



Social Research &
Planning Council



United Way
Perth-Huron

June 2017

Town of St Marys
175 Queen Street East
St Marys, ON

To Council Members of the Town of St Marys:

Thank you for allowing the Social Research & Planning Council (SRPC) to speak at the Town of St Marys meeting.

With an aging population and a declining workforce, newcomer integration holds the key to creating sustainable, vibrant and dynamic communities. In our latest report entitled 'Embracing Diversity: Newcomer experiences in Perth and Huron Counties' SRPC investigated how newcomers are experiencing our community to gain insight into where we are working well and what services gaps / supports may be missing.

Reasons why this presentation is important to the Town of St Marys:

In 2015, more than 75% of Canada's new permanent residents landed in just seven cities: Toronto, Montreal, Vancouver, Calgary, Edmonton, Ottawa and Winnipeg. During the same year, only 5.8% of recent immigrants settled in rural areas while the remainder settled in other urban locales. 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.

Given this context, there was a need to better understand how the challenges and opportunities associated with newcomer integration would impact the rural regions of Perth and Huron Counties. From the insights gained through this research and identified gaps a number of recommendations have been to help newcomers feel more welcome and integrated into our community.

Additionally, the SRPC recently launched the beta version of a local, online data hub called myPerthHuron in March. We will be demonstrating how this site may positively impact our community understanding and the good work that is being done locally. A request for Council to direct staff to explore a data sharing agreement with myPerthHuron will be made. Our aim is to continue building the strength of the site by including local, relevant information from sources such as the Town of St Marys.

United Way Perth-Huron

Change starts here.

The United Centre, 32 Erie St., Stratford ON N5A 2M4

519-271-7730 | 877-818-8867

unitedwayperthhuron.ca



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On behalf of the Board of Directors of the United Way of Perth-Huron, thank you in advance for your ongoing support of your United Way. We remain committed to our role as one of the most significant providers of funding to community-based human service organizations in our community.

Sincerely,

Ryan Erb
Executive Director
United Way of Perth-Huron

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