



# Diversity, Race Relations and Inclusivity Award Nomination Form

**London**  
CANADA

## NOMINEE INFORMATION

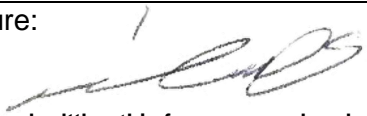
Name of group or organization: Immploy	
Business Address: 141 Dundas Street 4th Floor,	
City: London Ontario	Postal code: N6A 1G3
Name(s) of contact people (including position titles): Sienna Jae Talyor - Project Manager	
Business Telephone: 226.884.9167 x. 461	Business Fax: F 519.663.5377
Business E-mail: SiennaT@immploy.ca	
Category: (check one)	
<input type="checkbox"/> Small business/small labour (49 or fewer employees/members)	
<input type="checkbox"/> Large business/large labour (50 or more employees/members)	
<input checked="" type="checkbox"/> Social/community services (including Not-for-Profits) (49 or fewer employees/members)	
<input type="checkbox"/> Social/community services (including Not-for-Profits) (50 or more employees/members)	
<input type="checkbox"/> Youth/young adult groups or organizations (<26 years of age)	

## INITIATIVE INFORMATION (attach additional sheets or supporting material as required)

What is the initiative this group/organization implemented? Connecting employers to immigrant talent for economic prosperity.
When did the initiative take place? eg. Spring 2020 Spring 2006
Do you know who the key department(s) or committees involved were? Please name:  City of London, Employment Sector Council London-Middlesex, London Economic Development Corporation and WIL Employment Connections facilitated the initial formation of what was then called the London-Middlesex Immigrant Employment Task Force (LMIETF), later grew to London Middlesex Immigrant Employment Council
Key people involved:  - Employer led Leadership Council (Executive Leaders from Industries in London) - Advisory Committee Members (ED - Huron County/Perth County, LEDC, Fanshawe, Western, CCLC, TechAlliance, SL-LIP) - Immploy Team
Brief description of initiative: As a regional champion and immigrant employment council, we are an invaluable knowledge sharing network of business leaders who have experienced the benefits of hiring globally. Through a Leadership Council of regional employers and an Advisory Committee of Community Partners, Immploy advances the following four strategic objectives: Support employers in recruiting and retaining immigrant talent. Bridge the gap between labour market demand and supply. Strengthen sustainability and recognition as a strong employer-led Council. <del>Become a regional champion for immigrant talent in Southwestern Ontario.</del>
How has the initiative contributed to the promotion of diversity, race relations, inclusivity and human rights in London and promoting London as a welcoming city?  Please see attached document

<p>What short or long-term impact has/will the initiative have on the promotion of diversity, race relations, inclusivity and human rights in London and promoting London as a welcoming city?</p> <p>Please see attached document</p>
<p>What is the potential for expansion and/or inspiration for replication of the initiative?</p> <p>Please see attached document</p>
<p>How can receiving this Award be used to further promote diversity, race relations, inclusivity and human rights in London and to further promote London as a welcoming city?</p> <p>Please see attached document</p>

**NOMINATOR INFORMATION**

Your Name: Ahad Al-Hakim	
Address: 700 Collip Circle, Suite 205	
City: London Ontario	Postal code: N6G 4X8
Telephone:	Fax:
E-mail:	Signature: 
Date: Nov 19, 2020	

**Submissions must be received by 9:00 a.m. on Monday, November 16, 2020 to:**

City Clerk's Office  
City of London  
300 Dufferin Avenue, PO Box 5035  
London, ON N6A 4L9

Phone: 519-661-CITY (2489) Ext. 4599  
Fax: 519-661-4892  
E-mail: [sppc@london.ca](mailto:sppc@london.ca)

**NOTICE OF COLLECTION OF PERSONAL INFORMATION**

Please be advised that all nominations submitted for the Diversity, Race Relations and Inclusivity Award become part of the public record. The nominations will be published on a public agenda and made available electronically through the City of London public internet website. The personal information collected on this form is collected under the authority of the Municipal Act 2001, as amended, and will be used to administer the Diversity, Race Relations and Inclusivity Award program. Questions about this collection should be addressed to the City Clerk at 300 Dufferin Avenue, London, Ontario N6A 4L9 Tel: 661-CITY (2489) Ext. 4937

