

# Welcoming Newcomers to Rural Ontario:

**An advertising campaign**

Deepikaa Gupta – Grey-Bruce Local Immigration Partnership  
Mark Nonkes – Huron County Immigration Partnership



Funded by:

Immigration, Refugees  
and Citizenship Canada

Financé par :

Immigration, Réfugiés  
et Citoyenneté Canada

# Local Immigration Partnerships

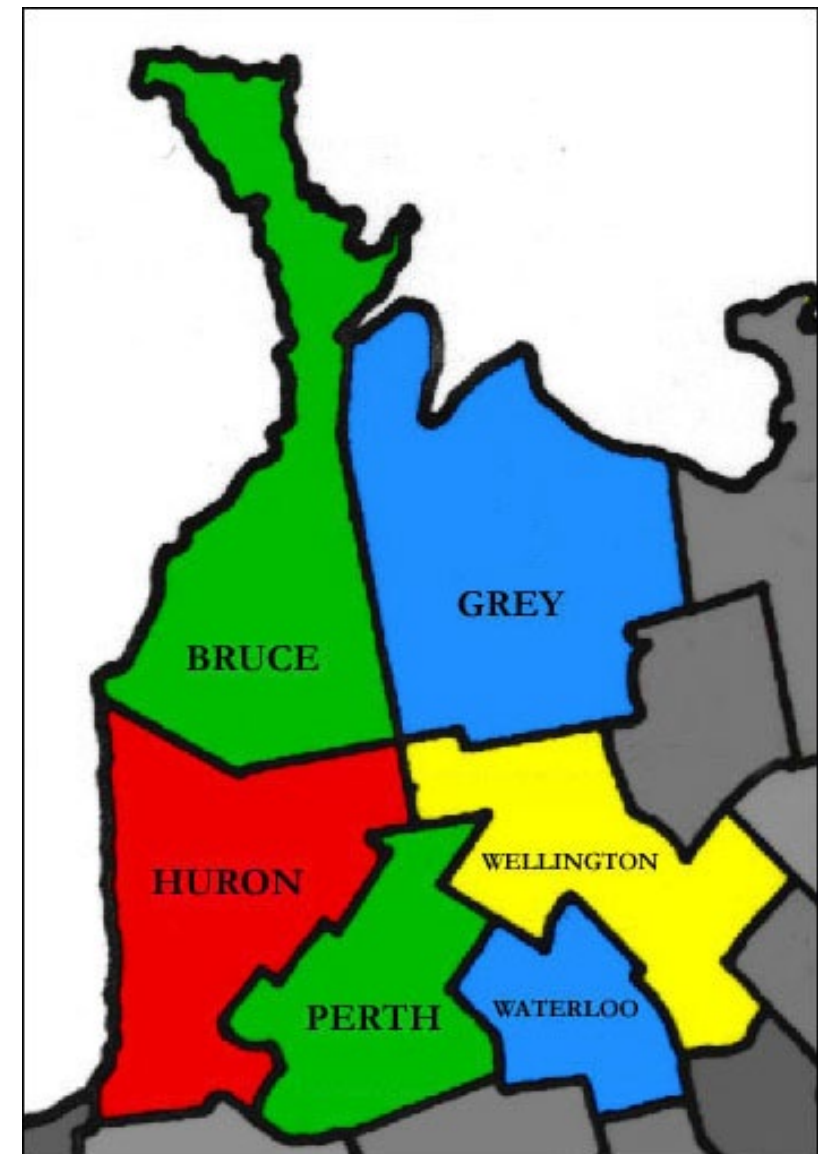
- **89 Immigration Partnerships throughout Canada**
- **Goal: Improve newcomer settlement experiences by:**
  - Bringing newcomer service providers and stakeholders together to collaborate to strengthen programming and services
  - Developing strategies to build welcoming and inclusive communities
- **Funded by Immigration, Refugees and Citizenship Canada**



# Our context

Region	Total population	Percentage of immigrants in area
Grey County	100,905	8.3%
Bruce County	73,396	7.5%
Huron County	61,366	6.9%
Canada	39,292,355	23%

2022 Statistics Canada



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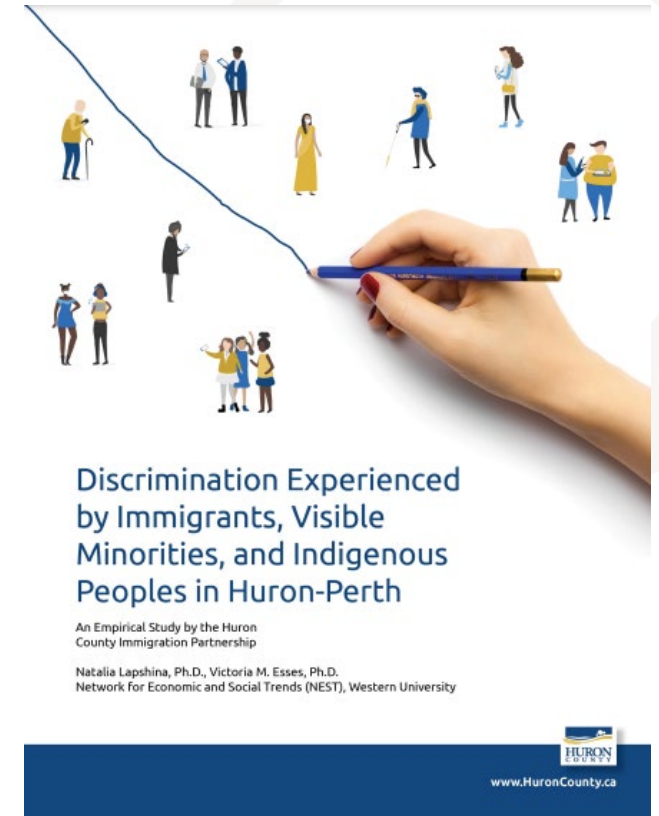
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# Discrimination study

