



**Manitoba**  
**Start**



**ANNUAL REPORT 2014 ▶ 2015**



# ANNUAL REPORT 2014 ▶ 2015

**Diversity** makes good  
business sense.



## MESSAGE FROM THE CHAIRPERSON

2014–2015 was a banner year for Manitoba Start: We served 7,524 new immigrants to the Province and connected business to a world-class workforce. Nearly 5,000 newcomers registered for career development and employment services, with 71% achieving quality outcomes by year-end.

Engaging with business to understand hiring needs is vital to identifying opportunities that improve employment outcomes for immigrants and help employers find the skilled labour they require. This year, 47 events at Manitoba Start directly connected business with internationally educated professionals and skilled newcomers.

During Career Workforce and Development Month 2014 alone, Manitoba Start partnered with 61 organizations to provide over 400 newcomers with career insights and networking opportunities. The inaugural Manitoba Start Employer Awards recognized business leaders who hire a diverse, world-class workforce: Duha Group, St.Amant, the Canadian Museum for Human Rights, and New Flyer Industries.

Working together to recognize the potential that newcomers bring to our Province is both responsive to labour market needs and enables individuals to accomplish their dreams.



**Beverlie Stuart**  
*Chairperson, Board of Directors  
Manitoba Start*

## MESSAGE FROM THE EXECUTIVE DIRECTOR

Manitoba Start is positioned to support both newcomers and business in Manitoba. Winnipeg alone is expected to attract more than 9,500 newcomers (net) annually over the next 20 years. A majority of newcomers to Manitoba are internationally educated professionals, skilled workers, and tradespersons.

The growth of multicultural communities and market globalization are opportunities for business to diversify their workforce. Manitoba Start supports business with access to world-class talent, and resources to effectively retain and manage a diversified workforce.

We are delighted to partner once again with the University of Manitoba, Extended Education, to deliver the Workplace Cultural Competence Workshop Series in early 2016. Workplace diversity and inclusion programs create innovation and professional growth, leading to improved products and heightened brand reputation.

Embracing diversity in the workforce better reflects our communities and meets labour market needs to strengthen our economy. Manitoba Start supports business in being recognized as employers of choice who build a culture of diversity and inclusion within their organizations.



**Judith Hayes**  
*Executive Director  
Manitoba Start*

## BOARD OF DIRECTORS 2014 ▶ 2015

**Beverlie Stuart,**  
*Chairperson*

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*Vice-Chairperson*

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**Sam Grande,**  
*Director*

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*Director*

**Manitoba Start** (*Employment Solutions for Immigrants Inc.*) connects business to a world-class workforce and is the leading provider of career services to newcomers to the Province. Each year, over 6,000 newcomers to the Province from more than 120 countries visit Manitoba Start for information and employment supports to reach their professional goals and integrate into the Canadian workplace.

# THANK YOU TO FUNDERS AND PARTNERS

We are deeply grateful to our funders: Labour and Immigration, Government of Manitoba (core funder); Citizenship and Immigration, Government of Canada; Service Canada, Employment and Social Development, Government of Canada; MB4Youth, Child and Youth Opportunities, Government of Manitoba.

Our thanks to The Winnipeg Foundation for their support through a community grant, as well as to Scotiabank, Western Union, and Investors Group - Winnipeg West who provided event sponsorship.

Thanks to the support and goodwill of our funders and partners, we can provide career development resources to thousands of newcomers and offer staffing and diversity solutions to meet labour market needs.

# THANK YOU

to our staff, board of directors, clients, practicum students, volunteers, and partners for your integral support and belief in the work that we do.





# Core Services

## Centralized Intake

Manitoba Start is the first step for all new immigrants, including successful Manitoba Provincial Nominee Program applicants. Each year, over 6,000 newcomers from more than 120 countries visit Manitoba Start to connect to settlement, orientation, language, and employment services.

## Career Services

Manitoba Start is the leading provider of career development services to newcomers to the Province. Newcomers benefit from employment workshops, personalized career coaching, resumé development, interview skills practice, job search assistance, and networking opportunities to achieve their professional goals.

## Job Matching

Manitoba Start addresses employers' hiring needs by connecting employers to highly skilled, job-ready newcomers. Thousands of internationally educated professionals and skilled workers immigrate to Manitoba each year. Manitoba Start matches qualified individuals with employers' specific job requirements through direct engagement, employer cafés, and job fairs.

## Diversity Management Solutions and Business Supports

**Diversity and Intercultural Training** provides employers with customized tools and human resources supports to attract and retain a diverse workforce and create more inclusive workplaces.

