



BRIEF SUMMARY

This research focuses on immigrant experience, and attraction and retention strategies in Perth County, Ontario.

- ❑ Rural communities are turning towards immigrant attraction to help combat challenges associated with slow population growth, labour market shortages, and low tax bases
- ❑ Immigrants provide an opportunity for rural communities to maintain or expand their population base when the Canadian population is not reproducing enough to maintain the economy
- ❑ The research conducted interviews in February and March 2019 with newcomers who had moved into Perth County in the last ten years. Newcomers were asked to share their experiences regarding social, economic, and cultural experience as well as barriers to integration and motivations to move to Perth County
- ❑ Main reason for migrate to Perth County was employment opportunities, followed by quality of life for children, and to join family.
- ❑ Key challenges experienced by newcomers was finding appropriate housing, access to settlement services, lack of public transportation, and social isolation.
- ❑ All newcomers were happy with their choice to move to Perth County and the quality of life they experience

Impacts and Implications Emerging from Research

- ❑ Newcomers suggested the need for a central resource where all information about the community and it's services are located.
- ❑ Recognition that most services are based in Stratford and limited public transit is available for newcomers living in the county.
- ❑ Employment support services were suggested as a strategy to improve newcomer experience and retention.
- ❑ Immigrant input is necessary in developing appropriate strategies. Newcomers need to be invited participate in the process and implementation.
- ❑ Encourage the adoption of a 'no wrong door' approach across all government agencies, organizations, and service providers. This approach focuses on interconnections and communication between local governments, service providers, employers, and community organizations.
- ❑ Support immigrant-led associations and networks to facilitate attraction, retention, and settlement of newcomers.

FURTHER INFORMATION

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