



Social Research &
Planning Council

Operated by United Way Perth-Huron

Embracing Diversity

A Report on Newcomers to
Perth and Huron Counties

Report Summary for Employers

2017

In 2015, only 5.8% of recent immigrants settled in rural areas. This presents a challenging situation for rural communities that must now offer ways to not only attract newcomers to their communities, but also ensure they stay.

The Social Research and Planning Council (SRPC) is committed to understanding how rural communities, such as Perth and Huron Counties, can welcome and integrate newcomer families more effectively. The following information has been gleaned from the “Embracing Diversity: Newcomer Experiences in Perth and Huron Counties”

report, which was published in 2017. The findings are further informed by past reports, such as the 2015 Newcomer Outreach and Needs Assessment (NONA) report and the 2017 EmployerOne Survey.

The Government of Canada estimates that 100% of Canada’s workforce growth over the next 15 years will come from immigration. Unfortunately, not all of Canada is poised to benefit from the presence of New Canadians.

Huron Immigration Partnership Brief, 2010

Building on information previously gathered from the 70 NONA survey respondents, focus groups were held with 22 newcomers who were asked about their experiences and challenges when settling in Perth and Huron Counties. The researchers also collected information and experiences from other members of the community, including community organizations, service providers, and employers. These stakeholders were interviewed to dive deeper into the challenges they face in supporting newcomers.

