



ASPECT

Business Case for Hiring Immigrant Workers

**Empowering newcomers to fully
participate in Canadian Society**

Richmond
June 5th 2019

Michael Radano, Director
Employment & Language Services



MOSAIC

Who is MOSAIC?

- An Immigrant Serving Organization providing services in BC since 1976
- Provider of Settlement, Family, English, Interpretation, Translation, Employment and Business Support services
- 350 staff, 600+ volunteers and 300 contractors
- 15 MOSAIC locations (26 locations including partner sites)
- Operate/Co-operate 7 WorkBC Centres (Surrey -2, Delta -2, Vancouver -1, Burnaby -1 and New Westminister -1)



Employment Programs



Workplace Connections Mentoring Program



Canadian Immigrant Integration Program



Settlement On-Line Pre-Arrival Program



Career Paths for Immigrants Program



Refugee Employment Support Services



Immigrant Women's Employment Readiness Connections



Fast Track to Manufacturing (F2M)



Topics

- **Immigration & Integration Overview**
- **Current State of Affairs in BC**
- **Why Hire Immigrant Workers**



Canada – *a land of immigrants*

Over the past 100 years, more than 14 million immigrants have arrived to forge a new life in Canada, making us one of the world's most ethnically diverse countries.



Newcomers to British Columbia

The Province of BC is the 4th ranked destination for new immigrants, behind Ontario, Quebec and Alberta

On average, 30,000 newcomers have arrived in BC for each of the past six years

Metro Vancouver is home to 81.2% of newcomers who arrived to BC in 2011-2016



Challenges with integration

Challenges:

- Bias and discrimination
- Accommodation issues (i.e., Quebec's niqab ban)
- Language proficiency
- Knowledge of Canadian workplace, culture and business environments
- Credential/prior experience recognition

Impact:

- Gap in economic outcomes
- Limited societal participation



Balance of Multicultural Communities

Integrative Multiculturalism: Inclusive citizenship linked to Canadian identity, with “rights” and “responsibilities”.

Cohesion multiculturalism: Canadian values as a means to improve social cohesion and integration. Responsibilities were more emphasized compared to rights. The metaphor became “conforming” to the host society.

Inclusion multiculturalism: Diversity and inclusion aimed at mainstreaming multiculturalism. Diversity portrayed as a Canadian strength. The metaphor: “embracing” diversity and multiculturalism, rather than merely accepting or tolerating.














The importance of integration

Newcomers, who are often regarded as the classic "other" based on legal grounds, physical appearance or race, (perceived) cultural and religious differences, class characteristics, or on any combination of these elements.

It is critically important that the two actors in the integration process, immigrants and the receiving society “embrace” each other for the immigrants to feel “at home” and fully participate in Canadian Society and for Canada to continue to prosper.



BC State of Affairs

Province or territory	Unemployment rate (seasonally adjusted)
 Canada (national)	5.8
 British Columbia	4.7
 Alberta	6.9
 Saskatchewan	4.9
 Manitoba	5.0
 Ontario	5.9
 Québec	5.2
 New Brunswick	7.9
 Prince Edward Island	8.9
 Nova Scotia	6.2
 Newfoundland and Labrador	11.8

