

Local Immigration Partnership: Business Development Sub-Council Work Plan

Local Immigration Partnerships (LIPs) support the development of local partnerships and community-based planning that support successful outcomes for newcomers. A settlement Strategy is built on the principles of **attraction, recruitment, integration, and retention**.

The Simcoe County Local Immigration Partnership launched the Community Settlement Strategy on November 17, 2012, following a yearlong community research process. The research identified issues and barriers impeding immigrants' success. Four themes emerged from the research, which provide a blueprint for establishing Simcoe County as a welcoming community:

Readiness: Strengthen basic public services to promote retention

Opportunity: Promote employment and business opportunities

Celebrate: Demonstrate a supportive environment and celebrate diversity

Inspire: Empower newcomers to contribute to local leadership capacity

These themes provide a blueprint for establishing Simcoe County as a welcoming community and guide the focus of the initiatives supported the by the Simcoe County Local Immigration Partnership.

One area that Business Development Sub-Council is specifically mentioned in the Local Immigration Partnership Settlement Strategy is:

Settlement Strategy	
Theme	Action
Opportunity: Promote Business Opportunities	Establish priorities with the Business Development Sub-Council, considering the recommendations from Millier Dickenson Blais Report: <ul style="list-style-type: none"> Establish an immigrant entrepreneurship program linking business class immigrants with local community businesses interested in selling established enterprise Link newcomers to available resources for starting new business ventures

Goal: Conduct a series of in-depth interviews and an online survey to better understand the needs and barriers faced by newcomer entrepreneurs in Simcoe County. The findings from this study will assist the sub-council in establishing future goals and priorities.					
Purpose	✓	Attraction	Recruitment	Integration	✓ Retention
Theme	✓	Readiness	Opportunity	Celebrate	Inspire
Activity	Tasks	Timeline	Resources		
Newcomer Entrepreneur Study	Develop Concept	Winter 2012	Sub-Council		
	Draft Survey	Winter 2012	Chair and LIP Coordinator		
	Review Survey	January 2013	Sub-Council		
	Revise Survey	January 2013	Chair and LIP Coordinator		
	County of Simcoe Internal Review	February 2013	County of Simcoe		
	Conduct In-Depth Interviews	Feb / Mar 2013	Select Sub-Council Members		
	Debrief In-Depth Interviews	Mar / Apr 2013	Sub-Council		
	Produce Survey Monkey	April 2013	LIP		
	Disseminate Survey Monkey	June 2013	LIP / Sub-Council		
	Analyze Data	Summer 2013	County of Simcoe		
	Debrief Data	September 2013	Sub-Council		
	Determine Next Steps Based on Findings	Fall 2013	Sub-Council		

Goal: Contribute to the development of an Immigrant Resource Guide, designed to support newcomers as they settle in Simcoe County. Raise awareness of the local resources available to help newcomer entrepreneurs.				
Purpose	Attraction	Recruitment	Integration	✓ Retention
Theme	✓ Readiness	✓ Opportunity	Celebrate	Inspire
Activity	Tasks	Timeline	Resources	
Immigrant Directory: Starting a Business	Draft "Starting a Business" Section	Winter 2012	LIP Coordinator	
	Review content	January 2013	Sub-Council	
	Revise Content	Jan / Feb 2013	LIP Coordinator	
	Final Content Review	February 2013	Sub-Council	
	Dissemination of Directory	Fall 2013 / Ongoing	Sub-Council	
Goal: Advise the "Doing Business" section of the MIIO Portal. This section will raise awareness of business opportunities and resources available to newcomers in Simcoe County. immigration.simcoe.ca				
Purpose	✓ Attraction	✓ Recruitment	Integration	Retention
Theme	✓ Readiness	✓ Opportunity	Celebrate	Inspire
Activity	Tasks	Timeline	Resources	
Portal Content Review: Doing Business	Draft "Doing Business" Section	January 2013	MIIO Coordinator	
	Review Content	January 2013	Chair and Sub-Council	
	Revise Content	Jan / Feb 2013	MIIO Coordinator	
	Final Content Review	February 2013	Chair	
	Raise Awareness of Completed Portal to Local Newcomers and Other Service Providers immigration.simcoe.ca	May 2013 / Ongoing	Sub-Council	
Goal: Create pathways to connect newcomers with businesses in Simcoe County that are being sold or closed due to no purchasers.				
Purpose	✓ Attract	✓ Recruit	Integrate	Retain
Theme	Readiness	✓ Opportunity	Celebrate	Inspire
Activity	Tasks	Timeline	Resources	
Succession Planning	Brainstorm and Research Feasibility of Different Succession Planning Options - Previous succession planning workshops in Simcoe County - Legality (lawyer who specializes in succession planning) - Physician Recruitment program - Succession Matching www.successionmatching.com	Spring 2013	Sub-Council	
	Approach Regional Economic Development Committee	March 2013	Sub-Council Chair	
	*After preliminary research, the sub-council decided to post-pone this activity until after succession planning has been discussed at a more regional-level. The sub-council will revisit the concept at that time to incorporate a newcomer focus.			
Goal: Increase capacity of newcomer entrepreneurs by raise awareness of self-employment services, tools and resources in Simcoe County.				
Purpose	Attract	Recruit	Integrate	✓ Retain
Theme	✓ Readiness	✓ Opportunity	Celebrate	Inspire
Activity	Tasks	Timeline	Resources	
Ethno-Cultural Presentation	Brainstorm Format	February 2013	Sub-Council	
	Develop Presentation	Feb / Mar 2013	Chair + Sub-Council Members	
	Review Presentation and Finalize Details	Mar 2013	Sub-Council	
	Present / Host Information Table	March 20, 2013	Sub-Council Members	
	Debrief	April 2013	Sub-Council	