

# TRURO::COLCHESTER TAKES ON THE POPULATION CHALLENGE

*Can what's working for us work for you?*

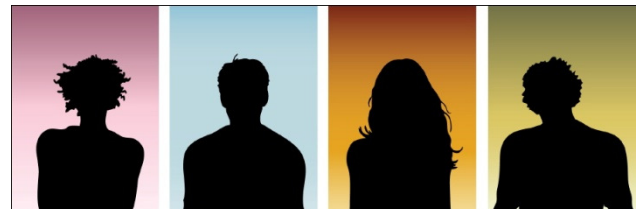


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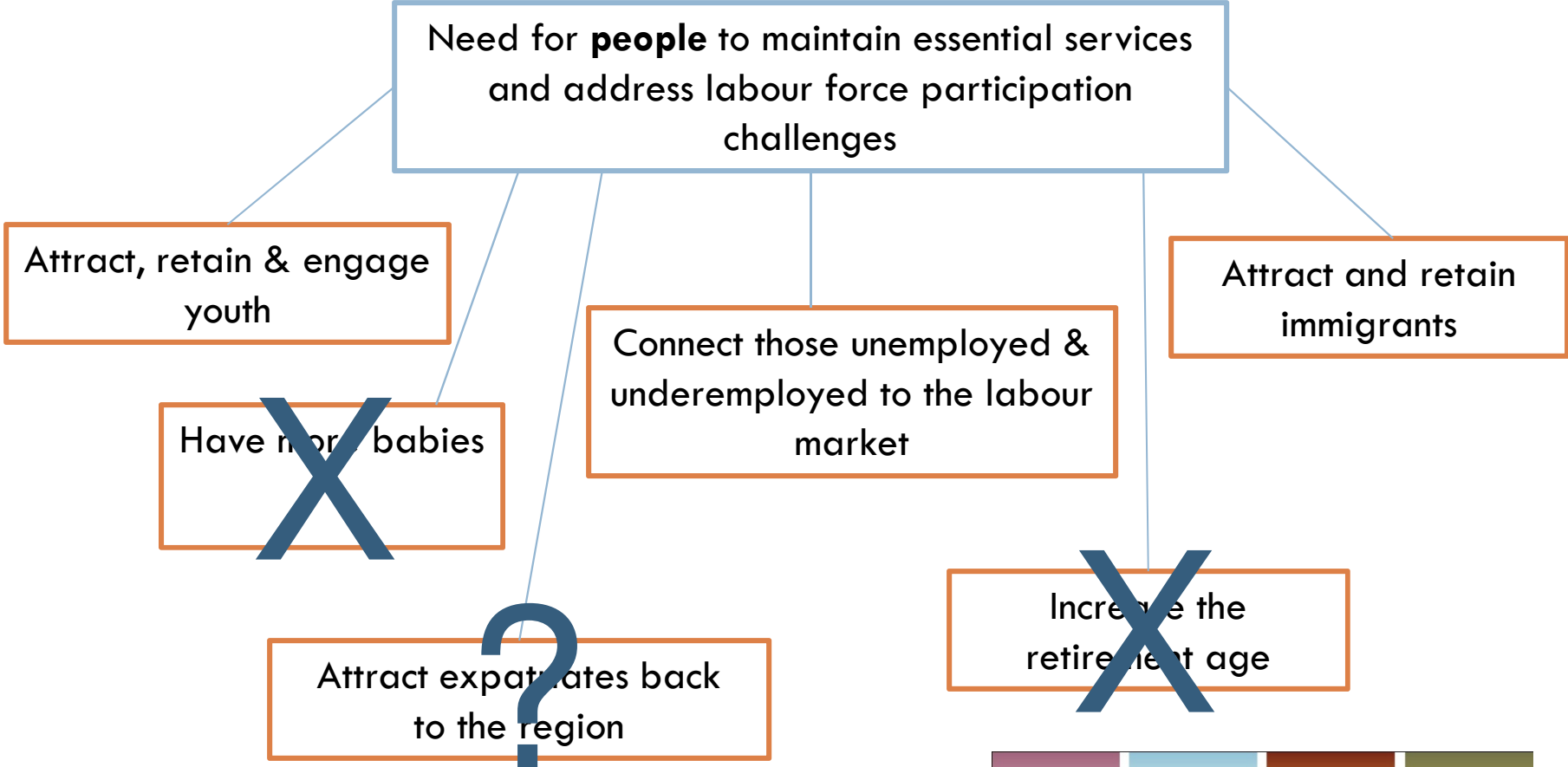
# Outline

- Context
- Our Approach
- What's working for Colchester
- Tough Questions

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# Addressing Colchester's population challenge began in 2003...