- Partnered with Western University
- Contacted immigrants/visible minorities and White Non-Immigrants about their experiences with discrimination
- Survey identified:
  - Forms of discrimination
  - Where discrimination occurred
  - Who perpetuated discrimination



# Findings: Discrimination study

	Percentage of immigrants & visible minorities who experienced discrimination	Percentage of White Non-immigrants who experienced discrimination	Top 3 sites where discrimination occurred for immigrants & visible minorities	Perpetrators of discrimination of immigrants & visible minorities
Huron-Perth	69%	49%	Workplace, Store/bank/restaurant, Public area (ie park)	Middle aged Male, White

# Collaborating to address discrimination

- Immigration Partnerships in Huron County, Grey-Bruce, Guelph-Wellington met to identify potential solutions
- Public information campaign identified
- Focus on positive messaging targeted at our residents
- Advertising on radio, print & digital media
- Request for proposal issued





# Our approach

- National Creative produced three concepts
- Tested two concepts with focus groups
- Universal gestures selected by focus group as most effective



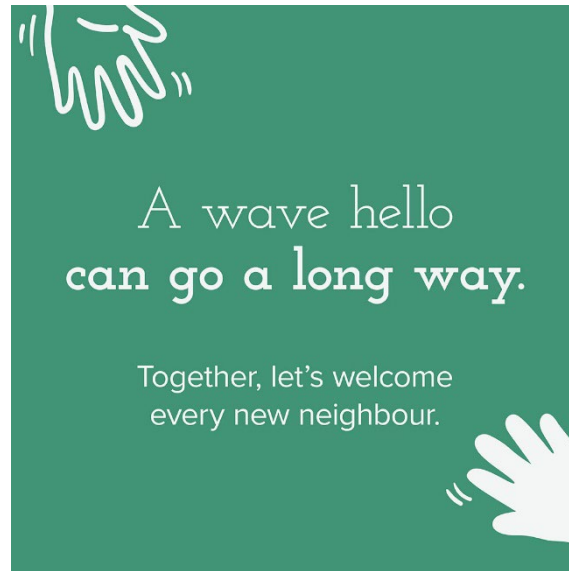
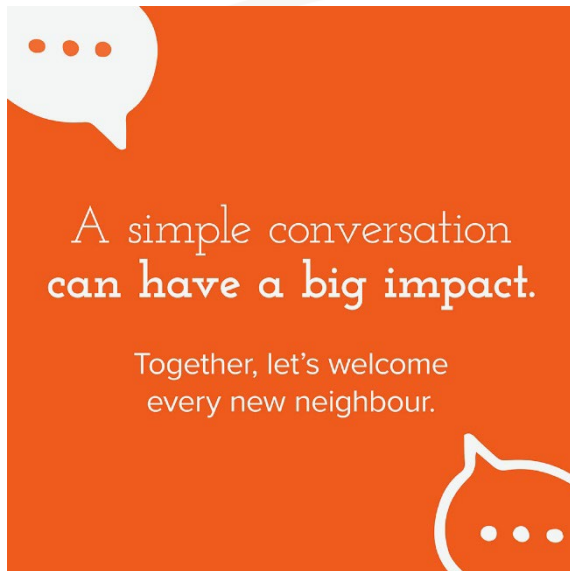
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# Creative assets: advertisements



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# Creative assets: radio

The feeling of community is universal, and so are the gestures that build it. **A few kind words, a smile, or wave hello are the first steps to building a community where everyone feels they belong.**

**Let's welcome every new neighbour. Let's celebrate our communities becoming more diverse, with people of all backgrounds adding their experiences and perspectives.**

Learn more about Welcoming Week and how to get involved at [www.welcomingweek.ca](http://www.welcomingweek.ca)



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# Creative assets: website

- Developed <https://www.welcomingweek.ca/>
  - Goal: Highlight the importance of building welcoming communities
  - Identified concrete actions to welcome new neighbours
  - Provided immigration statistics
  - Told stories from newcomers of how they were welcomed
  - Directed users to events in their communities
  - Provided downloadable social media resources from the campaign



When we arrived, we stayed with a woman who became like our mother. She was so wonderful. She showed us the town, introduced us to people, and helped us find work.

— Moncy &  
Nikitha,  
Goderich



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# Our reach

- In Huron County, campaign launch during Welcoming Week
- Radio: 120,000+ listeners in southwestern Ontario by airing the ads on three radio stations
- Print advertisements: 59,000+ newspaper subscribers
- Posters: 4,500 students in the classrooms where posters were hung
- Stickers: 500 event participants
- Website: 200 web visitors



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# Outcome

- Garnered media attention
- Started conversations at public events
- Strengthened engagement with schools, other partners



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# Challenges/Limitations

- No measurable method built into campaign to identify behaviour change
- Limited website traffic



# The way forward

- Additional research to understand discrimination
- Updated URL: <http://welcomecommunities.ca/>
- Grey-Bruce to launch campaign March 1
  - Bus benches
- Huron disseminating postcards identifying more action to welcome





# Contact information

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