BC has the lowest unemployment rate of all provinces

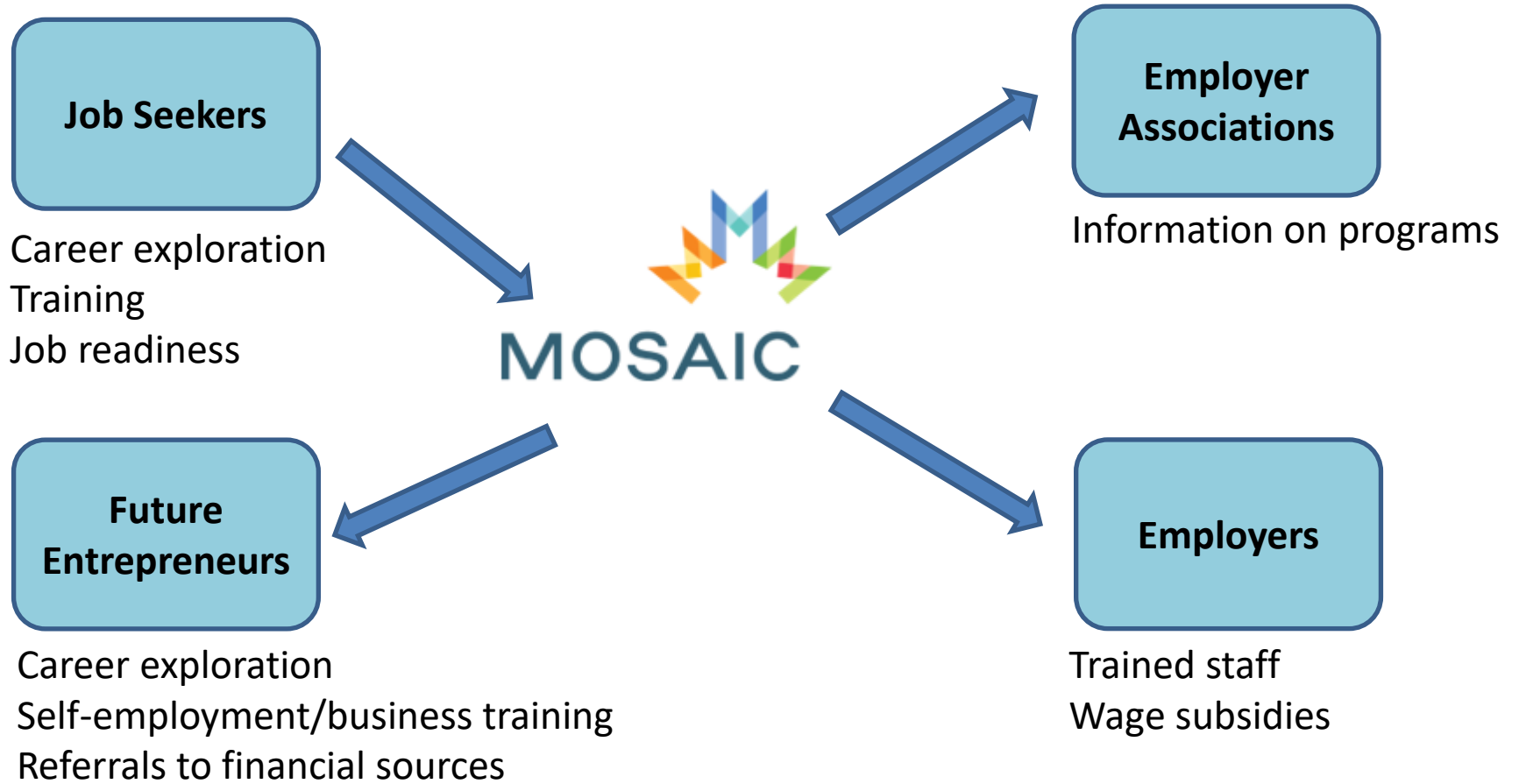
British Columbia has seen annual economic growth of more than 3.5% over the past four years.

Those not currently employed have more barriers to employment.

Businesses have had to be more accommodating.



Role of Service Organizations



MOSAIC Employment Methodology

Recruitment and Assessment

- Promotion & Info Sessions
- Screening and Interviewing
- Development of individual action plans

Workplace Culture/ Job readiness Training

- ESL and Essential Skills Training
- Job Readiness
- Intercultural Competency

Occupation Specific Training

- Health and Safety Training
- Occupation Specific Skills Training
- Occupation Specific Language Training

Job Placement

- Employer Recruitment
- Place Clients in Paid Jobs

Post Placement Support

- Job Retention
- On the Job Coaching



Support for employers

- Staff recruitment
- Access to job-ready, qualified applicants
- Job Postings
- Hiring Fairs & Recruitment Events
- Employment wage subsidy
- Job Creation Partnerships provide funding
- Project Based Labour Market Training
- Translation and interpretation services
- Diversity & inclusion workshops
- English classes for staff



Why Hire Immigrant Workers...

Immigrants are a key part of BC's talent pool

- All net labour force growth in BC now comes from immigration
- Broader talent pool for recruiting new employees
- Immigrants bring global experience, cultural and linguistic intelligence, and access to diverse global and local networks
- BC attracts highly educated immigrants in all fields of specialization

