

A helping hand  
The power of a  
good mentor

Moving forward  
Establishing  
tomorrow's leaders

Your skill set  
Give it a boost with  
these resources

**MEDIA  
PLANET**

December 2011

# IMMIGRATION

Melonie Carrol got her start through CareerEdge's internship program. See more success stories on our Facebook page!

## THE BUSINESS CASE FOR DIVERSITY



How to **navigate the Ontario landscape** as a newcomer to Canada

PHOTO: CHONG WU



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## CHALLENGES

More than 50 percent of Toronto's population was born outside of Canada. How can we, as a country, **benefit from the array of talent and experience that has settled here?**

# Creating a difference with global talent



## WE RECOMMEND



**A helping hand**  
How joining a mentee program can give you a boost in the job market.

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**Tomorrow's leaders** p. 6  
How the Maytree Foundation is making a difference in minority communities.

**Boost your skill set** p. 7  
How you can take advantage of available career resources.

## MEDIA PLANET

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Canada is a global leader when it comes to multiculturalism and multinationalism.

According to [www.Toronto.com](http://www.Toronto.com), with more than 140 languages being spoken on a daily basis, 50 percent of Toronto's population was born outside of Canada. That number is estimated to rise to 60 percent by the year 2031.

Toronto's business leaders recognize the power in strategically increasing their organization's possibilities through means of diversity. You, as a newly landed skilled immigrant to Canada, are a boundless resource of endless possibilities. There is no reason to feel as if you must start over. Your own diverse life experiences are an asset to the Canadian culture and economy.

When we increase the amount of unexpected possible outcomes, we increase the amount of unexpected opportunities for success.

Starting a new job anywhere can be daunting all on its own, let alone doing so in a new country. There are many assistance programs and resources in Toronto for both potential employers and employees when it comes to integrating skilled immigrants into our workplaces. The fol-

lowing organizations and programs are striving to secure safe, reliable, and meaningful work opportunities for all new-comers to Canada:

**MayTree Canada**

Maytree is dedicated to promoting equity and prosperity with a focus on immigration, integration and diversity. Through the creation of "Maytree Ideas" they have developed programs specifically designed to welcome new immigrants into the Canadian workplace. [www.maytree.com](http://www.maytree.com).

**Skills for Change**

Skills for Change (SfC) is a non-profit agency based in Toronto whose mission is to provide learning and training opportunities for immigrants and refugees to access and fully participate in the workplace and wider community. [www.SkillsforChange.org](http://www.SkillsforChange.org)

**T.R.I.E.C.**

"The Toronto Region Immigrant Employment Council is a multi-stakeholder council that brings leadership together to create and champion solutions to better integrate skilled immigrants in the Toronto Region labour market." [www.triec.ca](http://www.triec.ca).

“Toronto's business leaders recognize the power in strategically increasing their organization's possibilities through means of diversity...”

**Elaine Newman**  
CEO, Global Learning

**C.A.M.S.C.**

"The Canadian Aboriginal and Minorities Supplier Council delivers programs and processes to promote and facilitate procurement opportunities between major corporations in Canada and suppliers of all sizes owned and operated by Canadian Aboriginals and Minorities. The organization aims to boost economic development efforts and employment." [www.camsc.ca](http://www.camsc.ca)

**Global Learning, Group of Companies**

"Global Learning offers strategic consulting and training solutions to employers striving for success in today's diverse business environment." [www.differenceatwork.com](http://www.differenceatwork.com)

**ELAINE NEWMAN**

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## ON THE COVER

■ **Career Edge:** Since 1996, Career Edge Organization, a national not-for-profit service provider, has connected talented individuals with companies through internships. Visit our video gallery to see their success stories!

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2. There is an increased need for skilled workers in the region.  
3. Locals enjoy Lake Nipissing.  
PHOTO: CITY OF NORTH BAY



# ESTABLISHING A UNIQUE COMMUNITY OF OPPORTUNITY

**A scenic three-hour drive north of Toronto and a three-and-a-half hour drive west of Ottawa, North Bay is one of Northeastern Ontario's major centres.**

Here you'll find beautiful scenery, a diverse economy, a brand-new regional health centre and multi-level learning establishments. The City provides a four-season recreational activities, a modern performing arts centre, a symphony orchestra, and a vibrant arts scene, which all contribute to a balanced, healthy lifestyle. North Bay provides excellent primary and secondary education in English, French and French immersion and is also home to Nipissing University and Canadore College, offering post-secondary education to over 13,000 students, many of them international.

The city has a population of 54,000 within a trading area of 112,000, providing it with the critical mass and amenities of an urban center without compromising either its quality of life or its business friendly environment. A recent Maclean's study found North Bay to be one of the safest cities in Canada, and MoneySense Magazine 2011 edition rated North Bay as one of the top

25 communities to live in.

