



**Sarnia-Lambton**  
Immigration Taskforce

# Sarnia Lambton Immigration Task Force

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## 2023 Year in Review

Members of the Sarnia-Lambton Immigration Task Force say the group has made significant progress in their efforts to help attract newcomers to the region.

Reflecting on the past year, the 35-member Task Force Steering Committee, which consists of local leaders, industry representatives, and individuals with lived experience, says they are starting to see the impacts of their work in areas of high priority including increasing the local population, driving economic development, enhancing diversity, and aiding in skilled worker shortages.

“On behalf of the Task Force, I’m proud to say there have been some substantial developments in the foundational work necessary to prepare our community and employers to grow with the addition of skilled newcomers,” said Judith Morris, Chair, Sarnia-Lambton Immigration Task Force. “In particular, we have taken essential steps in economic development, capacity building for employers, and newcomer engagement.”

### **Employment & Economic Development Action Group**

Lead: Sarnia Lambton Economic Partnership

- Successful Skills Development Fund from Sarnia Lambton Economic Partnership’s (SLEP) Newcomer Connection Program to support newcomer employment opportunities and employer hiring by strengthening their connections. In 2023 this development funded two full time programs staff, who filled 29 jobs, and supported 150 employers and 350 newcomers.
- SLEP further supported employers by offering two full-day Equity, Diversity and Inclusion (EDI) training sessions for local small-to-medium-sized businesses, which provided resources for creating welcoming workspaces. Forty-nine area employers took part in the training. An EDI model for the community is also in development to help attract and retain the best talent for local industries and businesses.
- Centre Communautaire Francophone de Sarnia-Lambton welcomed 47 francophones from the GTA to meet with 12 potential employers.

### **Community Action Group**

Lead: Local Immigration Partnership

- Fall Volunteer Fair to showcase and build a network that demonstrated the need and role of volunteers: 200 students and 12 local organizations.
- Organization of a successful Welcome Week for all newcomers Sept 2023



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- The Lambton Immigration Partnership's New Year's Eve Festival of Cultures – December 31, 2023. Taking place at the Suncor Agora Stage at Centennial Park, this free, family-friendly event will feature fireworks, performers, a DJ playing international and Indigenous music, as well as cookie decorating with Scouts Canada.

### **Systems Action Group**

- Equity Diversity and Inclusivity Model for the Community in development. The primary goal is to attract and retain the best talent free of bias while providing a welcoming environment for all.
- Community Immigration Network or Hub development in progress.
- One-year marketing plan launched in November 2023. Demographic research, social media, logo, student profiles, webpages. Taskforce member network critical in implementation.
- Political Engagement with two goals: raise profile of Sarnia Lambton and advocate for an immigration pilot project for our community: Chamber of Commerce Event at Queens Park, and meeting with Minister of Labour, Immigration, Training and Skills Development and local MP to advocate for Task Force goals.

### **College Action Group**

Lead: Lambton College

- Launched the International Business Professionals Club which offers students learning and networking opportunities with employers in collaboration with the Chamber of Commerce.
- The International Women's Club lead three International Fashion and Cultural Shows, both at Lambton College and for Bluewater Health Leadership event.
- Highlighting and celebrating Lambton College Alumni in a marketing campaign in partnership with Alumni/Co-op and Career Services. The stories profile graduates and current students. Posted on Linked-In/Socials and paid ads.