# Stem the tide or go with the flow?

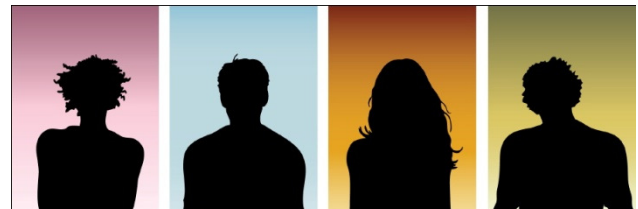
Focus on “our” youth who are leaving to pursue higher education, seek employment or spread their wings?



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...Or do we focus on “new” youth who are highly educated, highly mobile and inclined to locate in rural communities?

How do we engage the youth who do want to stay?



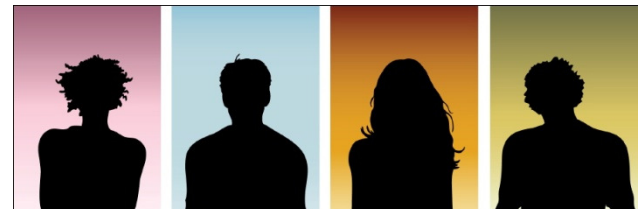
Parents As Career Coaches – in-school youth

Colchester Care Kits –post secondary students

Young Networking Society – recent grads, young professionals, newcomers

## The next hurdles:

- hidden job market,
- unwillingness to invest in the ‘inexperienced’,
- student debt vs salary levels



# Attract and Retain Immigrants

Our biggest barrier to date...?

## Assumptions

Immigrants will not move to small & rural areas.

Immigration is not a viable option while there are members of the existing community who are unemployed or under-employed.

It is easier to attract families and individuals who are already in Canada.

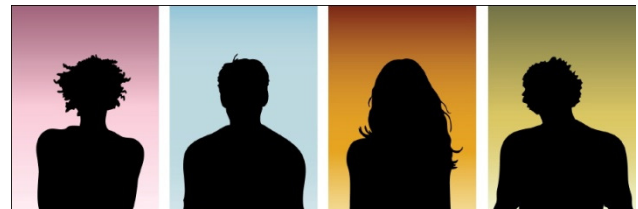
And my personal fave...

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Immigration is not  
the Silver Bullet...and  
therefore has little value as  
a population strategy.

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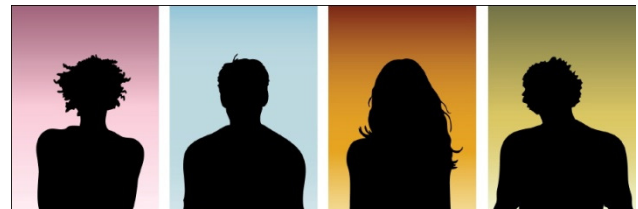
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Our biggest opportunity to date...?

# An Assumption:

We choose to live in our communities for good reasons.

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# First Steps

Make it a priority.

Understand your value proposition – *even if it doesn't fit with what the experts say a value proposition should be.*

Tell your story – within the community and beyond ... have a web presence!

Work toward becoming a Welcoming Community.

Keep wheel reinvention to a minimum by building on the capacity of existing service providers.

Engage volunteers and community champions.



# Next Steps

Devote resources to maintaining a point of contact.

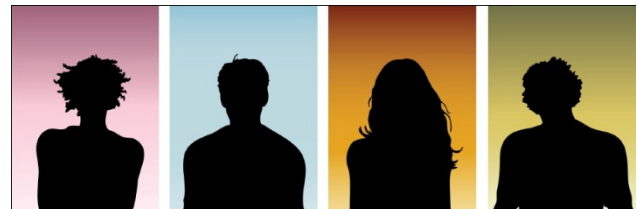
Develop a responsive , relationship-based approach.

Learn about immigration; regulations, resources and referral options.