**English at Work** delivers on-site, job-specific language training so that employees can communicate confidently and be more engaged.

**Mentorship ONE** helps newcomers learn more about workplaces in Manitoba and make connections that can lead to employment opportunities.



# BRINGING YOU A WORLD-CLASS WORKFORCE

MANITOBA **Start**  
**EMPLOYER AWARDS**

LOCAL BUSINESS GLOBAL TALENT

## Congratulations to the Manitoba Start Employer Awards 2015 Recipients!

The Manitoba Start Employer Awards recognize business community leaders who hire internationally educated professionals from Manitoba Start's talent pool of skilled immigrants and employ a diverse workforce.

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**LEADERSHIP IN IMMIGRANT EMPLOYMENT AWARD**

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**NEW PARTNER IN IMMIGRANT EMPLOYMENT AWARD**

CANADIAN MUSEUM FOR HUMAN RIGHTS  
MUSÉE CANADIEN POUR LES DROITS DE LA PERSONNE

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**CHAMPION AWARD 2015: ADVANCING INTERNATIONALLY EDUCATED PROFESSIONALS IN MANITOBA**

**NEW FLYER**



**7,524 newcomers** from **121 countries** accessed Manitoba Start services



**228 newcomers** joined the **Mentorship program**



**20 organizations** hosted **English at Work programs**



**6,222 newcomers** visited Manitoba Start **for the first time**, **1,302 returned** for additional services

**1,472 people** attended **70 Diversity and Intercultural Training workshops**

**231 employment preparation workshops** and **193 supplementary career-related workshops** were held

**72 speakers** from **61 companies** joined **Career and Workforce Development Month** events, **430 newcomers** participated



**4,819 newcomers** registered for Manitoba Start **career services**. **Over 50%** have at least a **bachelor's degree or higher education**

**204 employers** hired world-class employees from Manitoba Start's talent pool

**47 employer engagement events,** and **125 career information sessions** for newcomers took place

# Manitoba Start

## BRINGING YOU A WORLD-CLASS WORKFORCE

### 2014 - 2015

**64 organizations** attended the Manitoba Start **Employer Awards**. **4 organizations** were recognized for their commitment to workforce diversity



**215 newcomer youth** completed work experience **programs**. **190** went on to **full-time employment** in a relevant field. **11** entered **academic or skill-upgrading programs**

**29 volunteers** supported Manitoba Start this year, **1,800 hours of service** were contributed

**2,694 newcomers** successfully **entered the Manitoba workforce**

**500 newcomers** achieved **education and training outcomes**

**213 newcomers** gained **employment and education outcomes**



**10-module Canada Career Development Curriculum** produced and implemented to support skilled immigrants



## Work Experience Programs for Immigrant Youth

In 2014–2015, Manitoba Start ran two employment-based training programs that provided immigrant youth with 2–12 weeks of paid on-the-job work experience, supplemented by career development services, life skills management and soft skills training.

Through these programs, immigrant youth gain Canadian workplace experience relevant to their existing skills or career interests, and the opportunity to demonstrate their skills to employers. A total of 215 immigrant youth participated in these work experience programs, with 190 youth (88%) securing full-time employment upon program completion.

Participating employer partners gain access to new human resources at no financial cost and benefit from the participant's unique skills and a diversified workforce. One hundred twelve (112) employers partnered with Manitoba Start's work experience programs throughout 2014–2015, providing newcomers with the opportunity to grow their skills and enter rewarding careers.

### Special thanks to our employer partners

who help make it possible for immigrant youth to successfully transition into the Manitoba labour market. Thank you to Service Canada, MB4Youth, and Labour and Immigration Manitoba for funding Manitoba Start's work experience programs for immigrant youth.



