



# Building a New Future

**AGM Newsletter** APRIL 1, 2012 – MARCH 31, 2013



Sponsored by **Employment Solutions**  
FOR IMMIGRANTS INC.



# Mission

To facilitate newcomers' successful settlement through labour market integration.

# A Message from the Chairperson of the Board

**Judith Hayes**, *Chairperson, Board of Directors, ESI Inc.*



Employment Solutions for Immigrants (ESI) Inc. has seen growth throughout 2012/2013 that is nothing short of amazing. ESI Inc. was formed in 2010 with a mandate to deliver a continuum of integrated and innovative career development and employment preparation programs and services, including the provision of a standardized intake approach to connect pre- and post-arrival activities and provide greater consistency and more responsive service delivery to newcomers to Winnipeg.

After a period of difficult negotiations and ever-evolving developments, a long-held vision came to fruition with the implementation of a uniquely designed service delivery arm, *Manitoba Start*, which builds on the strengths of robust partnerships involving funders, employers, staff, clients, and the community at large.

 **Your own resolution to succeed is more important than any other thing.** – *Abraham Lincoln*

As part of this development, Employment Solutions for Immigrants Inc. | Manitoba Start successfully merged three facilities into one with the move to the centrally located Hample/Avenue Buildings at 271 Portage Avenue in early May 2012. This change also marked the launch of the integrated service continuum model as originally designed, resulting in a fundamental shift in service and program delivery approaches. These improvements paid off with positive outcomes.

We are proud of ESI Inc. | Manitoba Start's significant achievements over the last 12 months. During our first year of operation at 271 Portage Avenue, Manitoba Start welcomed 6,628 new Canadians seeking fresh opportunities and eager to contribute their innovative capabilities and skills to Manitoba's job market. We celebrate the determination, resilience, and commitment that we continually see new Canadians exhibit as they build a better future for themselves and their families in a new homeland. Their hard work and perseverance motivates us to explore and invest in new client programs and continuous development in order to best position Manitoba Start at the forefront of community-centred change that creates much-needed opportunities for newcomers' professional growth.

At the heart of ESI Inc. | Manitoba Start is a high-energy, remarkably competent, and dedicated staff complement, which has grown by nearly 25% since early 2012. Staff exhibit consistency and dedication in delivering quality services to Winnipeg's newcomer population. Fatima Soares, our Executive Director, provides the unwavering vision and leadership that supports our service excellence. Staff are dedicated to providing clients with personalized quality, meaningful service that fosters an environment of positivity and success. Staff members' empowering facilitation methods validate newcomers' existing skills and strengths and encourage them to take on new challenges and grow their dreams. From front desk through intake and facilitation, job matching and administration, staff nurture newcomers' growth, enhance their awareness and confidence, and equip them with the knowledge required to succeed in today's world of work.

Sincere gratitude goes to the Executive Director for her dedication and guidance and to my colleagues on the Board of Directors whose due diligence, insight, and leadership charts the course for a brighter future for ESI Inc. | Manitoba Start and enriches our mandate to “empower, prepare, and guide newcomers to achieve sustainable employment.” The Board’s vision, engagement, wisdom, and active committee participation has created a solid foundation for the organization’s prosperous future and strengthens our ability to move into the next year with clarity and purpose.

We remain keenly aware that our efforts would not be possible without our funding partners. It is their backing and belief in our efforts that affords us the privilege of playing a pivotal role within the community. Thanks to the funding supports received from Manitoba Immigration and Citizenship, Citizenship and Immigration Canada, Manitoba4Youth, and Service Canada, Employment Solution for Immigrants Inc. |

 **Let perseverance be your engine and hope your fuel.**

– H. Jackson Brown, Jr.

Manitoba Start accomplished milestones that reshaped the way we operate and contributed to over 80% of our clients becoming self-sufficient, contributing members of their new society.

 **I do not think there is any quality so essential to success as perseverance.** – John D. Rockefeller

On behalf of Board and staff, I extend our appreciation and thanks to the Manitoba Community Services Council and The Winnipeg Foundation. The grants we received from them allowed us to acquire much needed furnishings for our facility. We also acknowledge Scotiabank’s financial contributions, as well as the supports received from an array of employers and other donors who have made this year a remarkable and memorable one. Many of these supports went beyond cash or in-kind donations and, importantly, included championing diversity in the workplace, tapping into the vast expertise of newcomers, and building inclusive, welcoming workplaces.

Manitoba Start brings together the expertise and efforts of funders, Board and staff, newcomers, employers, and the community at large. Combined, these are actions that change lives, communities, and our future.

**Perseverance unlocks potential.**

### **Board of Directors Elections**

ESI Inc.’s Board of Directors was formed in 2010, and all Board members continue to serve their multi-year terms. No elections were held this year.

### **Acknowledgement of Board Committees**

The Board of Directors recognizes the efforts of Board Committees throughout 2012/2013:

#### **Executive Committee**

Judith Hayes (Chair)  
Dale Lacombe (Vice-Chair)  
Jennifer Lumb (Treasurer)  
Regina Ramos-Urbano (Secretary)

#### **Ad Hoc Strategic Planning Committee**

James Kurz (Chair)  
Dale Lacombe  
Regina Ramos-Urbano



# 2012/2013: A Year of Expansion

**Fatima Soares**, Executive Director, ESI Inc.



Organizations in all sectors continually face enormous pressure to adapt, change, and reinvent themselves in order to remain relevant, vibrant, and responsive within an ever-changing and highly competitive environment. It is in this climate of purposeful change that Employment Solutions for Immigrants Inc. has successfully completed a year of expansion on all fronts and solidified its work in the community with partnering organizations and employers from a broad spectrum of sectors. 2012/2013 was a significant year of opportunities and challenges that will shape the future of our organization.

In late 2010, ESI Inc. launched its service delivery arm, Manitoba Start, to provide a centralized intake system and one-stop information, referral, and employment services to newcomers to Winnipeg. Manitoba Start staff were keen to provide newcomers with an integrated, seamless service experience that also incorporated ESI Inc.'s partnerships with two other key service providers, ENTRY and WELARC, and an extensive network of immigrant service groups. The introduction of intake services and the overall development of a client service continuum, in partnership with Manitoba Immigration and Multiculturalism (Department of Labour and Immigration) and other service providers, transformed the way ESI Inc. conducted its daily operations.

