

COMMUNITY-BASED EMPLOYMENT AND ECONOMIC DEVELOPMENT IN THE SOUTHWEST OF MONTREAL



23 september 2009

INTRODUCTION



INTRODUCTION



INTRODUCTION

The South West borough and the Lachine canal:
from industrial hearth of Canada to poorest
urban area in Canada

A sharp decline of jobs and population

■ Job losses:

- 1951 – 29 000 industrial jobs
- 1988 – 7 140 industrial jobs

■ Population decrease:

- 1951 – 100 000
- 1988 – 69 000

INTRODUCTION

- In the 70's: numerous community initiatives take place to alleviate the crisis
 - Community health clinics
 - Social and community housing
 - Food coops and community kitchens
 - Legal services
 - Popular education

INTRODUCTION

- In the early 80's, the community empowerment process takes a further step:
- A strategic decision of community organizations to take part in economic development

INTRODUCTION

- 1987: Urgence Sud-Ouest
 - a massive mobilisation asking for action from the governments
- 1987-1989: Comité pour la relance de l'économie et de l'emploi du Sud-Ouest de Montréal (CREESOM)

RESO's MISSION

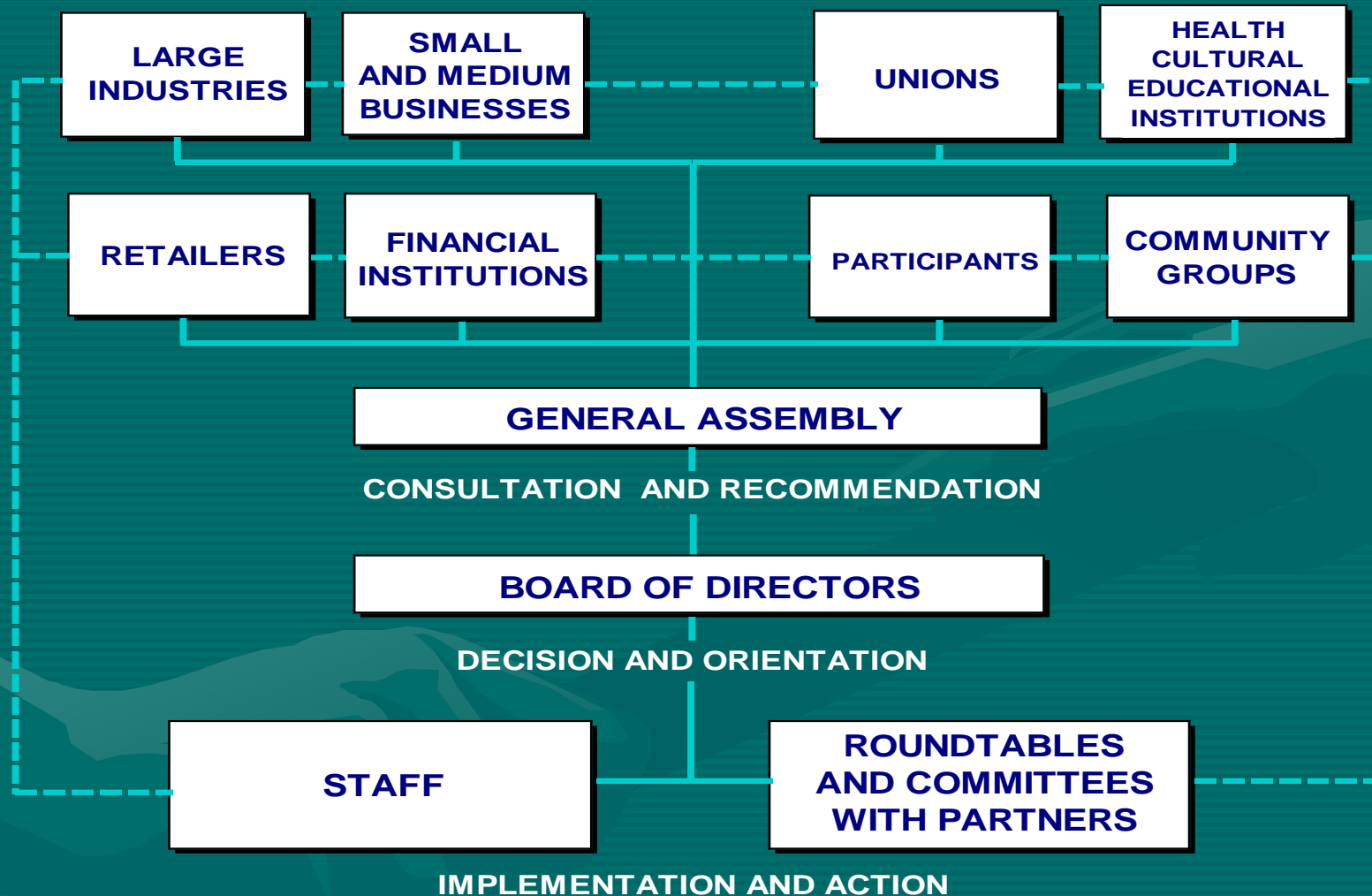
1. Provide assistance to the unemployed of the Southwest and promote a socio-economic revitalisation of the area.
2. Consolidate the economic activity, particularly by maintaining and creating jobs for the local population.

