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## Joint Release

County of Simcoe, Office of the Warden and CAO  
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### **FOR IMMEDIATE RELEASE**

## **County of Simcoe receives provincial grant to help employers connect with skilled immigrants**

**Midhurst/January 23, 2014** – The Ontario Ministry of Citizenship and Immigration has awarded a grant to the County of Simcoe, in partnership with the Simcoe Muskoka Workforce Development Board, (SMWDB) to develop an enhanced online resource focused on providing information to local employers interested in hiring immigrants throughout the region.

The goal of the enhanced website is to assist employers throughout the County in all phases of hiring immigrants—from preliminary recruitment and selection, to on-boarding and retention techniques. The County of Simcoe and the Simcoe Muskoka Workforce Development Board aim to launch the new portal in spring 2014.

The Simcoe Muskoka Workforce Development Board will also initiate a governance structure for a new immigration council in the County of Simcoe through this funding.

According to the 2011 National Household Survey from Statistics Canada, immigrants account for 11.6 per cent of the total population in Simcoe County (50,915 residents) and 6.9 per cent of the total population in the District of Muskoka (3,870 residents).

The County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at [simcoe.ca](http://simcoe.ca).

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### **Quotes:**

*“The Ontario government’s Municipal Immigration Information Online Program (MIIO) not only helps attract skilled and talented newcomers but also helps them contribute to local economies once they arrive,” said Michael Coteau, Minister of Citizenship and Immigration. “We are working with communities like Simcoe County to uncover new opportunities for newcomers benefiting municipalities and the province as a whole.”*

*“We want to thank the Ministry and all our partners for supporting this funding initiative,” said Warden Cal Patterson. “As our region’s economy and communities evolve, the enhanced website will provide our employers with information and resources to enhance their businesses and create opportunities for our growing labour force.”*

*“The labour market forecast for this region provides a compelling case for launching an Immigrant Employment Council in the County of Simcoe and the District of Muskoka. We do not want to be left behind in the competition for a skilled labour force, and understand that immigrants are a key part of the solution. Local businesses with a desire to support hiring immigrants are encouraged to contact the SMWDB to see how they can become involved in ensuring our communities have the talented workforce we require.” said Susan Laycock, Executive Director of SMWDB.*