Throughout the 2011/2012 fiscal year, ESI Inc. staff operated out of three locations. It had been determined that consolidating our services into one location would simplify and improve client access, as well as enhance Manitoba Start's profile and visibility in the community. This move required planning on many levels, including preparation for an anticipated increase in newcomers' utilizing Manitoba Start's centralized intake supports and career development and employment preparation services. Subsequently, 2012/2013 began with the

recruitment, orientation, and training of an expanded staff complement. Upon completion of major Tenant Improvements in early May 2012, Manitoba Start was literally on the move as we consolidated our three facilities into one unit with a complement of 44 full-time staff members.

During 2012/2013, Manitoba Start served a total of 6,628 newcomers from 136 countries. Throughout the year, Manitoba Start implemented a series of new customized programs and skill-building workshops, including TechStart (Microsoft Office skills refresher), and SimplyStart and QuickStart (accounting software skills refresher), experimented with new approaches, such as CleanStart (targeting employment needs of newcomers entering housekeeping), and Pre-JobStart (for clients with low English levels who require immediate job supports). Staff also invested time in researching and updating our employability training workshop curriculum so that content better reflected the realities of the labour market and factored in the evolving needs of our diverse clientele. Overall, these programs contributed to enhanced service capacity.

Staff strive to excel in all aspects of service delivery and search for innovative solutions that meet the emerging needs of newcomer clients, particularly those who are destined for labour market entry. ESI Inc. recognizes that the world of marketing is changing at an unbelievable pace and the competition for work remains high across the spectrum. In order to provide an attractive and relevant service to our second main client group, Winnipeg employers, a Job Matching Unit was created, and 942-JOBS, an employer hotline, was launched. The Job Matching Unit works diligently to promote newcomer talent to offset skills shortages. As a result of active engagement with diverse sectors of the Manitoba economy, employer partnerships significantly increased, and Manitoba Start has gained prominence as a contact point for recruiting skilled workers.

We thank all our employer partners for making this year a tremendous success and providing hundreds of newcomers with the opportunity to begin a new future with pride and dignity.

ESI Inc. consolidated its funding arrangements over this last year. Although the unanticipated shift in funding sources and administration from Provincial to Federal levels came as a surprise, we have had solid backing from both our Federal and Provincial counterparts, without whom we could not have reached our strategic goals. A world of thanks is extended to Don Meilleur and his staff at Service Canada. Their early and ongoing support of our Immigrant Youth initiative afforded us the ability to innovate and create a program that blossomed into a new beginning: Manitoba Start.

A very special note of thanks goes to Assistant Deputy Minister Ben Rempel and his staff who have tirelessly rallied behind ESI Inc.'s program initiatives for newcomers and championed a change in service

shaping the vision that created a landmark in the heart of downtown Winnipeg to welcome and serve newcomers.

A vibrant organization that prides itself in being on the leading edge of service innovation can only succeed with an investment of talent, expertise, and a commitment to lifelong learning. Manitoba Start's staff's richly diverse backgrounds and vast experience reflects those of the client population we serve. The ways in which clients lives are transformed through confidence-boosting and enlightening workshops, interview preparation, marketing, gaining self-sufficiency, and more are a testament to staff's varied skill sets, flexibility, and determination, combined with their cultural awareness and sensitivity to the realities newcomers experience.

I humbly acknowledge the immense contributions that each Manitoba Start staff member makes to enrich the lives of those we work with. I extend my personal thanks to all staff members for the unique gifts you share with us and for the heart and soul you put into your work, which makes such a difference at Manitoba Start. You create a

## Innovation is the ability to **see change as an opportunity.**



direction. They were at the forefront of creating a vision for a service continuum that began to take shape in early 2009 and eventually helped make Manitoba Start a reality. Their unwavering commitment and belief in the potential of ESI Inc.'s unique services has been an integral part of every success achieved.

Sincere appreciation goes to Manitoba Children and Youth Opportunities, and specifically to Heather-A. Hartry, for the ongoing commitment of funding that has enabled us to operate dedicated programming to support newcomer youth. We also extend thanks to The Winnipeg Foundation and the Manitoba Community Services Council who recognized Manitoba Start's potential and generously provided grants needed to obtain furnishings for the new facility.

I would like to acknowledge the instrumental role ESI Inc.'s Board of Directors has played since our organization's inception. Their decisive leadership and guidance at a time of great risk have gotten us to where we are today. Their strong negotiation skills and steadfast optimism have proven highly influential in

culture of sharing and warmth that extends throughout the staff and beyond, to our clients, providing them with an environment where they quickly come to feel welcome and "at home." The best prize life has to offer is the chance to work hard at work worth doing. I have been privileged to experience the truth of these words in working with you, my colleagues at Manitoba Start, and our clients.

**I look forward to another dynamic year of continuous growth, as we explore our competitive edge, leverage our expertise to the advantage of our clients, and always remain responsive to future challenges and opportunities. Manitoba Start is well-poised for a future that will be a catalyst for positive change, influencing lives and careers and the effective economic integration of newcomers in today's highly competitive world of work.**



# Mandate

Employment Solutions for Immigrants (ESI) Inc. operates within a framework of service excellence to empower, prepare, and guide newcomers to achieve sustainable employment. Through Manitoba Start, ESI Inc.:

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**Delivers a continuum of integrated and innovative career development programs and services.**

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**Develops and nurtures collaborative employer and community partnerships.**

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**Attracts and maintains qualified staff and volunteers.**

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**Enhances cultural competence to contribute to a more diverse and globally competitive workforce.**

## Intake Services

Manitoba Start Intake Services were centralized for newcomers in October 2010. Between 2010 and March 2013, nearly 13,000 clients were registered and provided with information and referrals critical to their successful integration into Canadian society and the workplace. Intake continues to stay up-to-date on the various programs and services available to newcomers so that clients can avoid having to run around to search for relevant information and support. Clients are now able to access appropriate services and information at one location, in a timely manner, and there is less duplication of services amongst the various agencies.

