



Workforce Planning Board of Grand Erie
Commission de planification de la main-d'œuvre de Grand Erie

News Release

FOR IMMEDIATE RELEASE

PROFESSIONAL MENTORSHIP PROGRAM FOR NEW CANADIANS

BRANTFORD (Sept. 30, 2010) -- The Workforce Planning Board of Grand Erie is spearheading a new project to help newcomers to our community adjust to the workplace.

The Grand Erie Immigrant Employment Cooperative will feature a professional mentorship program to assist new Canadians to adapt to the local labour market.

The program is looking for business leaders who can serve as mentors.

“Many newcomers are highly educated and skilled but they often face challenges trying to make the transition to the Canadian business culture,” said Vinesh Bhagat, program coordinator for the cooperative.

“This program will help ease that transition for mentees. Meanwhile, employers who serve as mentors will get a chance to see the benefits that globally-trained professionals offer. Newcomers are a largely untapped pool of talented employees.”

The Grand Erie Immigrant Employment Cooperative is funded by Citizenship and Immigration Canada-Multiculturalist Program.

The cooperative aims to help new Canadians build their knowledge of Canadian business culture and the skill sets required to work within Grand Erie. The project will also help build partnerships between business leaders, industry, and new Canadians, while creating a culturally accepting environment within the workplace and in our community.

Similar professional mentorship programs for newcomers exist across Canada. Research has shown that communities that have taken advantage of such programs have built a more welcoming society.

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