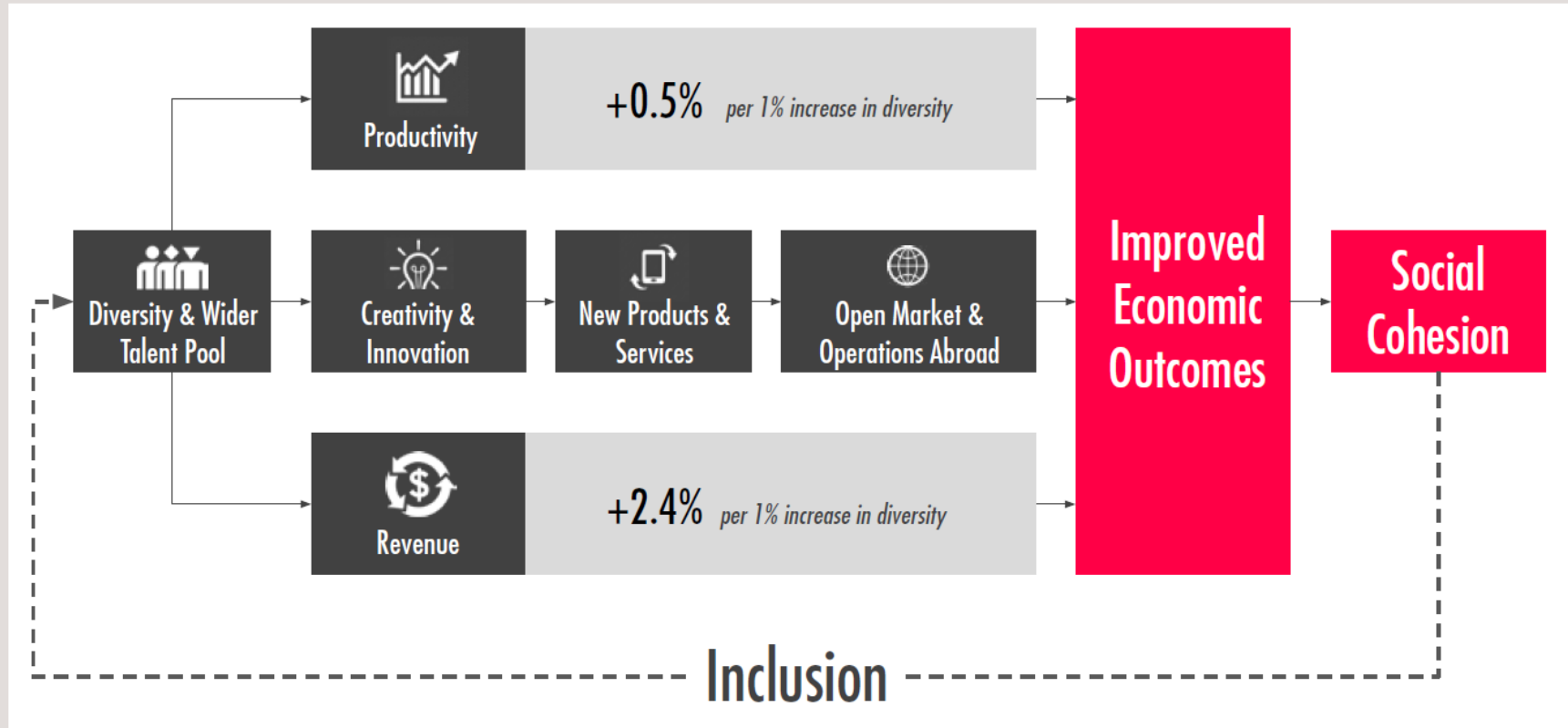
Diverse talent enhances workplace performance

- Diverse and inclusive businesses outperform homogenous ones
- Diverse perspectives contribute to increased innovation and creativity
- Companies with a diverse staff composition have better risk management and ability to withstand and grow through disruption and change
- Well-managed diverse teams are more productive and generate more revenue



Diversity Impact

Figure 4: Ethnocultural Diversity and Improved Economic and Social Outcomes



Data source: Statistics Canada (2011).



Why Hire Immigrant Workers...

Become an “employer of choice”

- Companies that are diverse and inclusive are attractive to customers, talent and other businesses
- Better able to respond to the skills/talent shortage by being an employer of choice
- Return on investment by engaging and retaining top talent for longer
- Stronger brand and reputation

Broader social and economic benefits

- Diverse and inclusive workplaces will position BC as an attractive destination for talent and further contribute to growth
- When immigrants are employed at levels that utilize their qualifications, they have greater disposable income to spend on goods and services
- Local businesses and the economy at large benefit from the economic well-being of residents
- Shared prosperity is good for business growth



Why Hire Immigrant Workers...

Access new networks and markets

- Expand local markets, and develop new global markets, by leveraging immigrants' international experience, cultural awareness and networks
- Expand customer base by developing in-house insights into the product and service needs of ethno-specific markets
- Improved customer service by better connecting and serving diverse customers and clients