In the 2012/2013 fiscal year, intake staff welcomed 5,163 new clients to Manitoba Start and provided them with the support to prepare a plan for their first steps to reaching their goals in Canada. In addition to this, 1,465 clients returned for additional supports as new needs arose, for a combined total of 6,628 first and secondary assessments. Intake is pleased to know that clients trust us to provide reliable information and ongoing guidance following their initial registration with us.

## Volunteer Program

Volunteers provide critical supports to Manitoba Start. Over 25 clients were given the opportunity to volunteer with Manitoba Start during 2012/2013, which enabled them to develop Canadian workplace administrative, customer service, telephone, communication, and data entry skills. Volunteers contributed well over 1,000 hours of service to Manitoba Start, resulting in tremendous savings at peak times and impacting our bottom line, with over \$24,000 in administration fees saved throughout last year. Manitoba Start volunteers initially do not have other employment, yet over 80% of volunteers go on to find employment in Customer Service or Administrative roles. The Volunteer Program is managed by Intake staff.

## Career Development and Employment Services

Between April 2012–March 2013, Manitoba Start registered a total of 3,518 clients into Career Development and Employment Services and Programs, a 60% increase compared to 2011/2012 registrations.

A total of 163 employment preparation workshops were delivered in 2012/2013. Nearly 2,000 clients completed the program and continued to work with a Career Coach on a one-on-one basis to ensure employment readiness. Clients were also referred to the Job Matching Unit for possible marketing to relevant opportunities.

Evening workshops and “after work” appointments were implemented to accommodate clients who were unable to access services during daytime hours. Recognizing that Career Coaches/Facilitators are all managing competing priorities, staff demonstrated their adaptability and problem-solving strengths and collaborated to share the workload and accomplish tasks effectively and efficiently, embracing the teamwork culture that Manitoba Start thrives in.

An evening Career Coach/Facilitator was added to the staff complement to consistently offer workshops on a three-week cycle and meet with clients who are juggling responsibilities during the day, including those caring for the family, with a daytime interim job, or taking English classes.

**Field/skill-specific workshops** were developed and delivered, wherein clients gain or review knowledge and improve their employability skills. This new programming has also allowed the Job Matching Unit to better determine suitable candidates for related job opportunities. The following programs were developed or continued in 2012/2013:

**TechStart** covers workplace-appropriate use of Microsoft Office applications, Internet skills, electronic communications, and keyboarding skills. (26 workshops; 266 attendees).



SimplyStart/QuickStart provides a general overview of the Simply Accounting and Quickbooks software to develop a broad understanding of accounting transactions and the ability navigate through these accounting programs (5 workshops; 62 attendees). **CleanStart (Pilot)** includes culture, vocabulary, health, and safety in housekeeping positions within health care facilities, delivered in partnership with Winnipeg School Division 1 (1 workshop; 15 attendees).

Manitoba Start coordinates **First Aid Training sessions** (delivered by the First Aid Training Company) at Manitoba Start for up to 18 clients per session. This training is highly sought after; the class usually fills within a day or two of opening registration.

Supplementary **Lunch 'n' Learn sessions** for clients are scheduled twice a week. Manitoba Start invites professional regulators, government bodies, academic institutions, education funding support providers, and other service agencies to present to clients. Holding these sessions at Manitoba Start allows clients to conveniently obtain information relevant to achieving their career goals, while still being able to fulfill commitments to employment workshops, coaching sessions, ENTRY Program, EAL classes and other appointments in the downtown area.

Of the clients who registered and were referred to different Employment Services streams from April 2012 to March 2013, 87% indicated their willingness and availability to pursue employment and education/training opportunities.

To date, 78% of these registered clients are working and/or enrolled in a training program (EAL, bridging programs, post-secondary upgrading, etc.), and 2% are still in the process of job searching. The remaining 20% of clients indicated that, for various reasons, including family and personal circumstances, they are no longer available for or seeking entry into the labour market at present.

## Employment Services Client Demographics

### Top Source Countries:

Philippines, India, Nigeria, Israel, Pakistan, China

### Levels of Education:

Average 15 years of education; typically includes Bachelor's Degree, Non-University Certificate, or Master's Degree

### Profession Category:

25% Regulated,  
73% Non-Regulated,  
2% Other

### Top Immigration

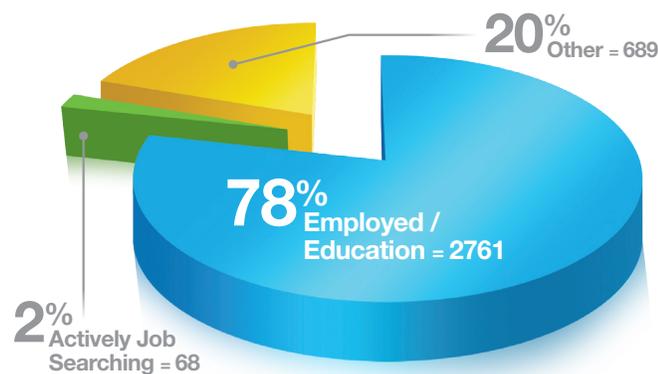
**Category:** Manitoba Provincial Nominee Program (MPNP)