### A unique labour market

North Bay's economy is quite diverse and is therefore not as significantly impacted by shifts in the global economy. Due to the breadth of industries represented in North Bay, there is an ongoing demand for numerous types of skilled individuals in various sectors. In an attempt to address this issue, the City of North Bay has devised a labour market development strategy comprised of various components including immigrant attraction and retention. Immigration has been identified as a priority measure to tackle North Bay's population challenges and need for skilled workers. For that purpose, the Economic Development Department of the City of North Bay spearheaded the creation of the North Bay Newcomer Network (NNN) in 2005.

NNN consists of representatives from the private and public sectors, as well as from all three levels of government and their agencies, not-for-profit organizations, service clubs and the education sector. The overall goal of the group has been to develop and implement strategies that will result in the attraction, integration and retention of immigrants to North Bay.

Thanks to NNN, the city is now able to show a successful track-record of immigration-related activities in North Bay including the establishment of a one-stop shop for settlement services called the North Bay & District Multi Cultural Centre (NBDMC) and an active Employer's Council.

The services provided through the NBDMC are invaluable to any newcomer and include assistance with various settlement issues facing immigrants such as housing, employment and education. The centre also coordinates various networking and mentorship type programs including the Community Connections program and the Connector program which assists internationally trained professionals in expanding their professional and personal networks.

This vibrant city offers a healthy and balanced environment for working, living and raising a family and welcomes both families and businesses from around the world. For more information on North Bay and all it has to offer please visit: [www.northbaynewcomer.com](http://www.northbaynewcomer.com)

MARLA TREMBLAY

Economic Development Officer

City of North Bay

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## INSPIRATION

**Hon. Jean Augustine**

PC, CM, Fairness Commissioner



## Fair access to the professions

Highly skilled immigrant professionals pour into Ontario every year. The federal government admits them to Canada. But getting a licence to work in a regulated profession in Ontario can be a big headache.

In other words, immigrants' education and work experience get them in Canada's door—but they don't get them a licence to practise.

In most professions a person needs a licence. These include dentistry, law, medicine, nursing, architecture and many other important lines of work.

In 2007, the Office of the Fairness

Commissioner opened its doors. Its job is to oversee the licensing practices of 40 Ontario regulatory bodies, to make sure they are fair. (The office is not allowed to lobby for individuals or solve their employment problems.)

The office has pointed out barriers to fair licensing, especially for people trained outside Ontario or Canada. Barriers can hurt individual men and women whose lives and families are disrupted. They also have an effect on their communities and on the province.

The stakes are high.

In 2010, there were 779,064 licensed professionals in Ontario, working in the private and public sectors, as

employers and employees, in urban and rural settings, in one-person shops, large corporations and everything in between. About 14 percent were internationally trained.

The percentage of internationally trained applicants was even higher—more than 23 percent.

These men and women come from many different countries, including the U.S., India, China, Saudi Arabia, the Philippines, the U.K., Australia, Bangladesh, New Zealand, and Jamaica.

**The Canadian work experience problem**

Most people who apply to the professions must prove they already have

solid work experience. This can take the form of practical training or a period of mentorship.

These requirements may be valid, but they are often hard for immigrants to meet. Their careers in their home countries may not be valued here.

The Office of the Fairness Commissioner believes that regulators should be more proactive in helping applicants get work experience. If Canadian experience is essential, they should explain why. What exact skills are needed, and why must they be obtained here?

Regulatory bodies should justify their requirements for Canadian experience and explain them to the

public.

**The future**

The Fairness Commissioner wants to fix the system. Lasting change occurs through ongoing, gradual improvement. It's not done overnight.

The office has identified problems that need its vigilance and action.

The vision of the OFC is a province where everyone who is qualified in a regulated profession can legally practise that profession.

HON. JEAN AUGUSTINE

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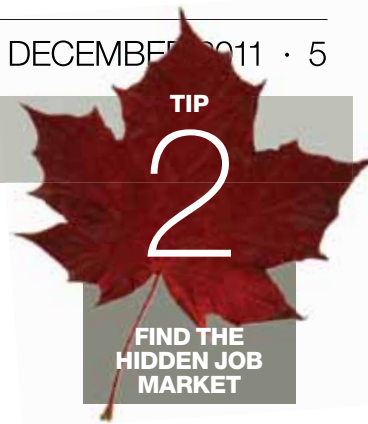


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# MAKING THE MENTOR CONNECTION

**When he came to Canada from Moldova in 2007, Nicolae Stanca looked for a job the same way he always had: online.**

“I had no idea what an effective job search looks like here,” says Stanca. “I had looked mostly online for job postings, when in reality the hidden job market is pretty huge.”

