

Community Focus Bulletin: ***Creating Community Conversations***



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No. 5– 2017



WelcomePeterborough.ca Portal Launched by the City of Peterborough

WelcomePeterborough.ca is an all-inclusive web resource designed to attract and retain international students, immigrant entrepreneurs and newcomers to the Peterborough area. It showcases why Peterborough is a good place to live, study, work or invest. The website is a gateway to information newcomers and families need to settle in our community.

The portal is a joint initiative of the City of Peterborough and the New Canadians Centre and it is funded by the Government of Ontario through the Ministry of Citizenship and Immigration.

This project built upon and improved the resources and information of the original portal. The need for the update was identified by changes recommended by the 2014 portal user survey. It was reinforced by local research conducted over a two year period.

An extensive focus-group consultation process was undertaken to review existing content and develop new information in such areas as:

- jobs and employment support services;
- ESL language training for newcomers;
- housing and housing support services;
- local transit;
- youth and seniors' services.

Through this project the City of Peterborough built upon the success of the existing Portal by:

- Reviewing the design and content of the Portal;
- Hosting a series of sectoral focus-groups to identify missing information;
- Using the consultation process to collaborate with community partners from the various sectors to involve and engage the sector representatives in the process of building a more diverse and welcoming community.

Why this was needed in our community

From 2006 to 2011 the population growth for the City of Peterborough was 4.4 per cent. At the same time the population shrank in the Peterborough County, marking a negative growth rate of -2.2 per cent. With a negative natural increase and a modest participation of international migration to the population growth, attraction and integration of immigrants to Peterborough becomes a top priority.

Demographically Peterborough was documented as having a disproportionately high share of seniors and a low share of working-age residents. This combination of an older population and a shortage of young workers results in a declining working population with fewer resources and economic activity, and the need to support a growing community of retirees.

This concern was identified by the Integrated Local Labour Market Plan (ILLMP) of the Workforce Development Board (WDB) which recommends attracting and integrating newcomers and developing a highly skilled workforce with the ability to transfer those skills across existing and emerging economic sectors, industries and occupations.

The revised site is now live and can be accessed from a variety of devices, including mobile ones at: www.welcomepeterborough.ca

The link to “Why New Canadians Are flocking to Peterborough” story on MetroNews.ca: http://www.metronews.ca/sponsored_sections/2017/06/01/why-new-canadians-are-flocking-to-peterborough.html

The link to Welcome Peterborough video: <https://youtu.be/8X2IcKiGa1I>

Event coverage from Peterborough This Week is available on MyKawartha.com: <https://www.mykawartha.com/news-story/7384457-businesses-like-newcomers-kitchen-provide-entrepreneur-opportunities-for-immigrants/>

For more information about our upcoming Community Focus Bulletins go to

<http://www.merriam-associates.com/contact-us>

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June, 2017