**Average Age:** 35

### Gender:

Male 50%; Female 50%

## Client Outcomes April 2012 to March 2013 Registrations



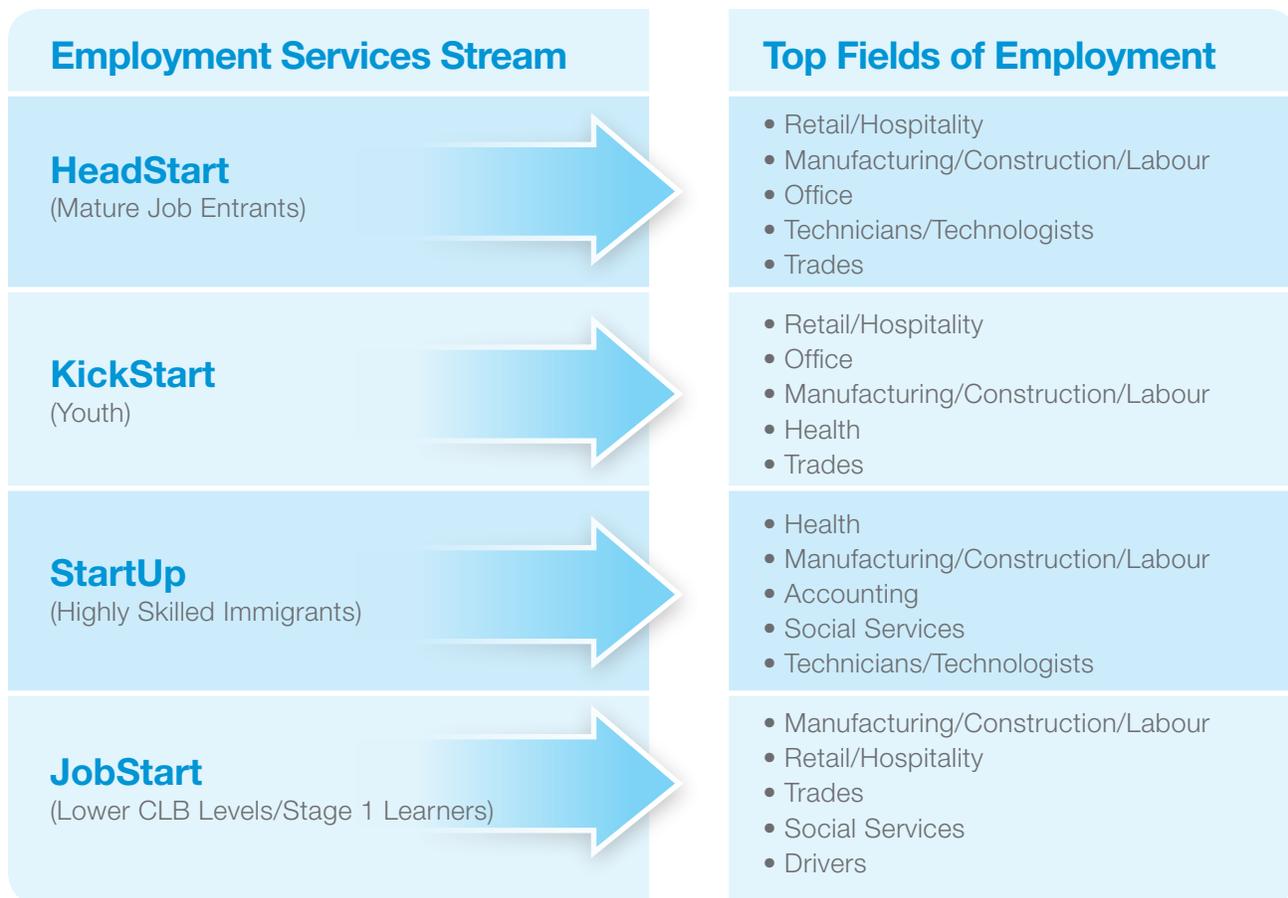
# Intake Services

## Too Good to Be True?

Clients sometimes hesitate to accept referrals and registrations at intake because they are sure there must be some hidden costs. Newcomers are so relieved to be met with friendly, effective service provision at absolutely no cost to them!

Clients obtain employment in a variety of industries and capacities; the majority of the employment outcomes documented were jobs in retail/hospitality, manufacturing/construction, health care, accounting, and other clerical positions. It is important to note that most newcomers seek entry-level positions in related and non-related fields of expertise while in the process of seeking qualifications recognition (QR) and that the QR process may take longer than they anticipate. Others may be involved in skills upgrading with a goal to increase their labour market competitiveness.

The chart below offers an **overview of employment outcomes** by stream and as per reported occupational fields.



## Intake Services

### Did YOU know...

- This year we served clients from **136 countries**
- **Philippines, India, and China** are the top three source countries for newcomers accessing Manitoba Start services
- **70%** of clients are **under the age of 40**
- **69%** of clients were approved or came through the **Provincial Nominee Program**



# Vision

To be Manitoba's leading service provider connecting newcomers with opportunities for sustainable employment.

# Job Matching Unit

In 2012, the Job Matching Unit (JMU) came into being with the objective of matching the skills of job-ready newcomers with the specific recruitment needs of Winnipeg employers. The Job Matching Unit facilitates employment outcomes for Manitoba Start clients as an initial first step in newcomers' achieving success in Canada. Four hundred and eighty-six (486) clients secured work through direct placement opportunities via Manitoba Start JMU references. Of these 486 employment outcomes, 58% secured full-time positions, 36% were in part-time jobs with some balancing work and education, and 6% gained casual work terms.

The majority of employment outcomes—316 clients (65%)—are in entry-level jobs. Most of the clients placed require further language and/or employability skills training, education, and technical skills to access opportunities within career-related fields. One hundred and twenty-five (125) or 26% of direct placement results are paraprofessional, 36 (7%) are professional, and 9 clients (2%) are in trades.

Placements in Retail and Manufacturing industries accounted for the majority of JMU outcomes at 40%, with established partners in the manufacturing industry, such as New Flyer Industries, MacDon, Parker Hannifin, and Rehau, accounting for 33% of all outcomes in the field. On the retail side, new companies such as IKEA, Target, and Marshalls have been ideal landing spots for many clients in the past year and will continue to be a viable source of jobs for clients looking for customer service opportunities. The next highest sectors were Food Services at 11% of placements, and Health at 9%.

Fifty-eight per cent (58%) of clients placed by the Job Matching Unit earned more than minimum wage, with 52% within the \$11.00 to \$12.00 per hour range. Of the six outcomes in the \$31.00 to \$40.00 per hour range, five were from the IT field with positions such as Software Tester, QA Analyst, Consultant .Net Developer, Network Administrator, and MCITP Linux Administrator. In keeping with the number of clients in entry-level positions, 42% of clients were in the \$10.25 to \$11.00 wage range.

The JMU committed to establishing new alliances with employers within the Manitoba labour market and generated 64% of outcomes through new employer partnerships. Employers who have hired from Manitoba Start multiple times over the previous fiscal year are Epic Opportunities and Visions of Independence for health-related opportunities as well as MacDon and New Flyer Industries for manufacturing jobs.

**Monday Motivators** and **Employer Cafes** were held weekly throughout the year to assist job seekers in finding employment.

