



Immigrant Attraction Action Plan

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Presentation to General Issues Committee
City of Hamilton
June 5, 2013



Objective

To outline various elements of a local plan to attract and support economic class immigrants, immigrant entrepreneurs and international students to the City of Hamilton



Comments from business sector

- This initiative is important for the future of our city. It needs some champions.
- We need to raise Hamilton's global profile, tell our story better. We shouldn't sell ourselves short as a city.
- We need to attract more international events.
- We need a conduit for (international) students to stay in Hamilton. How can we create pathways?



Reports

Volume 1: Backgrounder (November 2012): why Hamilton should focus on immigrant attraction, initiatives and best practices from other cities.

Volume 2: Local Assets (January 2013): summarized local information gathering results, including an overview of immigration and diversity in Hamilton.

Volume 3: A Development Phase Work Plan (March 2013): 12-month developmental phase work plan with nine Priority Actions and cost estimates

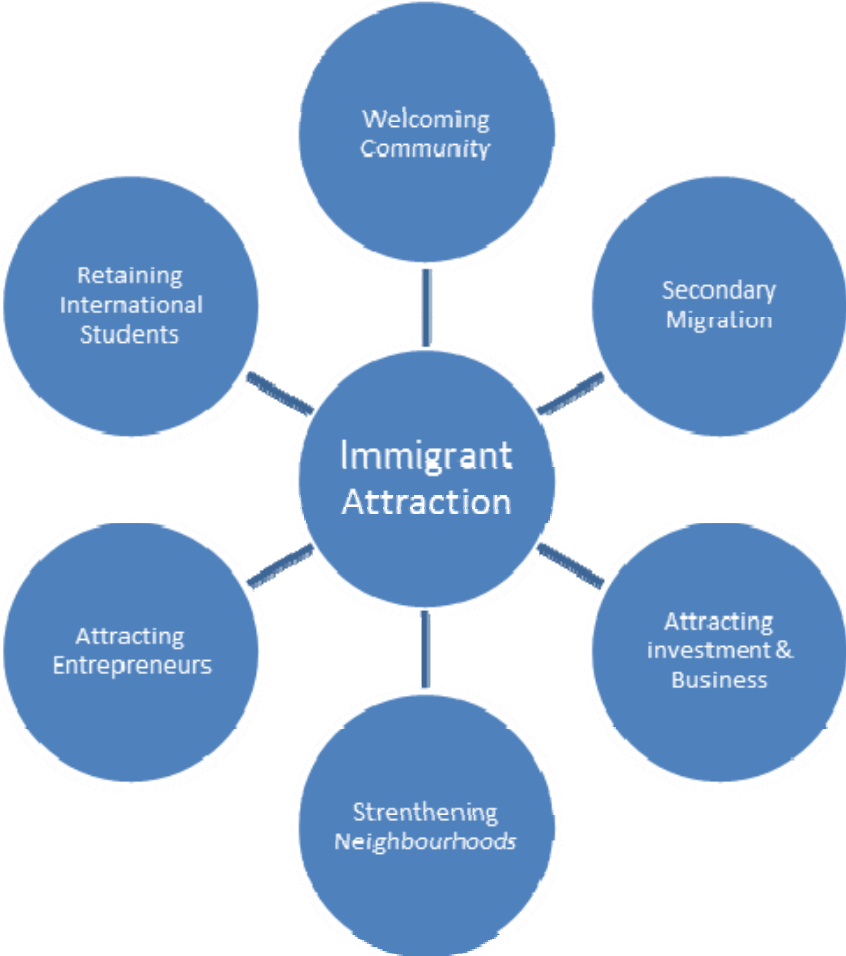


Starting Points

1. Hamilton needs immigrants for economic growth, and we are in competition with other cities and countries for them.
2. Immigrants are an asset to Hamilton, not a liability.
3. Most immigrants settle where they have family and friends.
4. Action plan should be led by the City, but actions must be taken in partnership with other local players.



Elements of Immigrant Attraction



Promoting Hamilton

1. Content development (City's immigration portal; Economic Development Division)
2. Work with pilot immigrant communities to develop materials about Hamilton: what matters to them?



Building Community Connections



Roles played by Global Hamilton

- **Planning**
 - Research
 - Community consultation
- **Catalyst/facilitator**
 - Communications/marketing
 - Conferences, forums
 - Websites, newsletters
- **Monitoring/advocacy**
 - Identifying business support needs
 - Government programs and policies
- **Coordination**
 - Advisory Board
 - Liaison with local stakeholders/partner orgs.