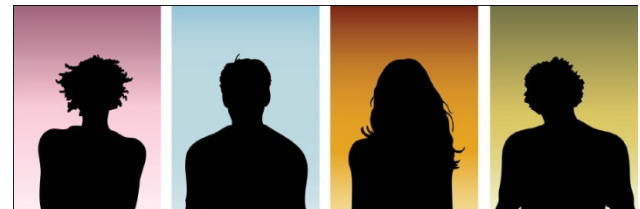
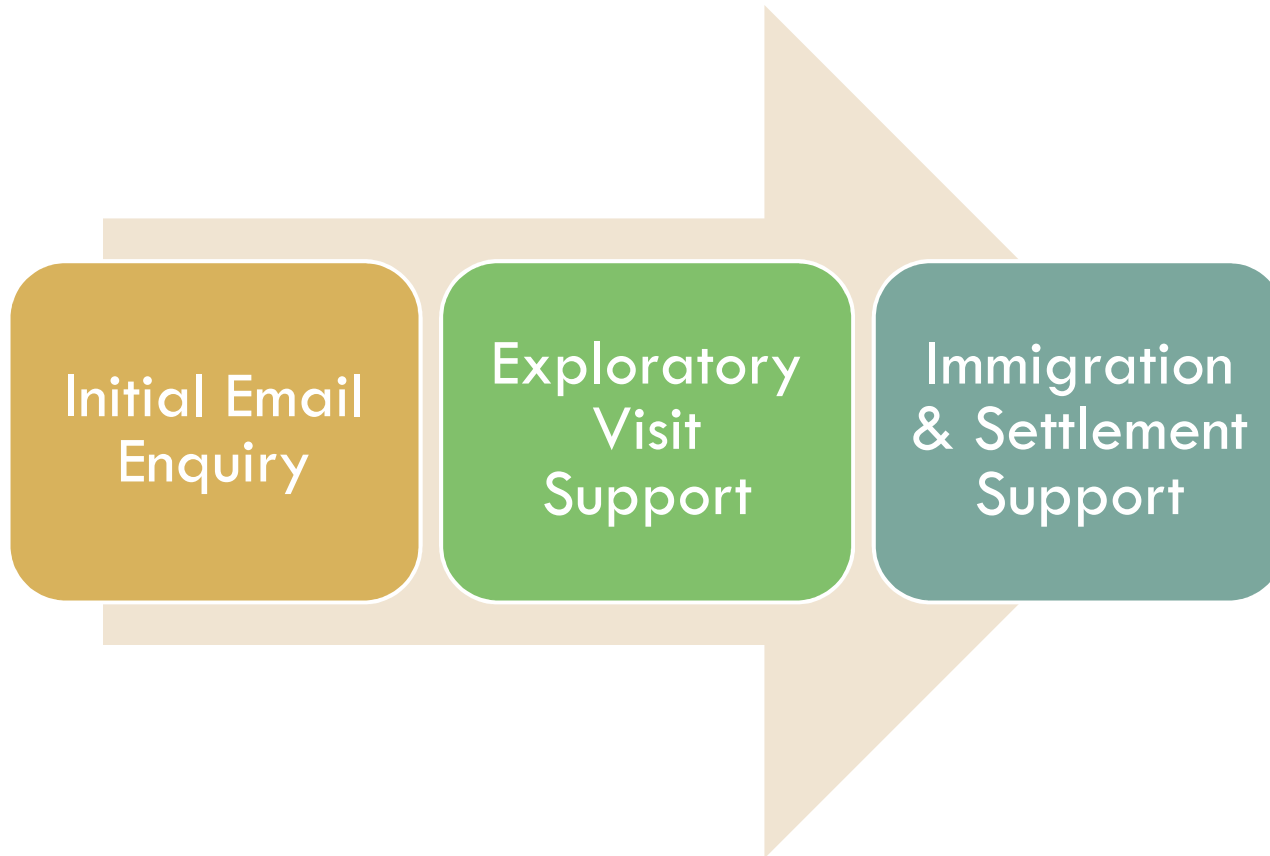
Engage employers.

Keep working toward becoming a Welcoming Community.

Engage the community.