Monday Motivator sessions are held in the morning and afternoon and are also used as an avenue to address specific challenges preventing clients' entry to employment opportunities. A variety of hiring organizations are invited to present to a select group of clients during Employer Cafes; this is also an opportunity for employers and job seekers to connect face-to-face and facilitates the job matching process.

Meetings were held with Immigration and Multiculturalism and Protegra to further improve on current processes and the job matching function. There are plans underway to more effectively utilize IRAES as a tool to identify suitable candidates to expedite the job matching process although the resume referral process would still be an issue needing to be addressed.

**Work Experience (WE)** opportunities continue to provide tangible outcomes for Manitoba Start clients. There were 88 Work Experience placements arranged from April 1, 2012–March 31, 2013. This includes participants from the StrongStart program extended from Canadian Work Exposure to Work Experience. Of the 88 participants who have accessed WE supports, 85 were offered employment for a 97% employment rate.



## A Glance at 2012-2013

New Intake Registrations	<b>5,163</b>
Secondary Intake Consultations	<b>1,465</b>
Volunteer Hours	<b>1,000</b>
Employment Services Registrations	<b>3,518</b>
Career Development and Employability Skills Training Workshops	<b>163</b>
Direct Placement Outcomes via Job Matching Unit	<b>486</b>
StrongStart Participants	<b>122</b>
Work Experience Placements	<b>88</b>
Diversity and Intercultural Training Workshops	<b>36</b>

May 7, 2012 saw the start of a new StrongStart group, which was also the first group to use the StrongStart classrooms at the new Manitoba Start facility at 271 Portage Avenue. With three floors and 22,000 sq. feet of space, the new building is a far cry from the original January 2004 Employment Solutions for Immigrant Youth Inc. space on Notre Dame, where, at full capacity, 5 full-time staff; 24 Group-Based participants; volunteers and guests; along with various class and office equipment were crammed into approximately 1,200 sq. feet of space. Aside from the aesthetics, increased space at the new facility allows for activities requiring more room such as employer presentations, mock interviews, and role plays.

## **STRONGStart**

GROUP-BASED EMPLOYABILITY SKILLS TRAINING

One hundred and twenty-two (122) newcomers accessed Group-Based Employability Skills Training or the StrongStart program in 2012/2013. Ninety-one per cent (91%) of StrongStart clients (111 clients) have secured gainful employment in various sectors of the Manitoba labour market ranging from junior to professional jobs within their areas of expertise. The remaining six participants are in various education and training pursuits or left the program early due to personal circumstances. Key employment outcomes attained by StrongStart participants include Human Resources Assistant with the University of Manitoba at \$18.00 per hour, Communications Coordinator with the Alliance of Manitoba Sector Councils at \$16, and Alarms Technician with SI Alarms at \$15 wage rate.

Twenty-eight (28) StrongStart participants (23%) had education and/or work experience in the health care field, and most have found jobs as Disability Services Workers, uncertified Health Care Aides, Home Support Workers, and Medical Lab Technicians. Those who were in fields where there is a lack of an entry-level pathway had to identify other work options as they continue with their profession's certification process. An example is the Medical Radiologic Technologists field, which does not offer technician or entry-level position.

The Work Exposure component of the StrongStart program continues to play an integral part in providing participants with valuable Canadian work experience, awareness of employer expectations and workplace culture, and networking opportunities. It is also appreciated by employers who require the two-week period or more to properly assess a participant's suitability for a position in their organization.

## Community Partnerships

ESI Inc. | Manitoba Start is grateful to have forged strong partnerships and alliances with other service agencies and community organizations that offer other supports and resources to immigrants and complement Manitoba Start's work and services. Ongoing efforts are made to expand our community resources and networks through mutually beneficial outreach and presentations. Key partner organizations include:

**ENTRY Program** – provides settlement orientation for all newcomers to Winnipeg and an introduction to English language and services for people needing to improve their language.

**Winnipeg English Language Assessment and Referral Centre (WELARC)** – responsible for helping clients choose the English Language program that is best for their needs and providing ongoing referrals.

**Neighbourhood Immigrant Settlement Workers (NISW)** – conducts ongoing assessments of newcomers' needs; helps newcomers to access services, community resources and programs; organizes local programs to fill gaps in existing services; promotes public awareness about immigrant issues.

**Welcome Place** – promotes and supports the protection and resettlement of refugees; offers a range of services to refugees.

**New Journey Housing** – a resource center that trains and assists newcomers to Canada in attaining and retaining affordable Winnipeg housing.

**Family Dynamics** – provides family counselling and supports as well as child care resources for immigrants.

In addition, a broad range of service providers and ethnic groups provide synergies that enhance our profile and visibility within greater Winnipeg. This includes the **Winnipeg School Division, Enhanced English Skills for Employment, Immigrant Centre, Aurora Family Therapy Centre, Winnipeg Transition Centre, and Jewish Child and Family Services.**



## Diversity AND Intercultural TRAINING PROGRAM

Throughout 2012/2013, a total of 36 Diversity and Intercultural Training workshops were held totalling 120 hours of delivery and directly reaching 830 participants. There are eight active DIT Trainers, including the Program Coordinator and two in-house Trainers.

The DIT Program delivered cultural competence training to clients in an array of industries. The majority of the client base comprised post-secondary institutions, service agencies, and employers ranging from the child care industry, to the justice department, to manufacturing. DIT also saw an increase in clients scheduling sessions on an annual basis at conferences such as the Manitoba Child Care Association Conference, the Manitoba Contact Centre Association's annual Diversity Open House, and IBEX Payroll Services annual training calendar.

The DIT Program Coordinator and Trainers worked diligently to promote DIT services to both industry and not-for-profit sectors. Some of the partnerships established include Manitoba Tourism Education Council (MTEC), Volunteer Manitoba, Winnipeg Chamber of Commerce, and Winnipeg Technical College. Public workshops were held in the fall of 2012 and spring of 2013. These workshops were marketed as a series of four three-hour workshops and built on one another. Fourteen individuals participated in these sessions.

We are working to expand into other areas of training and delivery, and are currently engaged in discussions regarding partnering with Continuing Education, University of Manitoba, to deliver a credit course on workplace cultural competence.

