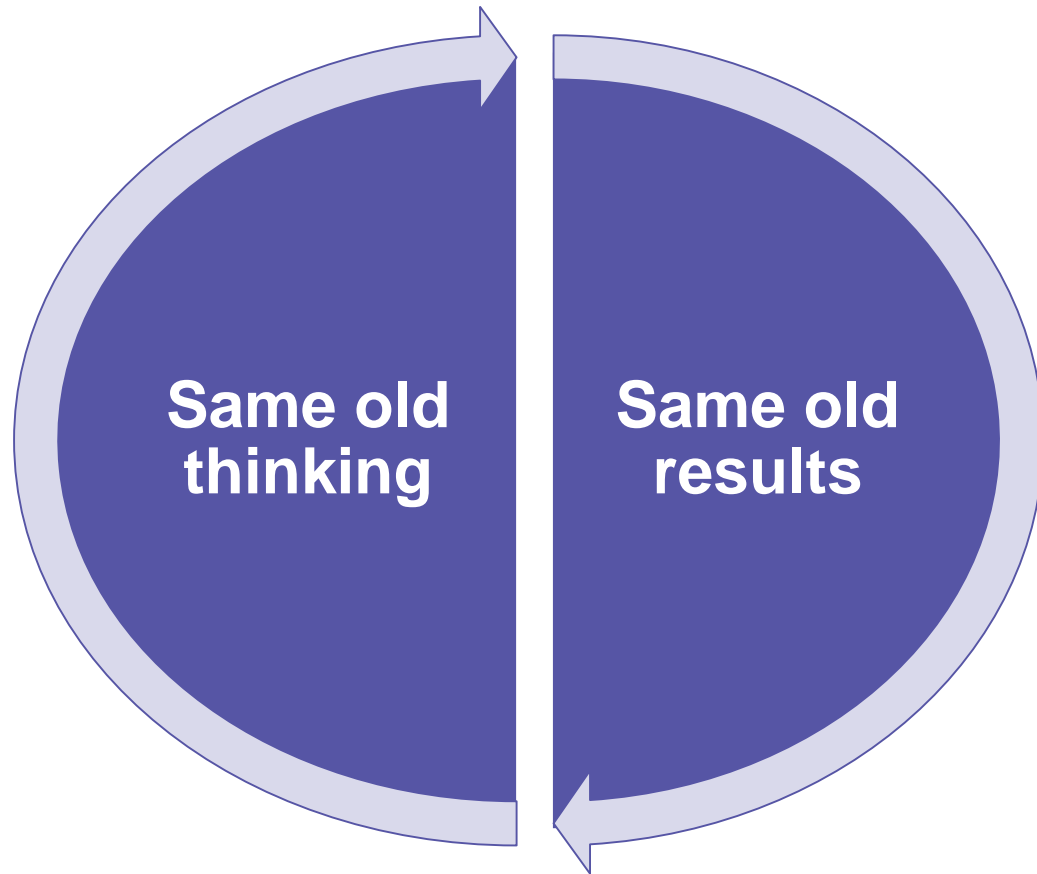
THE GLOBE AND MAIL » SOURCE: STATSCAN



# Hire Immigrants: The Business Case



**Innovation**



# Hire Immigrants: The Business Case



**Global  
Markets**



“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



**Bottom  
Line**



**Greater diversity = Greater revenue**

# Diversity's Dividend



**Gender-diverse  
companies**

**More likely to  
outperform**



**Ethnically-diverse  
companies**

**More likely to  
outperform**

# Employer Resources





# 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*

Read story:  
[Click Here](#)



A photograph of two large yellow mining trucks in a quarry. The trucks are positioned on a dirt road, with a steep, rocky cliff face in the background. The foreground is filled with dark, jagged rocks. The image has a blue tint.

# Mining Industry: Collaborating for Solutions

Watch Webinar:  
[Click Here](#)



*Training module from RBC, Royal Bank of Canada*

# 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

## Immediate Settlement Concerns

### EMPLOYER RESPONSE

How can  
we help?



**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



Laborers' International Union of North America



**RCJP**  
REFUGEE CAREER JUMPSTART PROJECT



**TRIEC**  
Toronto Region Immigrant Employment Council



**TORONTO REGION BOARD OF TRADE**



World Education Services



Immigration, Refugees and Citizenship Canada

Immigration, Réfugiés et Citoyenneté Canada





# 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

*“The 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  
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Thank You

**QUESTIONS**

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