With over 10 years of international accounting experience, Stanca didn’t think it would take that long to find a job—but he was wrong. Eventually Stanca signed up with Employment Ontario service provider, JVS Toronto. After helping him create a Canadian-style resume and working on interview skills among others, JVS also suggested that Stanca should sign up

for a mentor.

## Opening the door to possibility

JVS Toronto is one of 11 employment service providers that partners with the Toronto Region Immigrant Employment Council (TRIEC) to offer mentoring support to skilled immigrants through The Mentoring Partnership. The program brings together recent skilled immigrants and established professionals in occupation-specific mentoring relationships. Skilled immigrants entering the program have the education, experience, and language skills they need to succeed in the Toronto Region labour market. What they need are the local insights and access to professional networks that only a one-to-one pro-

fessional connection with a mentor can offer.

## Widespread reach

“Over 6,000 skilled immigrants have been mentored since The Mentoring Partnership program was launched in 2004 and 70 percent have found employment in their field or a related one,” says Elizabeth McIsaac, TRIEC’s executive director.

While the role of a mentor is not to find their mentee a job, they can provide insight on the immigrant’s industry in Canada, and how to position themselves, while introducing the mentee to new networks. Says Stanca, “I actually heard about my current job through my wife’s mentor who was working at Mackenzie Financial. She told me to apply and I



**A PROUD GRADUATE**  
Nicolae Stanca found his current employment with the aid of his wife's JVS mentor.

Mentoring Partnership to become a mentor. “I would say that signing up for a mentor through The Mentoring Partnership is the first thing new immigrants need to do when they arrive.... Working with a mentor is the best way to learn about Canadian workplace culture and how to network. Your mentor can help you start to build those connections.”

Stanca is one of 13 former mentees recognized in 2011 for returning to the program to become a mentor - a true testament to the strength and success of mentoring as a bridge to employment.

did. I’ve been happily employed there ever since.”

Since establishing his career in Canada, Stanca has come back to The

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# Turn the key to a door of opportunity

## CHANGE

**Canada is growing coast to coast and with the large number of immigrants entering the region, and home ownership is an aspiration which many families strive to achieve.**

Although at times the end goal may seem impossible due to various barriers such as: language, lack of education, employment opportunities and establishing credit, several newcomers have made strides and have overcome these obstacles. According to a recent study, immigrants are responsible for almost a third of housing sold in the Greater Toronto Area over the last eight years. “We’ve always viewed new immigrants as very good clients, especially when it’s their first home, they have a lot of



**Armando Diseri**  
Vice President,  
Mortgage  
Lending, Home-  
Trust Company

pride in that home,” says Armando Diseri, vice president of Mortgage Lending at Home Trust Company, a lending institution which has served immigrants for over 25 years.

## A dream achievable for all

“New immigrants have a couple of options when it comes to financing a home purchase. First, the home buyer can obtain a mortgage through our Prime space. With CMHC’s Newcomer to Canada program, this allows Home Trust to provide insured financing up to 95 percent of the property value for all permanent residents and up to 90 percent

for all non-permanent residents,” says Diseri. “Secondly, if the applicant doesn’t qualify for an insured loan or doesn’t require a high ratio mortgage, there is a program available which will assist new immigrants with their purchase up to eighty percent of the property value,” he continues. In most cases, lending institutions practice flexibility and are also lenient when it comes to analysing the depth of established credit as long as the property is in good condition. “Credit is not the be all end all so we look at everything, the down payment, the type of property that they are purchasing, etc,” confirms Diseri who believes that home ownership is achievable for everyone. No matter how high the hurdle, help is always available.

**PAULEANNA REID**  
editorial@mediaplanet.com





# ESTABLISHING NEW LEADERS FOR TOMMOROW

**Question:** How is the face of leadership changing in the Greater Toronto Area?

**Answer:** Through a program called DiverseCity, an innovative roadmap geared towards helping visible minorities thrive in a stronger, more cohesive city.

**DiverseCity: The Greater Toronto Leadership**

**Project, is a program led by both, the Maytree Foundation and the Greater Toronto CivicAction Alliance.**

This partnership developed just over three years ago to address the under representation of visible minorities and immigrants in leadership positions. Canada is known as one of the most diverse regions in the world; therefore, it is vital to not only welcome new comers, but



**Sandra Lopes**  
Policy & Research  
Manager,  
Maytree  
Foundation

bridge the gap between community and the job market as well. “We thought that if our diversity was reflected in our leadership, this could be a

real asset for society,” says Sandra Lopes, policy and research manager of the Maytree Foundation.