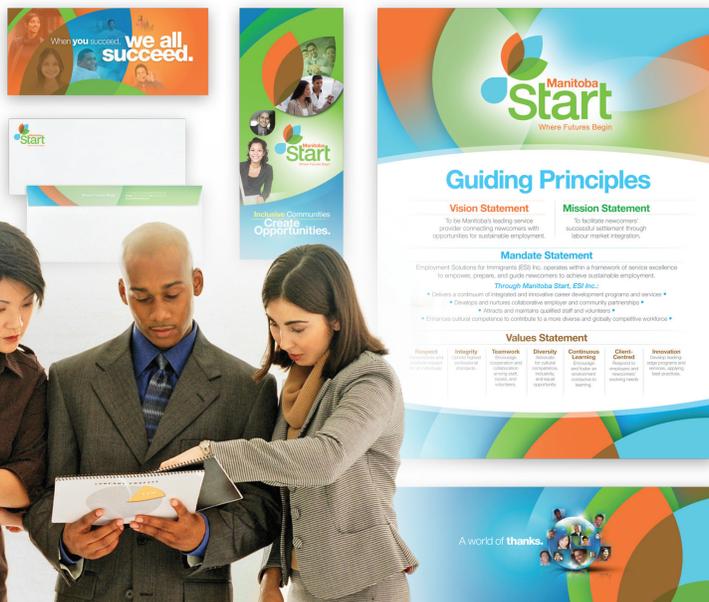
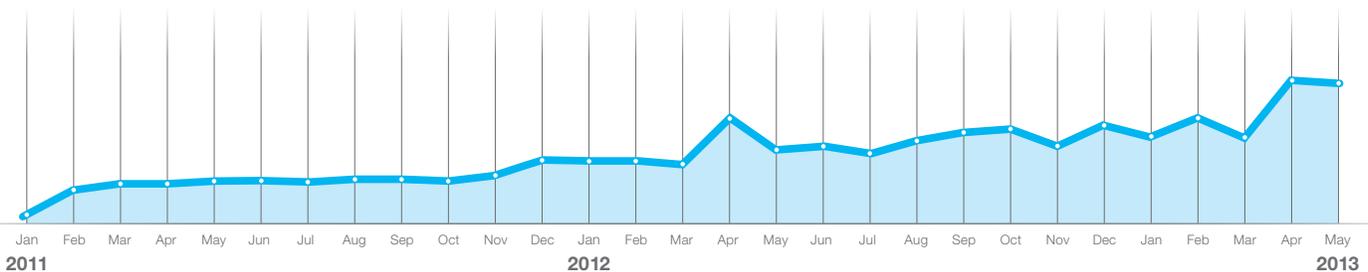
## Technical Upgrades and Web Statistics

ESI Inc. | Manitoba Start's technical systems were significantly expanded and upgraded this year. The organization has over 150 computers for 40+ staff users and up to 75 client users. Fifty-two of these computers were laptops purchased and configured early in the fiscal year to prepare for expanded staff complement and client access. Manitoba Start has ten classrooms fully equipped with SMART Boards or BrightLinks projector technologies; five classrooms are also computer labs to facilitate clients' online learning and resource access. Manitoba Start's Network Administrator manages nearly 400 licenses for a variety of operating software, applications, servers, and virus protection to keep Manitoba Start's technologies running smoothly. To facilitate ease of communications with clients and employers, as well as amongst staff within the building, we have switched to a PBX system with voicemail, which includes 32 lines and 40+ voicemail boxes.

Year	Total Visitors	Visitors per Day	Unique Visitors	Unique Ratio	Pages	Hits	BW
2011	15,165	45.4	9,454	62%	53,287	307,459	4.7G
2012	34,212	93.5	20,743	61%	81,767	561,531	7.0G



## Visitors each Month



## Promotional Materials

An initial series of promotional materials for Manitoba Start were completed this year. This included an updated version of the My Plan brochure, used by all first-time registrants to Manitoba Start to document their career pathway steps, and a new bookmark to highlight services to newcomers. Other completed materials were a revised brochure to advertise services to Manitoba Start's employer clients, posters, pop-up banners, business cards, and letterhead with our new Manitoba Start logo.



# Values

## **Respect**

Demonstrate and promote respect for all individuals.

## **Integrity**

Uphold highest professional standards.

## **Teamwork**

Encourage cooperation and collaboration among staff, board, newcomers, and volunteers.

## **Innovation**

Develop leading-edge programs and services, applying value-oriented practices.

## **Client-Centred**

Respond to employers and newcomers' evolving needs.

## **Continuous Learning**

Encourage and foster an environment conducive to learning.

## **Diversity**

Advocate for cultural competence, inclusivity, and equal opportunity.



# Special Events

## Official Launch of Manitoba Start at 271 Portage Avenue: September 2012

With the phenomenal client growth experienced following the launch of Manitoba Start and a centralized intake system in late 2010, Employment Solutions for Immigrants Inc. | Manitoba Start sought a centrally-located downtown facility in which to integrate all its three decentralized service locations (228 and 249 Notre Dame and 319 Elgin Avenue) and ensure a coordinated, consistent point of contact for all newcomers to Winnipeg.

Such a location was identified in the historic Hample/ Avenue Buildings, now known as Manitoba Start at 271 Portage Avenue. This highly visible facility on Portage Avenue was designed to be a hub of activity and central point of contact for newcomers to Winnipeg. The building's unique, modern design and vibrant colours radiate energy and offer an open and welcoming atmosphere to all. With 22,000 square feet of classrooms, offices, and space for employer and newcomer client meetings, this three-story facility also contains a student lounge, waiting and resource areas, conference rooms, and other modern amenities to make new immigrants' visits comfortable and productive.

On September 5, 2012, the Honourable Greg Selinger, Premier of Manitoba, and Honourable Christine Melnick, Minister of Immigration and Multiculturalism, led the Ribbon-Cutting ceremony, joined by Dale Lacombe, ESI Inc. Board Vice-Chairperson, in front of government officials, immigrant service providers, and invited guests. Jim Kurz, ESI Inc. Board Member, acted as Master of Ceremonies, with Judith Hayes, ESI Inc. Board Chairperson, bringing greetings on behalf of ESI Inc. | Manitoba Start. Manitoba Start's direct hotline for employers, 942-JOBS, was also officially launched at this event. The hotline offers a centrally accessible number for employers to connect with Manitoba Start's Job Matching Unit and recruit from Manitoba Start's pool of job-ready newcomers.

