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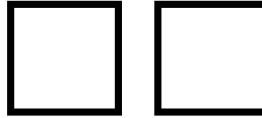
TO:	CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE MEETING ON SEPTEMBER 20, 2016
FROM:	SANDRA DATARS BERE MANAGING DIRECTOR, HOUSING, SOCIAL SERVICES AND DEARNESS HOME
SUBJECT	ONLINE TOOLS TO ATTRACT IMMIGRANTS TO LONDON AND MIDDLESEX

RECOMMENDATION

That, on the recommendation of the Managing Director, Housing Social Services and Dearness Home, the report on Online Tools to Attract Immigrants to London and Middlesex **BE RECEIVED**.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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- Immigration Portal Status Report (Board of Control: Mar. 22, 2006; Jan. 31, 2007; Oct. 31, 2007; March 25, 2009)
- Immigration Portal Sustainability (Board of Control: February 5, 2008).
- Agreement with the Province of Ontario for Enhancements to the London and Middlesex Immigration Portal (Board of Control: April 9, 2008)
- Agreement with the Province to develop multilingual marketing materials (Board of Control: September 29, 2010).
- Requested Administrative Funding for the Heritage and Immigration Web Portals. (Committee of the Whole February 10, 2009).
- Agreement with the Province to enhance the London and Middlesex Immigration Portal (Finance and Administration Committee: July 20, 2011).
- Agreement with the Province to enhance the marketing of the London and Middlesex Immigration Portal (Finance and Administrative Services Committee: February 27, 2012; August 20, 2012).
- Agreement with the Province to enhance Marketing (Corporate Services Committee: February 26, 2013).
- Agreement with the Province to enhance Labour Market section (Corporate Services Committee: February 26, 2013).
- Amending Agreement with the Province of Ontario to enhance the London and Middlesex Immigration Portal Labour Market section (Corporate Services Committee: November 12, 2013).
- London and Middlesex Immigration Portal Enhancements and Second Annual International Student Welcome Event (Corporate Services Committee: November 18, 2014).



BACKGROUND

Two online tools to attract immigrants to London and Middlesex have launched: *On the Move: Your Guide to living in London and Middlesex County, Canada* and *Start London*. The objectives of the London and Middlesex Immigration Portal (immigration.london.ca and immigration.middlesex.ca) are to attract and retain newcomers including international students. Funding for the projects was provided by the Government of Ontario, which has provided over \$650,000 in funding towards immigration-related initiatives since 2007.

Start London is a project to promote London as a preferred destination for Economic Class immigrants, in particular entrepreneurs. The project consists of a video and online guide to attract immigrant entrepreneurs to London, with international students and their families being a secondary market. It coincides with the creation of new federal and provincial visa programs. The video, available in six languages (English, Arabic, Mandarin, Spanish, Portuguese and Korean) portrays five local immigrant entrepreneurs who have used the supports and services available to them to succeed. The London Economic Development Corporation (LEDC) was a key partner with the City in the creation of the video. The online resource guide, available at www.startlondoncanada.ca, was developed by the London Small Business Centre. It provides greater details on the supports and services available to entrepreneurs as well as London's assets. Both the video and the resource guide are available on the London and Middlesex Immigration Portal at www.immigration.london.ca.

Network development and outreach for *Start London* has already begun with presentations to key stakeholders in the community. Promotion will be encouraged through local businesses which have a global outreach, educational and settlement partners, and LEDC trade missions. A full promotional plan, including social media, has been developed by LEDC and City of London communications staff.

Success for *Start London* will be measured by an increased number of immigrant entrepreneurs who interact with the London Small Business Centre and the LEDC and their websites, increased numbers of enquiries and/or visits concerning immigrant entrepreneurship and educational institutions through the London and Middlesex Immigration Portal, and a target number of at least ten supported applications for the Start-up visa program in London within the first six months after the network development phase of the project, building upon that success in years to follow.

On the Move is a planning tool for people considering moving to London and Middlesex County. In particular, it will allow potential immigrants seeking to work and live in our community, and international students seeking an opportunity to study to develop a personalized plan of tasks that they will need to complete prior to their move. The objective of *On the Move*, which is linked to the London and Middlesex Immigration Portal, is to increase the number of immigrants, including international students to London and Middlesex County. This project was supported by members of the Steering Committee of the London and Middlesex Immigration Portal, in particular, Middlesex County which is hosting the site at movetolondonmiddlesex.ca. The content of the site will be maintained by the Cross Cultural Learner Centre with which the City has a contractual relationship to maintain the London and Middlesex Immigration Portal.

Success of *On the Move* will be measured by the number of visits to the website, the creation of plans, and an increase in visits to the London and Middlesex Immigration Portal. Over the longer term, we expect that the tool will result in an increase in the numbers of enquiries through the London and Middlesex Immigration Portal concerning moving to or studying in London and Middlesex, as well as increased numbers of immigrants and international students to the community. *On the Move* will be promoted through a social media plan and the purchase of online advertising.

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PREPARED BY:	RECOMMENDED BY:
JILL TANSLEY MANAGER, STRATEGIC PROGRAMS AND PARTNERSHIPS	SANDRA DATARS BERE MANAGING DIRECTOR, HOUSING SOCIAL SERVICES AND DEARNESS HOME

c. Steering Committee, London and Middlesex Immigration Portal

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