



ENGAGING EMPLOYERS. COLLABORATING FOR CHANGE.

A THREE YEAR REVIEW
2012-2015

hire | embauche
immigrants ottawa

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HIRE IMMIGRANTS OTTAWA (HIO)

is an initiative that brings together employers, immigrant agencies and stakeholders to enhance employers' ability to access the talents of skilled immigrants in the Ottawa area. The initiative was launched in 2006 as a response to a growing need to identify and address barriers faced by employers in the hiring and integration of skilled immigrants into the labour force.

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FUNDED BY:



HIO sincerely thanks our Council members, working group members and stakeholders for your commitment to creating opportunities for the integration of skilled immigrants into the Ottawa labour force.

Employer Council of Champions

Algonquin College*	Ministry of Community and Social Services*
Bank of Canada*	Nordion Inc.
Bruyère Continuing Care*	Ottawa Carleton District School Board*
Calian*	Ottawa Chamber of Commerce*
CGI*	Ottawa District Labour Council
City of Ottawa*	Ottawa Police Service*
Citizenship and Immigration Canada*	Public Service Alliance of Canada
Conference Board of Canada	Pythian*
Export Development Canada*	Royal Bank of Canada*
GEM Health Care Services Inc*	Scotiabank*
Hydro Ottawa*	Shared Services Canada
Information and Communications Technology Council*	Shoppers Drug Mart
Invest Ottawa	TD Canada Trust*
La Cité Collégiale*	The Ottawa Hospital*
LASI World Skills*	United Way Ottawa
Le Regroupement des gens d'affaires de la Capitale nationale	University of Ottawa*
Ministry of Training, Colleges and Universities*	

* ECC organizations with representation on the Working Groups

Working Groups

Member Organizations

Arnprior Regional Health
Bank of Montreal
BioTalent Canada
Business Development Bank of Canada
Canadian Blood Services National office
Canadian Council for Aviation
and Aerospace
Canadian Council of Technicians
and Technologists
Canadian Imperial Bank of Commerce
Canadian Institutes of Health Research
Canadian Mortgage and
Housing Corporation
Public Safety Canada
Catholic Centre for Immigrants
Cattelan Palmer Consulting
Chartered Professional Accountants
of Ontario
Chase
Consortium national de formation en santé
Dream Team Home Care
International Development Research Centre
Kinaxis
Kivuto Solutions Inc.
Ministry of Citizenship and Immigration
Ministry of the Attorney General

National Research Council Canada
Ottawa Catholic School Board
Ottawa Chinese Community Service Centre
Ottawa Festivals d'Ottawa
Ottawa Paramedic Service
Pinecrest Queensway Community Services
Queensway Carleton Hospital
Réseau de soutien à l'immigration
francophone de l'est de l'ontario
Service Canada
Superna
Telus
ThermoFisher Scientific
University of Ottawa Heart Institute
YMCA-YWCA - National Capital Region

MESSAGE FROM THE COUNCIL CHAIRS

As Co-Chairs of the Employer Council of Champions (ECC) we are pleased to present this three-year report, which highlights the activities and accomplishments of the Hire Immigrants Ottawa (HIO) initiative over the period of 2012 to 2015.

While Ottawa continues to attract highly educated, skilled immigrants from around the world, too many newcomers face barriers that prevent them from finding employment that is commensurate with their skills and training. At the same time, many local employers continue to report difficulties finding the skills and talent needed to grow their businesses and sustain their organizations.

The HIO initiative is addressing this paradox head on, recognizing that employers have a critical role to play in removing barriers to immigrant employment, and in facilitating successful labour market integration. As you will read in the pages that follow, HIO has actively engaged with hundreds of employers in the Ottawa region, providing information and learning resources, training and professional development workshops, coaching and networking events, all designed to increase the ability of employers to access the pool of local skilled immigrant job seekers and effectively leverage their skills and experience for competitive advantage.

In the past three years we have seen first-hand the impact of HIO's work, with numerous local employers taking action to reframe employment practices, implement systemic workplace change, and most importantly, to realize the benefits of diverse and inclusive workplaces. Many of these success stories have been featured at our annual Employer Summits, which continue to attract large audiences of civic leaders, senior executives and human resources managers from all sectors of Ottawa's economy.

The work of HIO is truly a collaborative effort, and we wish to thank our many community partners, stakeholders and Council members for their support in achieving these successes.

We encourage Ottawa employers of all sizes to take advantage of HIO's services and play an active role in steering and supporting immigrant labour market integration.



Gaye Moffett

*Co-Chair, Employer
Council of Champions
Founder, GEM Health
Care Services*



Frank Bilodeau

*Co-Chair, Employer
Council of Champions
Vice-President, Scotiabank,
Ottawa and West Quebec*

ENGAGING EMPLOYERS

HIO's mandate is to increase the capacity of employers in the Ottawa area to more effectively attract, hire and integrate skilled immigrants into skills-appropriate positions. Effective employer engagement is fundamental to growing and deepening HIO's employer network.