Media coverage included interviews with *CJOB* and *CKY*, and articles in the *Winnipeg Free Press*, *Metro*, *Pilipino Express*, *Ang Peryodiko*, and *O Mundial* (Winnipeg's Portuguese newspaper).

Manitoba Lotteries donated all desserts for the event, and Bento Sushi provided complimentary sushi. Scotiabank also contributed a cash donation towards the refreshments.



## Professional Development Opportunities

2012/2013 was a great year for the continued growth and professional development of the Manitoba Start team. Twelve staff members joined at the start of the fiscal year and spent four weeks in training and orientation. Facilitated sessions were hosted by staff members or guests from partner agencies. These sessions were designed to inform new hires of Manitoba Start's background and service delivery model, while creating an awareness of programs and services that support clients during their early stages of settlement and integration. With the move to 271 Portage Avenue and merge of three units into one, a team-building event was arranged, and Jan Schmidt of Facilitated Solutions provided a two-day session on effective communications and teamwork.

Manitoba Start was able to create additional professional development opportunities for staff with continued funding supports from Manitoba Immigration and Multiculturalism (IAM) and the Office of the Manitoba Fairness Commissioner (OFC). Targeted training sessions were implemented to keep staff abreast of new developments in the field and ensure quality client service delivery, while also addressing specific staff development needs. QUALTRICA (Qualitative Research & Training in Intercultural Areas) delivered 12 hours of training on Working with Newcomers from War-Affected Areas. Denise Bissonnette facilitated a two-day session on Job Development, and Dr. Lionel Laroche and Caroline Yang led a two-day Train-the-Coach workshop Recruiting, Retaining, and Promoting Culturally Different Employees. Wilf Falk, Manitoba's Chief Statistician, also provided a half-day workshop to inform staff of developments and trends in the Manitoba labour market.

Several staff members are also enrolled in the Career Development Practitioners Certificate (CDPC) program at the University of Winnipeg. Many other staff members continue to further their learning and professional development by attending programs such as the Certificate in Adult and Continuing Education (CACE), and courses in Business Administration, Volunteer Management, etc.

## Community Recognition

Manitoba Start was honoured to receive the Service Provider of the Year (2012) award from a long-time partner, the Manitoba Customer Contact Association (MCCA), at their Manitoba Excellence in Customer Contact Achievement (MECCA) event held in November 2012. This recognition further reinforces the partnership Manitoba Start has with MCCA in promoting the contact centre industry as a viable career path for clients, and in return, accessing employment opportunities with the association's affiliates.

In early March 2013, Manitoba Start also achieved success as a 2013 Commerce Design Winnipeg Jury Grand Prize Winner.

## Partnership with Canadian Immigrant Integration Program (CIIP)

In the fall of 2011, Manitoba Start initiated a partnership with CIIP to address the pre-arrival needs of newcomers destined to Manitoba. This partnership has evolved since its inception, generating opportunities to collaborate and respond to the emerging needs of newcomers to Winnipeg, Manitoba. Manitoba Start had the opportunity to welcome and orientate many of the CIIP visiting staff from the UK, India, China, and the Philippines, and ESI Inc. | Manitoba Start staff have attended sponsored conferences and participated in discussions on pre-arrival orientation. Staff members have also gone abroad to the UK and China to share insights on orientation and to experience firsthand the pre-arrival services CIIP offers. This has proven to be a productive experience for both CIIP and Manitoba Start staff as we continue to collaborate and report on clients' post-arrival activities.

I failed a number of times to jumpstart the career I left in the Philippines here in Canada. Success came, finally, when Manitoba Start helped me and guided me in the direction of landing the job I wanted. The challenge to new immigrants coming to Canada is patience. It's always difficult to look for a job that we want and fits the career path we envision ourselves to have. It is the courage to continue that counts when looking for that dream job. Sometimes, trying "hard enough" entails more than exerting our own efforts; it [includes] seeking professional assistance from people who share the same vision to land the job I want. Thanks, Manitoba Start!

**Alvin P.**  
*Recruiter, Manpower (Former Manitoba Start client)*

We have one word for Manitoba Start (Employment Solutions for Immigrants Inc.) and that is: Outstanding! At Apptius, we have a plethora of dynamic and challenging opportunities, most of which require vendor certified IT candidates and we are always on the lookout for these top professionals. Manitoba Start accepted our challenge to find us the very best personnel, and since our initial introduction last year, Apptius has hired four excellent individuals for IT positions. Manitoba Start provides an invaluable service by tapping into their talent and using their knowledge of our company, targeting specific professionals with skill sets we continue to seek. Their efforts resulted in many new hires for us. We consider Manitoba Start a valued partner!

**Deb Perreault**

Account Executive, Apptius Computer Solutions Inc.

## Strategic Planning

Given the newness of the organization and fast expansion of Manitoba Start staff, a series of staff meetings were convened to discuss and develop the organization's Guiding Principles and strategic plans. Staff recommendations were presented to the board's Ad Hoc Strategic Planning Committee for further refinement before being brought before the Board of Directors for final approval. Manitoba Start's revised and updated Guiding Principles were officially ratified by the board on April 30, 2013. A colour poster of ESI Inc.'s Guiding Principles was also created. Finalization of the other strategic plans, involving board committee meetings and discussion, is under way with many key recommendations having been taken to funders and approval forthcoming in the new fiscal year.

## The Winnipeg Chamber of Commerce Small Business Week After Business Mixer 2012

This event was hosted by Manitoba Start on October 18, 2012 and drew rave reviews from event organizers who were impressed with the venue and turnout as well as the networking which lasted well past the close of previous Mixers. The Mixer was an excellent opportunity to promote Manitoba Start and increase the organization's profile in the business community. The Job Matching Unit played a major role in organizing the event, welcoming guests,

arranging the refreshments, and networking with the participants. Many guests participated in tours of the building and learned about services Manitoba Start provides to Winnipeg employers. This event led to tangible outcomes with organizations such as HR, Inc. and Painchaud Performance Group (PPGHR), in terms of providing Work Exposure and employment opportunities for clients.