## **How has the initiative contributed to the promotion of diversity, race relations, inclusivity and human rights in London and promoting London as a welcoming city?**

- As a project of WIL Employment Connections, Immploy's mandate is to connect employers to newcomer talent. With the goal of securing commensurate employment for refugees and newcomers, Immploy focuses on the employer side of the job – ensuring that companies and organizations are aware of the newcomer talent in our community, have access to resources and supports to recruit and retain those newcomers and are actively engaged in newcomer's career journeys in Canada
- Immploy facilitates two main programs:
  - o Job Match- which screens, short lists and recruits potential candidates for employers from a group of job ready, internationally trained newcomers
  - o Mentorship - which connects volunteer mentors with job-ready newcomers seeking guidance and support in preparing for work in the Canadian context
- Immploy recently launched an Employer Engagement Project which focuses on consultation, education and workplace integration supports for employers. This project will focus on understanding the needs of employers as it pertains to recruiting and retaining newcomers, provides customized education on equity and inclusion and best practices for engaging newcomers in the workplace. The workplace integration component provides coaching and peer-to-peer learning so that employers can move beyond the concept of simply hiring newcomers and move towards creating welcoming and inclusive workspaces.
- No matter how much work is done to support and prepare newcomers, if employers are not opening their doors, we are only doing half of our job. Immploy ensures that we are focused on *both* sides of the equation

## **2. What short or long-term impact has/will the initiative have on the promotion of diversity, race relations, inclusivity and human rights in London and promoting London as a welcoming city?**

The Immploy Mentorship program provides opportunities for immigrant job seekers to connect with experienced volunteer mentors within their industry. Through group mentorship events, or one-on-one relationships, Mentors provide insight into Canadian work culture, trends in their industries, employment opportunities and exposure to their professional networks.

As a result of the mentorship program, mentees feel better prepared to enter the Canadian workforce, with increased knowledge of their industry and new networks to lean on for guidance and support. Mentors not only strengthen their personal leadership and coaching skills but also improve their inter-cultural awareness and understanding of areas affecting labour market integration of immigrants. Many of our Mentors share the profound impact that learning about Newcomer experiences has on them professionally and personally.

To-date, Immploy Mentorship programs have connected 1,065 newcomer mentees with professionals in their fields, and 700 of the mentees have secured employment in their fields. In 2019-2020, 163 newcomer mentees were matched in the program, and 107 matched mentees gained employment in their field or a related field.

Immploy Job Match was established in 2007 to provide employers across Southwestern Ontario with coordinated access to qualified Canadian immigrant talent through short-listing, screening and coaching.

Immploy Job Match has continued to broaden its relationships with employers to better support immigrant job seekers by a diverse range of employers.

Relationships span across sectors including nonprofit, business, and government and have engaged a wide array of industries such as manufacturing, finance, healthcare, education, technology and more.

In the past year alone, Immploy Job Match has:

- Shared over 566 job vacancies to newcomers seeking employment
- Engaged 250 regional employers through employment supports, services and webinars that educate them on the benefits of hiring newcomers
- Supported 1158 immigrant job seekers – 411 of which secured employment in their field or in a related field

### **3. What is the potential for expansion and/or inspiration for replication of the initiative?**

Immploy is actively working on expanding its services across southwestern Ontario through virtual/online services. It has been able to support newcomer jobseekers through Job Match program and Mentorship program that are living outside of London.

Their engagement with employers through Employer Engagement Project they will gain better understanding of the gaps in knowledge as it pertains to equity and inclusion. With this knowledge they will be able to create further education and resources/toolkits that employers can use to create more welcoming and inclusive workplaces.

### **4. How can receiving this Award be used to further promote diversity, race relations, inclusivity and human rights in London and to further promote London as a welcoming city?**

Receiving this award will speak volumes to employers. This award will communicate the validity and the impact of their program. Not only will it help to create awareness about the newcomer talent in our community but it may also entice more employers to participate in mentoring newcomers, to consider intentionally recruiting newcomers or to participate in our employer engagement project thus increasing our local and regional diversity and inclusion. Immploy's ultimate goal is systems change – to strive to empower employers to update their policies and practices for more equitable and inclusive workplaces. London *needs* a more diverse workforce and Immploy, along with the guidance of our employer-led Leadership Council, has made this a top priority.