RESO's MISSION

3. Improve the quality of life and the image of the Southwest
4. Help the local community to take the greatest possible control over its future.

RESO's STRUCTURE

8 SECTORIAL ELECTORAL COLLEGES ELECT REPRESENTATIVES AND MAKE RECOMMENDATIONS TO THE BOARD



RESO's STRUCTURE

- An experiment of local governance for neighbourhood renewal and revitalisation
- Local management of public funds for employment and economic development

A NEEDS BASED APPROACH

- ✓ Right to work, Right to training and education
- ✓ To assist the individual in finding his or her solution
 - ✓ To start from the individual needs and aspiration
 - ✓ A voluntary commitment, proactive individual, a partnership minding
 - ✓ Respect of the individual
- ✓ A global approach (individual, social and workplace setting)
- ✓ Counselling is not a therapy
- ✓ Recognition of a variety of backgrounds and personal resources
- ✓ Individualised support and follow up
- ✓ No time limit

EMPLOYMENT DEVELOPMENT SERVICES

- Provided by professional counsellors
- Assistance in finding work (Resume, interview, follow up, etc.)
- Academic classes and vocational training with continuous individualised support
- On-the-job literacy training
- Promotion of local hiring

COMMUNITY GROUPS AND SOCIAL ENTERPRISES

- Work integration businesses
- Training and capacity building initiatives in community groups :
 - pre employability and employability,
 - literacy and basic training
 - relational skills and capacity development

COMMUNITY GROUPS AND SOCIAL ENTERPRISES

- Daycare and family services: over 700 new places in daycare centers over a 5 year period
- Tourism development
- Computer literacy and access
- Various local services

PARTNERSHIPS WITH GOVERNMENTS AND PUBLIC SERVICES

- Fonds d'adaptation de la main-d'oeuvre (FAMO)
- Partnership with school boards for academic upgrading
- Programme d'habitation Sud-Ouest de Montréal (PHASOM)
- Programme de relance industrielle du Sud-Ouest de Montréal (PRISOM)

OTHER INITIATIVES

- Rescue plan for large industries and stabilization of industrial jobs
- RESO Investments Inc.: 5 million \$ for the Southwest
- Canal de Lachine Forum: new opportunities for job creation in new fields of activity
- Support the cultural development

OTHER INITIATIVES

- Local strategy for youth employment: Carrefour jeunesse emploi
- Formaplus: mutual benefit society to support worker's vocational and in-house training
- École des parents (parents' school)

A FEW QUALITATIVE ACHIEVEMENTS

- A local development approach well-rooted in the community
- Economic actors more aware of their social responsibility
- Social actors more aware of their economic role
- A community capable of mobilization, working partnerships and acting for the collective well being

ONGOING CHALLENGES

From pilot project in community economic development to public service partnership

- Resist institutionnalisation and instrumentalisation
 - Provincial reforms: Emploi Québec, CLD
 - Municipal reorganisation
- Renew a genuine partnership with governments

ONGOING CHALLENGES

- Reach the longtime unemployed
- Keep the mobilisation and participation alive
- Innovate to better answer the needs of the unemployed

ONGOING CHALLENGES

- managing economic growth to the benefit of the whole community
 - Employment growth 1996-2000: 24% in the Southwest vs. 9% in Montréal
 - Slight growth of industrial jobs
 - Dramatic growth of jobs in the new economy
 - New opportunities linked to the reopening of the Lachine Canal
 - A major concern: prevent the adverse effects of growth