

the **business case** for **immigration**

1

Surrey/Delta is becoming more diverse.

Immigration has always been a part of the South Fraser area, and more people are making these areas home. As of 1996, immigrants made up 26% of the South Fraser's population, up 4% from just five years ago. 24% of the area's population had neither English nor French as their mother tongue, with Punjabi, Chinese and German being the most common languages. Immigration is important, as the BC Business Council projects that in the next 25 years, 57% of BC's needed population growth must come from international migration to meet labour market needs.

2

Business immigration is booming.

More than 16 000 business class immigrants came to BC in the last 10 years, contributed to small business development, and directly invested more than \$3 billion and created an estimated 75 000 jobs in BC. Business immigration has been seen as important enough that the BC government gives the opportunity for employers to bring new recruits to Canada through the BC Provincial Nominee Program.

3

A diverse workplace is a productive workplace.

There is increasing anecdotal and empirical evidence that shows that well-managed diverse teams outperform homogenous groups of the same size (see the Harvard Business Review March – April 1990 for a comprehensive list of studies). This is needed because dealing with consumers and suppliers in their own language and in appropriate cultural manners has been recognized as crucial to gaining a competitive advantage.

quick facts

The banking sector has taken the lead in business diversity. For example, the Bank of Montreal through hiring linguistically diverse employees and adding to their marketing strategies, have increased Chinese business by 400% over the last five years.

The past winners of the Surrey Chamber of Commerce/Surrey Delta Immigrant Services Society Cultural Diversity Awards for Business are Peter Williams Inc., Industrial Paper Industries, Scotiabank - Fraser Heights Branch, and Green Timbers Daycare.

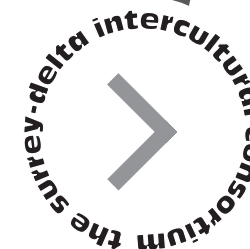
about the surrey delta intercultural consortium

The Surrey Delta Intercultural Consortium (SDIC) is a collaborative effort of government and non-governmental organizations that promote the settlement and integration of immigrants and refugees. Through networking and education, SDIC's goal is to identify the gaps in existing immigrant and refugee services and develop strategies to proactively address the social and economic needs of those communities.

contact us!
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how you can benefit...

a

Ensure diversity in your workplace.

Many workplaces are ensuring that they are not only responsive to culturally diverse clients, but are able to benefit from a diverse workforce. They have developed plans that include hiring, retaining and promoting qualified employees who reflect their clientele both culturally and linguistically; developing a human resources management plan that embraces needs, values and lifestyles of different cultures; and creating visible commitments to cultural diversity.

b

Recognize the diverse skills of an immigrant workforce.

Many immigrants come to the South Fraser area with essential skills such as international experience, connections with ethno-cultural communities and diverse languages which are not often recognized. You can work with groups such as the Open Learning Agency, immigrant settlement agencies and government to find the best ways to develop a human resources strategy that can tap into this potential.

c

Get to know your community resources.

There are many community resources that provide support for working with new immigrants. These agencies can help with anything from translation of materials to finding out more about the changing demographics in Surrey, Delta and surrounding regions, and are ideal places for advertising employment opportunities, making community contacts and raising your profile. You can also show your support for the ethno-cultural diversity of your neighbourhood by learning about the different cultures living in your area and getting involved in community events.

resources

A Business Case for Diversity - report that outlines the compelling Canadian business case for achieving diversity in the workplace.
www.equalopportunity.on.ca/userfiles/item/5859/BusCase.pdf

Conference Board of Canada's Dimensions of Diversity in Canadian Business Report – lists business benefits of diversity and implementation strategies
www.conferenceboard.ca/nbe/members/research/143-95.pdf

Research on Immigration and Integration in the Metropolis (RIIM) - research centres that study the impact of Canadian immigrants on areas such as local economies.
www.riim.metropolis.net

The Ministry of Community, Aboriginal and Women's Services - has resources such as an ethno-cultural directory and community event listings. Contact them at (604) 660-2203 or visit their website at www.gov.bc.ca/mi

Looking Ahead Project – a one stop shop for information on the labour market and immigration.
www.lookingahead.bc.ca

South Fraser City webpages -
www.spl.surrey.bc.ca/CommunityInfo/Default
www.city.langley.bc.ca/community/stats
www.corp.delta.bc.ca/cpd/community_profiles