

Ministry of Jobs, Tourism & Innovation
Immigrant Integration and Multiculturalism Branch





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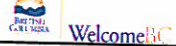
Presentation Outline

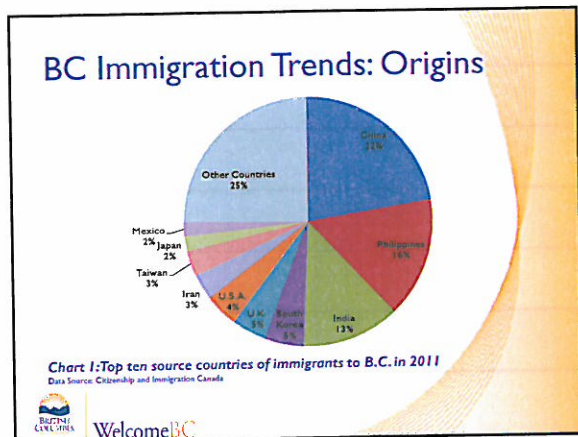
- ▶ BC Immigration Trends
- ▶ Canada-BC Immigration Agreement
- ▶ WelcomeBC Overview
- ▶ Multiculturalism in BC
- ▶ Measuring Performance/Outcomes
- ▶ Foreign Qualification Recognition
- ▶ Conclusion

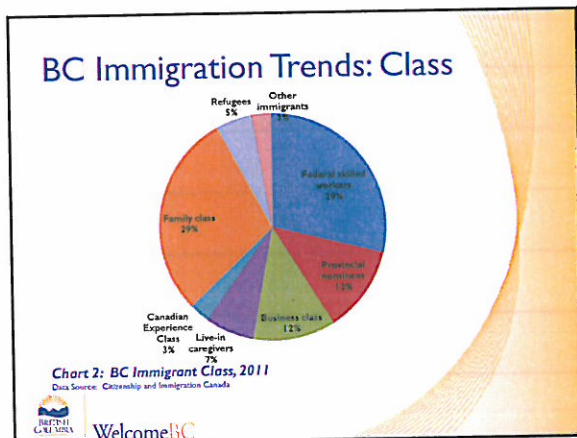


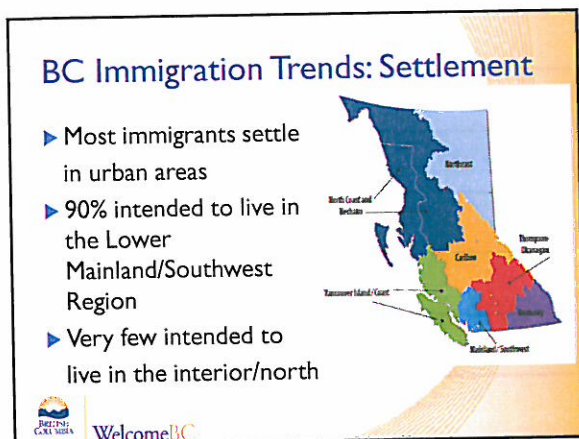
BC Immigration Trends

- ▶ **203,000** immigrants arrived in BC over the last 5 years
- ▶ BC Welcomed nearly **34,800** new immigrants in 2011
 - 173 countries
 - 75% declared ability in English/French (working age)
- ▶ Newcomers are assets to the labour market & Canadian society









Canada-BC Immigration Agreement

- ▶ **Integration is a 2-way Process**
 - Immigrants/Refugees & Canadians must work together to adapt to new cultures in order to facilitate successful integration
- ▶ **Language**
 - The successful integration of immigrants and refugees comes with the ability to speak one of Canada's official languages (English/French)
- ▶ **Responsibilities as a Canadian Citizen**
 - Immigrants and refugees can successfully settle if the social, political and cultural aspects in Canadian life are encouraged
- ▶ **Labour Market Integration**
 - Immigrants and Refugees play a vital role in supporting Canada's economic development. Labour market development is a key priority in helping newcomers achieve economic self-sufficiency.



Canada-BC Immigration Agreement

- ▶ **Vulnerable Populations**
 - Immigrants and Refugees facing significant barriers to successful settlement and integration are a priority.
- ▶ **Building Community Capacity**
 - Welcoming communities and workplaces are integral to the successful settlement and integration of newcomers. Each individual community has different needs and require flexibility to function.
- ▶ **Governmental Accountability**
 - Evaluation reports & analysis will help define, measure and identify methods in order to support effective integration services.
- ▶ **Provincial/Federal Collaboration**
 - Coordination and communication between Canada and British Columbia are key to successful delivery of programs.