# Our Process





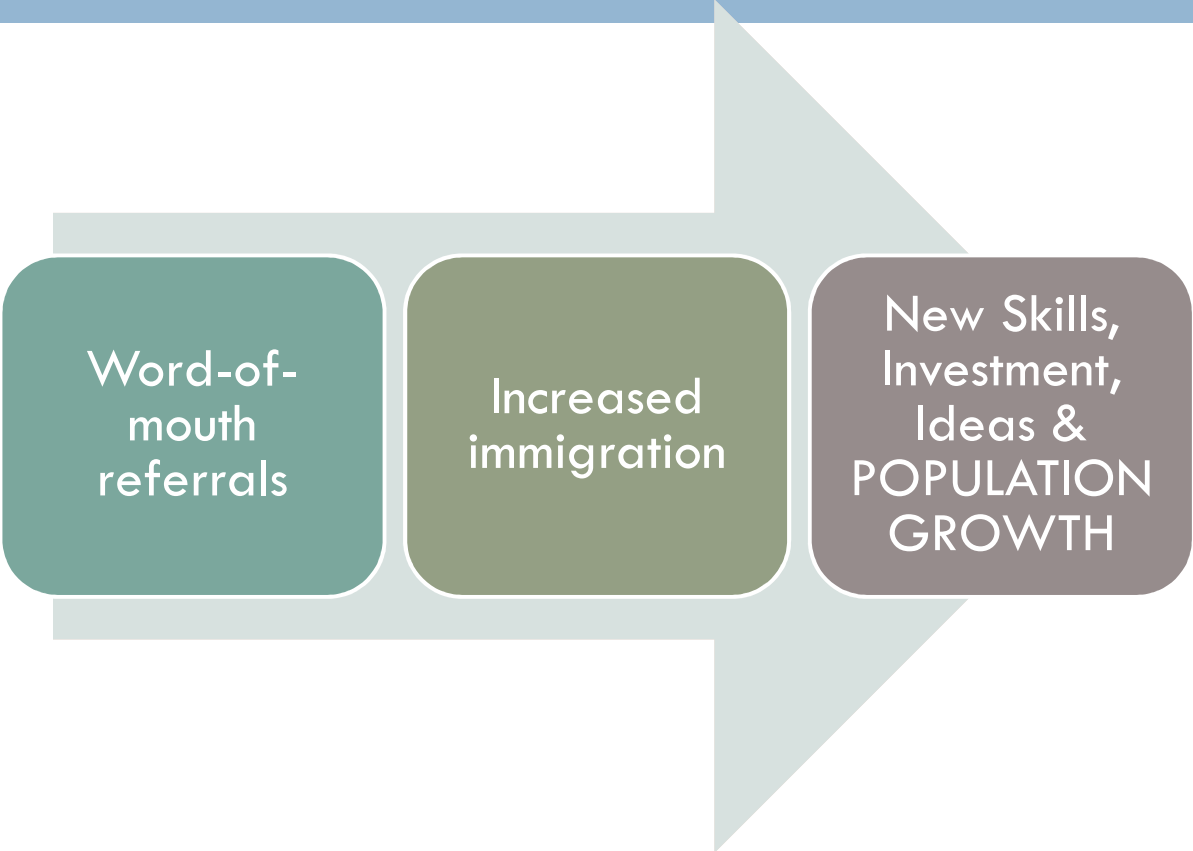

Connection to  
Employment  
/Business  
Start-up

Connection to  
Community

Successful  
Settlement

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Word-of-mouth referrals

Increased immigration

New Skills, Investment, Ideas & **POPULATION GROWTH**

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# Results

- Continual increase in immigration since 2005
- Second wave immigration based on word of mouth & referrals of recent immigrants

## **FY 2010-2011 – CoRDA's Direct Recruitment:**

\$10,500 increase in annual contribution to the Tax Base

4 Jobs Created

7.5 Jobs Maintained

25 people complete immigration process and move to region

46 Active Clients (and their families) who have identified Colchester as their destination of choice

...Support provided to 50+ other newcomers (not directly recruited)



# Perspective

Population growth is achievable through a ‘global reallocation of human resources’.

Are we ready for it?

How does our concept of ‘cultural integrity’ affect the policies and programs we adopt?

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# Immigration alone will not resolve the population challenge...

...but when we consider:

- Enhanced ability of existing businesses to survive & thrive
- New business development / job creation
- Fresh perspectives
- Voluntary contributions
- Significant cultural contributions

Can we afford not to pay attention?

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# Where to from here?

Connect those unemployed & under-employed to the labour market.

Engage traditionally marginalized segments of the population.

Work toward maximum labour force participation.

AND... CONTINUE TO ATTRACT A WORKING-AGED POPULATION WITH THE SKILLS THAT MATCH THE REGION'S ECONOMIC GROWTH NEEDS.

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If you don't know where you are going, any road will get you there. -- Lewis Carrol

Nova Scotia needs a population strategy.

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