### The Winnipeg Chamber of Commerce blogged about the event:

*Despite a cold, very windy, and very rainy Thursday, more than 125 people joined The Winnipeg Chamber of Commerce for our Small Business Week After Business Mixer in the beautiful Manitoba Start building on Portage Avenue.*

*Even the Justin Bieber concert down the street didn't tarnish the event. Guest after guest continued to pour into the Manitoba Start building to network and feast on delicious appetizers and their choice of beverage. From 5-7 p.m., the room was vibrant with exhibitors busy talking about their businesses, guests networking and making endless conversation and some great prizes were given away. It was a fantastic way to celebrate Small Business Week.*

*Manitoba Start which assists immigrants, who are settling in Winnipeg as permanent residents, was our host and presenting sponsor for Thursday's ABM. We could not have been happier with their location and hospitality. What a great organization; what a great staff; and what a breathtaking and unique building (Winnipeg Chamber of Commerce, 2012).*



Mary Rose, from the UAE, came to Winnipeg with nine years' airline customer service and operational experience (Load Control Officer, Dubai National Air Transport Association), a Commerce BSc, and strong English language skills. She had an impressively wide range of airline experience, plus 11 training certificates in various airline procedural and customer service fields. Her long-term goal was to be a manager in the airlines industry. Mary Rose had two interviews with Delta Airlines in February 2013 for a customer service agent position. In spite of receiving coaching at Manitoba Start and interviewing positively, she did not win the position. Mary Rose remained optimistic and was open to receiving guidance and coaching towards achieving her goal. Her hard work soon paid off: Mary Rose was marketed by Manitoba Start to Bearskin Airlines, and achieved a full-time Passenger Service Agent position with the airline in late March 2013. Her email reflected her appreciation to Manitoba Start staff: "Hi! I just got a job offer at Bearskin Airlines! Thank you so much for the support and mentoring! You're the best!"

### Mary Rose

*Passenger Service Agent, Bearskin Airlines  
(Former Manitoba Start client)*



## Manitoba Career Week 2012

Manitoba Start's Career Development and Apprenticeship Week (November 5–9, 2012), in celebration of Manitoba Career and Apprenticeship Week 2012, was a resounding success with 55 presenters and close to 670 participants in various sessions throughout the week. Manitoba Start's Career Week events provided a forum for newcomer participants and other members of the public to gain information pertinent to their career development, education planning, and decision-making. Presenters included representatives from various sectors of the economy, recruitment agencies, postsecondary institutions, sector councils, regulatory bodies, government, and previous participants who have realized success in their respective occupational fields.



## Digital Portfolio Project 2012

Recognizing how technology and social media is changing the search for employment, Manitoba Start launched a Digital Portfolio Project to highlight the extraordinary talent that comes through our doors on a daily basis and create another avenue to attract employers' attention to job-ready new Canadians. The Digital Portfolio Project involves internationally-educated clients creating a unique online profile and marketing tool that highlights their skills and accomplishments. This project was funded in partnership with the Office of the Manitoba Fairness Commissioner and ESI Inc. | Manitoba Start. Participating clients benefit from having a professional and innovative tool that profiles their skills and qualifications for compatible employment and complements existing traditional self-marketing tools. The video profiles in particular enable employers to see and hear a highly-skilled prospective employee in action, which serves to "put a face" on the talents and abilities of newcomers to the Province and encourages a positive mindset towards diversity in the workplace. A total of nine (9) clients completed a Digital Portfolio, and all nine clients have successfully achieved employment. We plan to build on this success and expand the program in the coming year.

**PRACTICUM**

## Hosting University of Manitoba Faculty of Social Work Students and Manitoba Lotteries Cultural Intern Placement

Following discussions with the Faculty of Social Work, Manitoba Start agreed to host two full-time final year students for the academic year. A qualified Manitoba Start staff member was designated as the Field Instructor and oversaw all facets of training and reporting on student placements' ongoing progress.

Over the eight-month practicum period, these Social Work students gained knowledge and fundamental practical skills for coaching and facilitation in career development and employment preparation, caseload management and reporting, and other critical aspects of the job. Their professional growth, ability to integrate and fully participate in day-to-day organizational activities and ongoing contributions to Manitoba Start clientele were noted, and as a result of staff changes, the students were encouraged to compete for the vacancies, which they did successfully. Both students were hired and are providing key services to newly arrived Manitobans.

Manitoba Start was also pleased to participate in Manitoba Lotteries first Cultural Intern Program and hosted a six-week intern placement.

## Santa Claus Parade Block Party 2012

As a member of the Winnipeg Chamber of Commerce in a privileged central location for parade observers, Manitoba Start staff was engaged in preparing and hosting children's crafts activities. A "meet and greet" with two Winnipeg Blue Bomber players (Steve Morley and Chris Cvetkovic) who provided autographs with posters and tossed footballs around with the kids was one of the many fun highlights. Staff distributed flyers about Manitoba Start to passersby and joined in the fun and games.

## 2012 Holiday Celebration

With the Holiday Season fast approaching, Board and staff joined in the Holiday spirit and enjoyed music and fun camaraderie during a great pre-holiday mingle and celebration, complete with refreshments and live music expertly provided by Martin. In addition, through a "Stump the Musician" activity during this event, \$43.42 was raised and contributed to Movember.



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June 26, 2013

## INDEPENDENT AUDITORS' REPORT

To the Board of Directors of  
Employment Solutions for Immigrants Inc.:

We have audited the accompanying financial statements of Employment Solutions for Immigrants Inc., which comprise the statement of financial position as at March 31, 2013, and the statements of operations and changes in net assets and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### *Auditors' Responsibility*

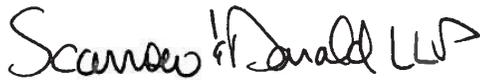
Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### *Opinion*

In our opinion, the financial statements present fairly, in all material respects, the financial position of Employment Solutions for Immigrants Inc. as at March 31, 2013, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Chartered Accountants  
Winnipeg, Canada

For this communication, together with the work done to prepare this communication and for the opinions we have formed, if any, we accept and assume responsibility only to the addressee of this communication, as specified in our letter of engagement.





**AGM Newsletter** **Building a New Future**

APRIL 1, 2012 – MARCH 31, 2013



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