WelcomeBC Overview: 3 Pillars



WelcomeBC Overview: Funding

- ▶ The Ministry partners with over 100 service providers throughout the province to deliver over \$120M in programs and initiatives
 - Partnerships with other ministries provide for \$10 million in projects from above funding

2010/11 WelcomeBC Expenditures: \$120.29M

Category	Percentage
Labour Market	13%
English Language	54%
Settlement Communities	33%

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Multiculturalism in BC

- ▶ BC Multiculturalism Act
 - Enacted in 1993 to recognize and promote multiculturalism in BC
 - Policy objectives
 - Multicultural Advisory Council
 - Report on Multiculturalism
 - Funding

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EmbraceBC

- ▶ Launched in 2009
- ▶ Supports and funds projects that address racism and promote multiculturalism in 6 key areas:
 - Arts Engagement
 - Interfaith Bridging
 - Inclusive Leadership Development & Mentorship
 - Public Education
 - Community Engagement & Dialogue
 - Organizing Against Racism and Hate
- ▶ 81 projects funded in over 25 communities
- ▶ Cross ministry & community involvement

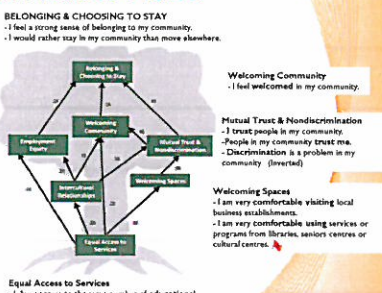
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Measuring Performance

- ▶ In 2010/2011...**87,748** newcomers accessed settlement information, referral and orientation services
 - 91% of Information/Support Services clients reported that their agency helped them "very much" by providing information & assistance
 - 80% of clients indicated that upon receiving services, they knew more about job training opportunities
 - 94% of Level 4/5 ELSA clients improved their English ability



Measuring Longer-Term Outcomes: Putting Down Roots Model



BELONGING & CHOOSING TO STAY
 - I feel a strong sense of belonging to my community.
 - I would rather stay in my community than move elsewhere.

Employment Equity
 - I am able to find employment opportunities that use my education, skills, and abilities.
 - I am treated fairly when applying for new employment opportunities.

Intercultural Relationships
 - I am able to effectively communicate with people of ethnic backgrounds different from my own.
 - I would be very comfortable working for someone with an ethnic background different from my own.


Equal Access to Services
 - I have access to the same number of educational opportunities as everyone else in my community.
 - I have access to the same quality of healthcare services as everyone else in my community.

Welcoming Community
 - I feel welcomed in my community.

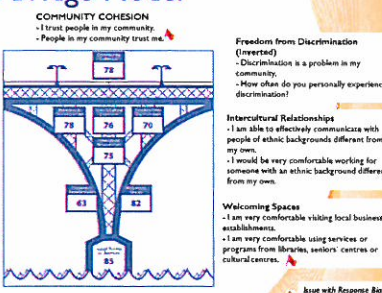
Mutual Trust & Nondiscrimination
 - I trust people in my community.
 - People in my community trust me.
 - Discrimination is a problem in my community (inverted)

Welcoming Spaces
 - I am very comfortable visiting local business establishments.
 - I am very comfortable using services or programs from libraries, seniors centres or cultural centres.

Key Statistics:
 Very comfortable: 82%
 Somewhat comfortable: 82%
 Somewhat uncomfortable: 82%
 Not comfortable: 82%



Measuring Longer-Term Outcomes: Building the Bridge Model



COMMUNITY COHESION
 - I trust people in my community.
 - People in my community trust me.

Voice & Cultural Expression
 - I am very comfortable expressing my culture and traditions in my community.
 - My opinions about decisions affecting my community are respected by other people in my community.

Belonging & Choosing to Stay
 - I feel a strong sense of belonging to my community.
 - I would rather stay in my community than move elsewhere.

Community Representation
 - I see my ethnic or cultural group represented in positions of influence in my community such as teachers, police, or community leaders.
 - I see my ethnic or cultural group represented fairly in the local media.

Equal Access to Services
 - I have access to the same number of educational opportunities as everyone else in my community.
 - I have access to the same quality of healthcare services as everyone else in my community.


Freedom from Discrimination (Inverted)
 - Discrimination is a problem in my community.
 - How often do you personally experience discrimination?

Intercultural Relationships
 - I am able to effectively communicate with people of ethnic backgrounds different from my own.
 - I would be very comfortable working for someone with an ethnic background different from my own.

Welcoming Spaces
 - I am very comfortable visiting local business establishments.
 - I am very comfortable using services or programs from libraries, seniors' centres or cultural centres.

Key Statistics:
 Trust with Respect: 80% or Non-Normal Distribution

Level	Definition	Measurement of LTR
Level 1	Very comfortable	80 and above
Level 2	Somewhat comfortable	65 to 79
Level 3	Somewhat uncomfortable	50 to 64
Level 4	Not comfortable	35 and below



Foreign Qualifications Recognition


- ▶ Foreign Qualifications Framework Implementation
 - Steps to encourage immigrants' full economic participation in BC
 - Collaboration between province and partners to assess international credentials to increase immigrants' labour market participation & success



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For further information...

- ▶ Visit our website: www.WelcomeBC.ca
- ▶ Contact Ben Pollard, Director (Program Management & Evaluation)



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