## Top Work Experience Employer Partners in 2014–2015

**Home Instead**  
18 placements

**Deer Lodge Centre**  
17 placements

**Poseidon Care Centre**  
10 placements

**Staples – Various**  
8 placements

**New Flyer Industries**  
7 placements

**TransX**  
7 placements

**Loblaws**  
4 placements

**Walmart – Various**  
4 placements

**MediSystem Alentex**  
2 placements

**The Dufresne Group**  
2 placements

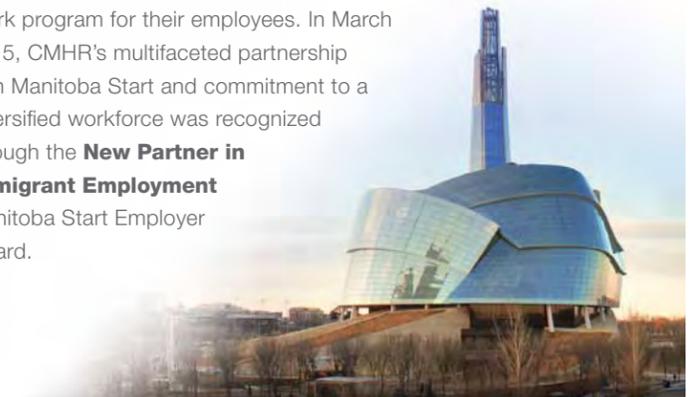
**Unicity Labs**  
2 placements

# Diversity Partnership

## HIGHLIGHTS

Manitoba Start, in partnership with the **University of Manitoba, Extended Education**, offered a five-day advanced-level course *Facilitating Diversity Training: A Summer Institute for Trainers* in August 2014. This institute was designed for organizational trainers, HR professionals, coaches, and change leaders to cultivate and strengthen skills to effectively lead diversity training and develop inclusive practices in the workplace. Participants came from diverse industry backgrounds, including settlement agencies, municipal government, Crown corporations, health care, education, and retail.

Twenty eight (28) organizations partnered with Manitoba Start to host diversity and intercultural training workshops for their staff throughout 2014–2015. Manitoba Start also participated on the **Canadian Museum for Human Rights** Inclusive Workplace Advisory Committee and was then invited to develop and co-facilitate several workshops on the theme *Laying the Foundation for Inclusivity*. Three hundred (300) Canadian Museum for Human Rights employees and volunteers attended these workshops. The Canadian Museum for Human Rights (CMHR) also recruited from Manitoba Start's talent pool of internationally educated professionals and hosted an English at Work program for their employees. In March 2015, CMHR's multifaceted partnership with Manitoba Start and commitment to a diversified workforce was recognized through the **New Partner in Immigrant Employment** Manitoba Start Employer Award.





## Diversity Management SOLUTIONS

Consulting. Training. Staffing.



Bringing You a World-Class Workforce

**ManitobaStart.com**




June 24, 2015

**INDEPENDENT AUDITOR'S 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, 2015, 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.

*Auditor's 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, 2015, 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.

Scarrow & Donald LLP

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.

Manitoba Start **PARTNERS** with

**Prairie Mountain Health**



In 2014–2015, over 400 internationally educated nurses registered for career services at Manitoba Start. Connecting with health industry employers hiring for intermediate positions became a priority.

**At a career fair, Larissa Kominko, Supervisor Recruitment, Prairie Mountain Health (PMH), heard about Manitoba Start.** "It was brought to my attention that many Manitoba Start clients are internationally trained nurses or health professionals. I immediately realized that there was great potential for Manitoba Start clients to be employed in our health care organization."

**now Health Care Aides at PMH. Chisandre de Vera Agustin (BSc, RN, EMT, NEBOSH), from the Philippines, was one of the successful candidates.** "I heard about Manitoba Start through the Manitoba Provincial Nominee Program and from my family. Manitoba Start helped me with information about opportunities that would suit my professional skills. Through Manitoba Start, I was able to apply to PMH."

**Manitoba Start customized its services to meet PMH's specific hiring needs. Staff organized an information session for PMH to present their hiring opportunities to 69 internationally educated, job-ready professionals.**

"I was introduced to a room full of individuals seeking health care employment. We collected resumés from the candidates and began screening those we felt would be best suited for the vacancies that we had to fill," said Larissa.

**PMH hires for health care-related roles in southwestern Manitoba. These health care facilities will now see an influx of talented individuals who will not only fill positions in demand but also contribute to their new communities.** "We continue to watch for suitable positions for clients that are still interested in being employed with Prairie Mountain Health. The support and assistance from Manitoba Start staff was exceptional and greatly appreciated by the organization," said Larissa.

**Yusuf Kacamak, Job Developer, Manitoba Start, set up a two-day hiring event, and PMH staff interviewed 40 potential candidates.** "Manitoba Start offers local businesses unique advantages. Our talent pool is responsive to a variety of hiring needs, whether particular skill sets or staff numbers. From small to large businesses, employers will always receive the same professional assistance. It's a win-win situation for any employer."

**Thirty one (31) candidates received conditional offers of employment. Ten (10) clients have since accepted their offer and relocated to Virden, Manitoba, where they are**





**BRINGING YOU A  
WORLD-CLASS  
WORKFORCE**



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Canada

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