Immigration

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My Family
Exploratory Visits- How to find the people

- Local knowledge - use your locals.
- Link up with real estate agents.
- Immigration fairs.
- Advertising .
- Publications, Canada News, Farmers weekly.
What do immigrants want to know?

- Housing.
- Employment.
- Schools.
- Recreation.
- Medical.
- Shopping.
- Weather.
- Distances involved!
Housing

- Average price of property sold in UK in 2009 was $200,000.
- Houses are larger in Canada.
- More value for money.
- Land is cheaper.
Housing

- Self build or RTM homes
- Exchange rate
Employment

- Self employed
- Job vacancies
- Qualifications
- Certification
Schools

- Curriculum
- School buses
- Grade system
Recreation

- Hockey
- Skating
- Skiing
- Winter Parks
- Swimming
- Fishing
- Hiking
Medical and Family Welfare

- Pharmacare
- Optometrist
- Dental
- Vaccinations
- Family tax credit
Shopping

- Where to buy what
- When to buy
- Distances!
Weather

- Winter - emphasize the good!
- Winter clothing.
- Safe winter driving
- Summer
- Mosquitos
Financial Advice

- Banking
- Credit Unions
- Pensions
- Mortgages
- Credit history
How to Target Immigrants

- Publications: Canada News, Emigrate, Farmers Weekly
- Immigration Show
- Information Packages
- Link with real estate agents
How to attract immigrants

- Low crime rate
- Lifestyle
- Sporting opportunities
- Family
- Low housing costs
- Higher standard of living
- Friendliness of people
Some Suggestions

- Produce an information package
- Form a welcome committee
- Give out an arrival package
- Look after the family