



## **LONDON MIDDLESEX IMMIGRANT EMPLOYMENT COUNCIL**

### ***Employer Leadership Strategy***

#### **LMIEC Background**

With an aging workforce and a declining birthrate, Canada's entire net labour growth will come from immigration in less than three years. London/Middlesex employers are in increasing competition with other businesses throughout the province, across the nation and around the globe for this emerging international talent. To address this issue, the employer-driven, London Middlesex Immigrant Employment Council (LMIEC), formerly known as the London Middlesex Immigrant Employment Task Force, was established in 2007. The LMIEC engages London/Middlesex business leaders in reducing barriers to employment for internationally-trained individuals and, in doing so, recruit and retain a source of talent essential to sustaining our regional economy.

#### **LMIEC Call to Action**

Over 40 regional stakeholder institutions actively contributed to the LMIEC 2007-2008 action plan development phase. The LMIEC found that local tools are already in place for companies of all sizes to cost-effectively connect with international talent. LMIEC business leaders recommended that employers themselves take an active role in sharing information on the business case as well as the range of local recruitment and retention resources available. On January 25, 2008, employer champions called their business colleagues into action at the LMIEC launch event. As the LMIEC now transitions into the 2008-2010 action plan implementation phase, it is time for these business colleagues to proactively answer the call to action through the Employer Leadership Strategy.

#### **LMIEC Taking Action**

The LMIEC will engage regional business champions as Employer Leaders within their companies, business networks and sector industries. These Employer Leaders will strategically encourage other regional employers to hire internationally trained individuals in full and relevant employment. Further, these Employer Leaders will proactively share information and strategies with their colleagues so that they are ready and able to hire internationally trained individuals in order to meet local labour market demand. Beyond this, the LMIEC will also boost efforts to reach out to local small to medium sized enterprises (SMEs) by equipping key SME advisors, such as accountants, bankers and lawyers, with information on regional recruitment and retention resources.

**If you have any questions regarding the LMIEC or would like to become involved, please contact Jennifer Hollis, Project Manager, at [JenniferH@LMIEC.ca](mailto:JenniferH@LMIEC.ca) or (519) 663-0774. LMIEC is a project of the Employment Sector Council London Middlesex.**

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## **Employer Leadership Strategy: The LMIEC Go-to-Market Plan**

The London/Middlesex Immigrant Employment Task Force (LMIEC) Employer Leadership Strategy involves three key components:

- ◆ *Marketing the Business Case*
- ◆ *Marketing Recruitment and Retention Resources*
- ◆ *Marketing Local Labour Market Opportunities*

Through the delivery of this go-to-market plan, small to medium sized enterprises (SMEs) will be the principal point of focus. The Employer Leadership Strategy will be delivered from April 2008 through June 2010.

### **Marketing the Business Case**

Employer Leaders will be mobilized through their companies, business networks and industry sectors to share the business imperative for recognizing the international training and experience of immigrant talent. Employer Leaders will partner with the Employment Sector Council London-Middlesex (ESCLM) and LMIEC multi-stakeholder Task Groups to develop marketing vehicles for the business case, such as a customized powerpoint, regionally-based fact sheet and project website. Employer Leaders will then proactively utilize these marketing vehicles through facilitated exchanges with other employers coordinated through the LMIEC.

### **Marketing Recruitment and Retention Resources**

Employer Leaders will partner with the ESCLM and LMIEC Task Groups to develop recruitment and retention roadmaps to regional resources already available and specifically designed to meet employer needs. Further, Employer Leaders will be equipped with an adapted toolkit of enhanced recruiting, screening, hiring and retention practices. Through the LMIEC and a series of network-driven events, Employer Leaders will disseminate these roadmaps/toolkits to their colleagues and from one employer to another, share the how-to's of recruiting and retaining immigrant talent.

### **Marketing Local Labour Market Opportunities**

The LMIEC will support Employer Leaders in sharing a more accurate picture of local labour market demand as a vehicle to attracting the talent our region needs to grow and ultimately facilitating newcomer integration into the local labour market upon arrival. Employer Leaders will communicate their workforce needs directly with regional not-for-profit employment, training and education service providers in partnership with the ESCLM. Further, the LMIEC will develop quarterly employment-related enhancements for the local immigration web portal in collaboration with Employer Leaders. These enhancements will aid London/Middlesex efforts to market itself as a primary destination point for newcomers with the core competencies, experience levels and skill sets in demand by local employers.

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