Employer Council of Champions: providing leadership

Foundational to HIO's accomplishments is the on-going engagement of senior executives from leading private and public sector organizations. [The Employer Council of Champions](#) (ECC) demonstrate leadership in promoting the hiring and integration of skilled immigrants within their respective organizations and among their professional and business networks.

The following organizations joined the Council:

- Citizenship and Immigration Canada
- Information and Communications Technology Council
- Ottawa Carleton District School Board
- Pythian
- Shared Services Canada

ENGAGING EMPLOYERS

Employer Working Groups: tackling workplace barriers

HIO's innovative model of employer engagement complements the leadership of the ECC with sector-based **Working Groups**, composed of managers in health care, information technology, finance, biotechnology and the public sector. Over the past three years, Working Group accomplishments include:

- **12 sector-specific coaching events, involving 86 employer coaches and 278 skilled immigrants**, providing them with guidance and advice on job search strategies;
- **9 Collaborative Workshops**, taking on a variety of subjects deemed critical for effective integration solutions, including assessing and interviewing skilled immigrants, conducting workforce surveys, strategies to embed inclusive practices, and changes to Canada's immigration selection system;
- **Monthly sector-specific meetings** in which peer-to-peer networks are established, workplace challenges are discussed and innovative workplace initiatives relating to integration are shared.

Employer Outreach – Forging Dynamic Relationships

Through ongoing employer outreach and engagement activities, HIO forges dynamic relationships with employers that respond to evolving interests and emerging needs. Engagement accomplishments over the three year period include:

- Outreach to **262 new public, private and not-for –profit organizations and businesses**;
- One-on-one information sessions with **55 local employers**, to provide information about resources and engagement activities available through HIO and its stakeholders;
- Employers and stakeholders **annually contribute over 1,000 hours of their time and expertise** towards the work of HIO.

Building Capacity. Developing Solutions.

HIO offers information products, professional development training, learning events, networking opportunities, and one-on-one consultations designed to help employers develop their capacity to attract, hire and integrate skilled immigrants into the workforce.

HIO's achievements over the three year period By the Numbers:

46 cross-cultural professional
development sessions
to enhance the cross-cultural communication
and management skills of **531**
employer participants.

36 learners
graduated
from HIO's enhanced cross-cultural training program,
obtaining the skills to become facilitators of cross-cultural
competency change within their own workplaces,
further deepening the impacts of the program.

4 professional
networking events
that brought together **104** employers
and **140** skilled immigrants,
providing opportunities for interaction,
learning, and relationship building.

Building Capacity. Developing Solutions

(continued)

Support and consultation to local employers as they work
to develop internal recruitment and retention practices;

118 employers are implementing systemic changes
to their HR policies and working place practices.

455 skilled immigrants
gained skills appropriate employment
with participating HIO employers.

A Directory of
Ottawa Programs and Services
for Employers and Business - an “at a glance” matrix
of resources – from bursaries to building inclusive workplaces.

6 demographic and labour market
factsheets/infographics.

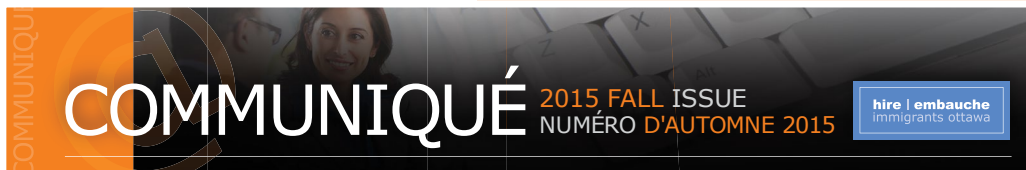
5 Employer case studies
and **7** Employer Excellence Award
winner profiles.

All providing an Ottawa-focused understanding of the city’s changing
population and labour market, strategies and tools for creating inclusive
workplaces, the importance of immigration as a source of skilled labour,
and the steps local employers can take to improve their capacity to hire
and integrate skilled immigrants.

Growing Public Awareness

HIO's communications initiatives create awareness of the importance of skilled immigrants to Ottawa's labour force, and the economic and work-place benefits of hiring immigrants into skills appropriate positions. HIO's communications activities and media coverage included:

HIO Communiqué – HIO's e-newsletter currently reaches over 500 organizations and over 1200 individuals, providing employer related news, research reports, articles and event announcements. Over three years, 9 e-newsletters containing more than 30 articles were published and distributed.



Expanding outreach into Ottawa's business community through a series of 12 expert blog postings on the Ottawa Business Journal (OBJ), the largest business website in Ottawa. Written by HIO staff, employer and stakeholder partners, the postings address key issues related to the effective workplace integration of immigrants.

