

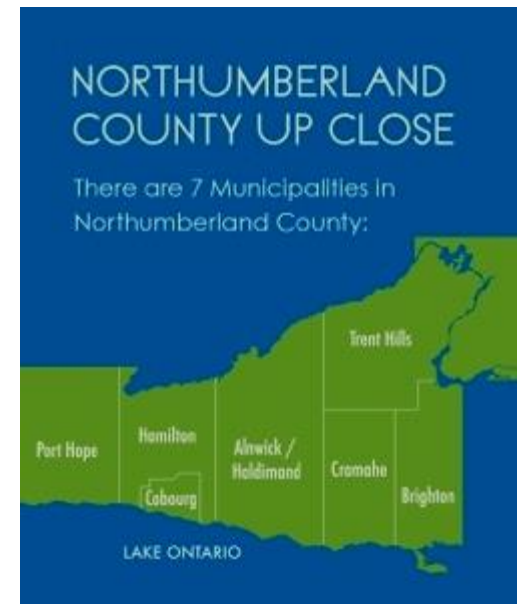


Welcoming Newcomers in Northumberland County

**2016 AMO Conference
16 August 2016
Caesars Windsor
Windsor, Ontario**



ABOUT NORTHUMBERLAND



Northumberland County consists of seven member municipalities: **(1)** Brighton **(2)** Cobourg **(3)** Port Hope **(4)** Trent Hills **(5)** Alnwick/Haldimand **(6)** Cramaie **(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)

NEWCOMERS IN NORTHUMBERLAND

Migrant farmers/year	150-180
Top 3 languages spoken	<ul style="list-style-type: none">● Tagalog● Korean● Spanish
Top 3 source countries	<ul style="list-style-type: none">● Philippines● South Korea● USA/UK
Top 3 service requests	<ul style="list-style-type: none">● Employment● Immigration● Language

ATTRACTION STRATEGY

On 26 April 2013, Northumberland County launched its Immigration Portal (www.WelcomeToNorthumberland.ca).

- 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

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.

CHALLENGES

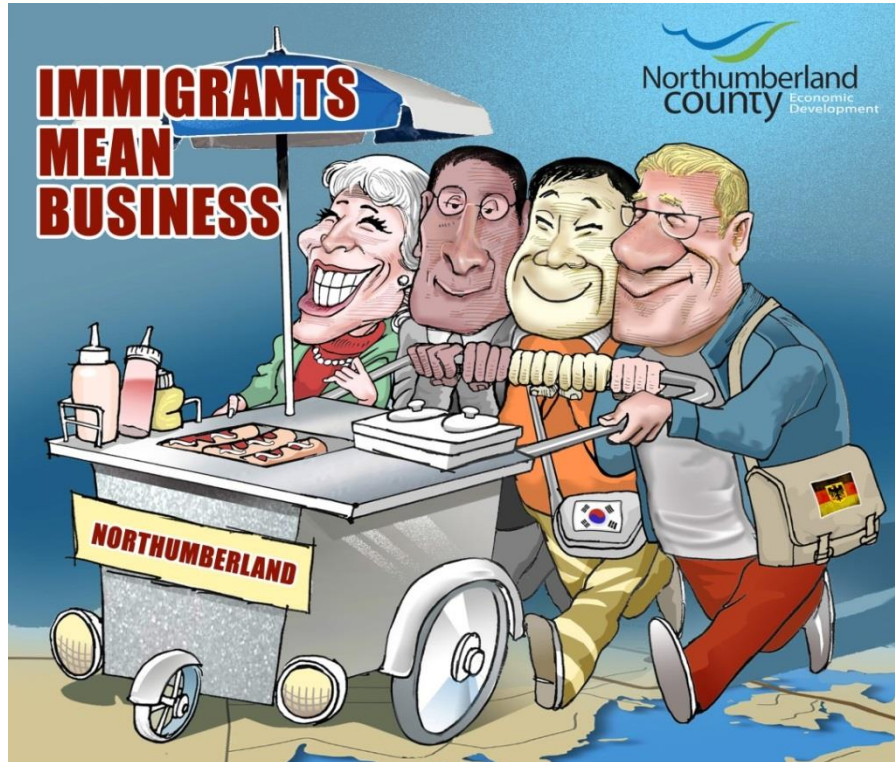
- Northumberland County, as with other rural communities, is in competition with bigger cities
- No local immigration partnership council
- Only one settlement worker serving Northumberland County

OPPORTUNITIES

- Create and strengthen community relationships and partnerships; support settlement programs
 - Partnership with Northumberland United Way for Status of Women Canada funded project: *“Improving Prosperity for Immigrant Women in Northumberland County”*
- Successful immigrant entrepreneurs
- County Council support for immigrant attraction and retention

IMPACT

- Enhanced community collaboration
 - Community interest in welcoming newcomers
 - Growth of ethno-cultural groups
 - Creation of Northumberland Newcomers Network
 - Resource Committee for Refugee-Sponsorship Groups and Resettlement
- Support for immigrant entrepreneurs in the County
 - Business Immigration Coordinator became a permanent position in the EDT department
 - In line with the goal to develop business-support networks for immigrant entrepreneurs



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