**Progression and persistence produce results**

Traditionally, to some extent, those in leadership roles have been the sum of the relationships they have built. One major challenge immigrant’s face is lack of resources to valuable networks. In 2009, 13.4 percent of the leadership

studied were visible minorities. Two years later, in 2011, this figure has only climbed to 14.5 percent. However, DiverseCity is devoted to implementing loyal initiative programs such as: DiverseCity Fellows, DiverseCity Voices and DiverseCity onBoard, all of which influence better opportunities, increase the pool of skills and talent and address the organization’s primary goals. The focus has always been to strengthen institutions, expand networks and advance knowledge. To date, the project has educated more than 75 emerging city leaders, has trained eighty people to run for elected office or to participate in political campaigns and has created countless new networks between corporate leaders. “There has been slow, but steady progress, but this is wonderful news because it means we are moving in the right direction and realize the potential,” Lopes confirms.

**PROVIDING RESOURCES**  
DiverseCity addresses the under-representation of minorities in the City of Toronto.

PAULEANNA REID

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NEWS

**Question:** With so many career options available, how does a newcomer find the right fit?

**Answer:** Choose an industry that is high in demand and climb the career ladder along with it.

# Enhance your skill set with career resources

THE CAREER LADDER

Pursuing a new profession is often intimidating for immigrants who are in the initial stages of their career development. As newcomers embark upon unfamiliar territory, the main goal is to establish stability. Ontario is known for its diversified economy and rapidly growing industries, in particular, career paths which lead to information technology, finance, tourism and culture, medicine, agrolgy and the skilled trades. It is wise to seek job opportunities in a field which is the most in demand because of the incentives such as: job security, excellent wages, flexible hours and dynamic environments—all of which will provide job satisfaction. “Canada’s main resource for employment information is the Human Resources and Skills Development Canada (HRSDC), which provides job descriptions, required education and work



Looking for a career? do your research—future forecasted demand can be an indicator of which industries need additional employment resources.

experience, current job opportunities and future forecasted demand,” says a representative from HRSDC. This useful resource is committed to serving Canadians by generating, contributing, and

sharing knowledge about how to live a productive and more rewarding life.

**Don't be afraid to ask for help**

There are many valuable government learning programs offered across region. Another great tool is Global Experience Ontario—a helpful one-stop centre which provides various services for internationally-educated individuals. Programs are supportive stepping stones are used to breakdown language and educational barriers and expand the career opportunities available to permanent residents in Canada. There are also job search tools available through online resources like Service Canada which act as a career counselor and provides a platform where individuals can get assessed on their skills, receive employment support, learn how to create a cover letter and resume and inquire about the labor market. When you understand your options, you expand your opportunities. Ask for help and get ahead.

PAULEANNA REID  
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SPIN YOUR RESUME

**One of the most overlooked aspects of the job search, experienced not just new immigrants, but by all job seekers in general is the inability to “spin” their resumes.**

Every employment opportunity is different and to stand out your resume should have relevant content to the position you are applying for.

Each resume you send, especially online, should be specifically for the particular opportunity you are applying for. I like to use the following RULE, as a bench mark:

- **R:** Read the job posting thoroughly.
- **U:** Understand the job description completely.
- **L:** Highlight and list at least 10 keywords or functions from the opportunity.
- **E:** Enter the 10 key words into your resume. They should be in the first words someone sees when reading your resume.

WILLIAM STEWART

Equitek Employment Equity Solutions  
editorial@mediaplanet.com



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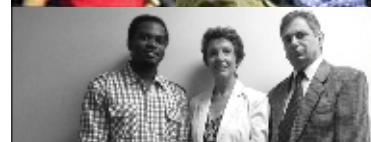
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OUR HISTORY

# PIONEERING OUR PAST



The first Japanese family to settle in the Toronto area, taken in 1919.

PHOTO: MULTICULTURAL HISTORY SOCIETY OF ONTARIO



A portrait taken of Alice Lor, circa 1940's.

PHOTO: RUTH LOR MALLOY COLLECTION, MULTICULTURAL HISTORY SOCIETY OF ONTARIO



Alice and Ruth Lor as toddlers, Brockville, Ont., 1930's

PHOTO: RUTH LOR MALLOY COLLECTION, MULTICULTURAL HISTORY SOCIETY OF ONTARIO

Below: Toronto Mayor Nathan Phillips and his wife with a group of African Canadian women celebrating their first year, 1959.

PHOTO: DONAL MOORE FAMILY COLLECTION, MULTICULTURAL HISTORY SOCIETY OF ONTARIO.



Left: Portuguese children play on Niagara St. Toronto, 1973

Right: Early settlers the Jackson Family, 1897.

PHOTOS: LEFT: DUNCAN MCLAREN COLLECTION, BOTH: MULTICULTURAL HISTORY SOCIETY OF ONTARIO



SEE MORE OF CANADA'S HISTORY ALBUM AT [FACEBOOK.COM/MEDIAPLANETCA](https://www.facebook.com/MediaPlanetCA)