20 media features and articles in print, electronic and broadcast media. These media include the Ottawa Business Journal, Metro Ottawa, Ottawa HR, Canadian HR Reporter, 91.5 FM-CBC Ottawa, 580 CFRA Radio, CBC TV-Ottawa and CTV-Ottawa.

Expanded use of social media to share resources, event information and news relevant to employers and stakeholders; 1,552 and 103 Twitter and LinkedIn followers respectively.

On-going enhancement of the HIO website, (www.hireimmigrantsottawa.ca) to provide visitors with the most current and relevant information and employer resources. Over the three years, the site attracted over 35,800 unique visitors.

Annual Employer Summit

This annual two-day event brings together over 200 civic leaders, senior executives and human resources professionals from business, government, not-for-profit organizations and immigrants in a program designed to inform, celebrate and inspire employer excellence in Ottawa.

Keynote speakers and expert panelists address a range of topics on systemic barriers and solutions to the effective integration of skilled immigrants in to the labour force.

Summit themes:

2015

**Skills to Jobs: Ottawa's
Human Capital Requirements
in the Knowledge Economy**

2014

**Leveraging Immigrant
Talent to Grow and Diversify
Ottawa's Economy**

2013

**Diversity Works! Energize,
Engage, and Excel with Ottawa's
Global Talent**

Proceedings of previous
Summits are available online at:
[Employer Summit](#).



Employer Excellence Awards

The HIO Employer Excellence Awards recognizes employers for their outstanding and innovative recruitment, retention and engagement policies and practices around the integration of skilled immigrants into Ottawa workplaces.

Award Winners: 2013-2015



Business Development
Bank of Canada



Kivuto Solutions Inc.



TD Bank

Leadership Recognition

Five individuals were recognized at the 2014 Employer Summit for their leadership in championing immigrant employment in their respective sectors and organizations, as well as for their contributions to the work of Hire Immigrants Ottawa.



From Left: Gaye Moffett, George Chin and Emma Creese

Hicham Adra, President, Fitzroy Enterprises Inc.

Emma Creese, Manager, HR Regional Support, Scotiabank.

George Chin, Manager, Business Planning and Support, Ministry of Attorney General, East Region.

Gaye Moffett, Founder, GEM Healthcare Services Inc.

David Draper, Managing Director, Keylingo Translations.

Collaborating with Partners and Stakeholders

HIO collaborates with numerous stakeholder organizations to strengthen community capacity to effectively integrate skilled immigrants into the local labour force. Among HIO's many collaborations are:

- LASI World Skills and the Ottawa Job Match Network (including the National Capital Region YMCA-YWCA and Ottawa Community Immigrant Services Organization), to bring skilled immigrants and local employers into direct contact through networking and coaching events;
- Ottawa Community Immigrant Services Organization, to host "Mentworking" events for employers and skilled immigrants;
- Information and Communications Technology Council, to broaden employer outreach, share resources and cross-promote activities focused on integrating internationally educated IT professionals;
- The Economic Sector Table of the Ottawa Local Immigration Partnership, the Ottawa Integrated Local Labour Market Project, the Immigrant-Employer Learning Partnership Advisory committee, the Power of Trades Advisory Board and the Mentorship Collaboration Advisory Steering Committee, contributing to community planning and policy development;

Collaborating with Partners and Stakeholders

(continued)

- Foreign Credential Referral Office of Citizenship and Immigration Canada, to support the work and objectives of the Federal Internship for Newcomers and the Alternative Careers Programs;
- Other collaborators included the Ottawa Chamber of Commerce, Le Regroupement des gens d'affaires de la Capitale nationale, BioTalent Canada, Human Resource Professional Association – Ottawa Chapter, Canadian Council of Technicians and Technologists, Invest Ottawa, Ottawa Community Loan Fund, Kanata North BIA, Conference Board of Canada, Ontario Human Rights Commission, Employment and Social Development Canada's Office of Literacy and Essential Skills.

Working with other cities

- HIO routinely shares its innovative model of employer engagement, employer resources, and lessons learned with other communities in Ontario including the Local Immigration Partnerships of Renfrew and Lanark, and Leeds and Grenville, and Professions North.
- HIO is member of the Immigrant Employment Councils Canada – a pan-Canadian network of IECs working together to achieve the common goal of enhancing immigrant labour market integration by connecting skilled immigrants with Canadian employers.

Financial Statement

Schedule of Contributions and Expenses

Cumulative period
from **April 1, 2012**
to **March 31, 2015**

Contributions

AMOUNT \$

Ministry of Citizenship and Immigration and International Trade	1,313,757
Ministry of Training, Colleges and Universities	14,487
United Way/Centraide Ottawa	128,847
Interest	2,419
	1,459,510
Deferred contributions	105,873

Total contributions

1,565,383

Expenditures

Salaries and benefits	1,019,313
Professional services	174,146
Administration	371,924

Total expenditures

1,565,383

Note: Audited annual financial reports are available upon request.