

Responding to labour market needs in rural Canada through immigration to welcoming communities

By

Robert C. Annis and Bill Ashton

Rural Development Institute
Brandon University

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Overview of Presentation



- Immigration to Canada
- Immigrant distribution in Canada
- Policy matters: Immigration to Manitoba
- Welcoming communities
- A case study: Brandon Manitoba
- Implications for policy, practice, and research
- Challenges for moving forward



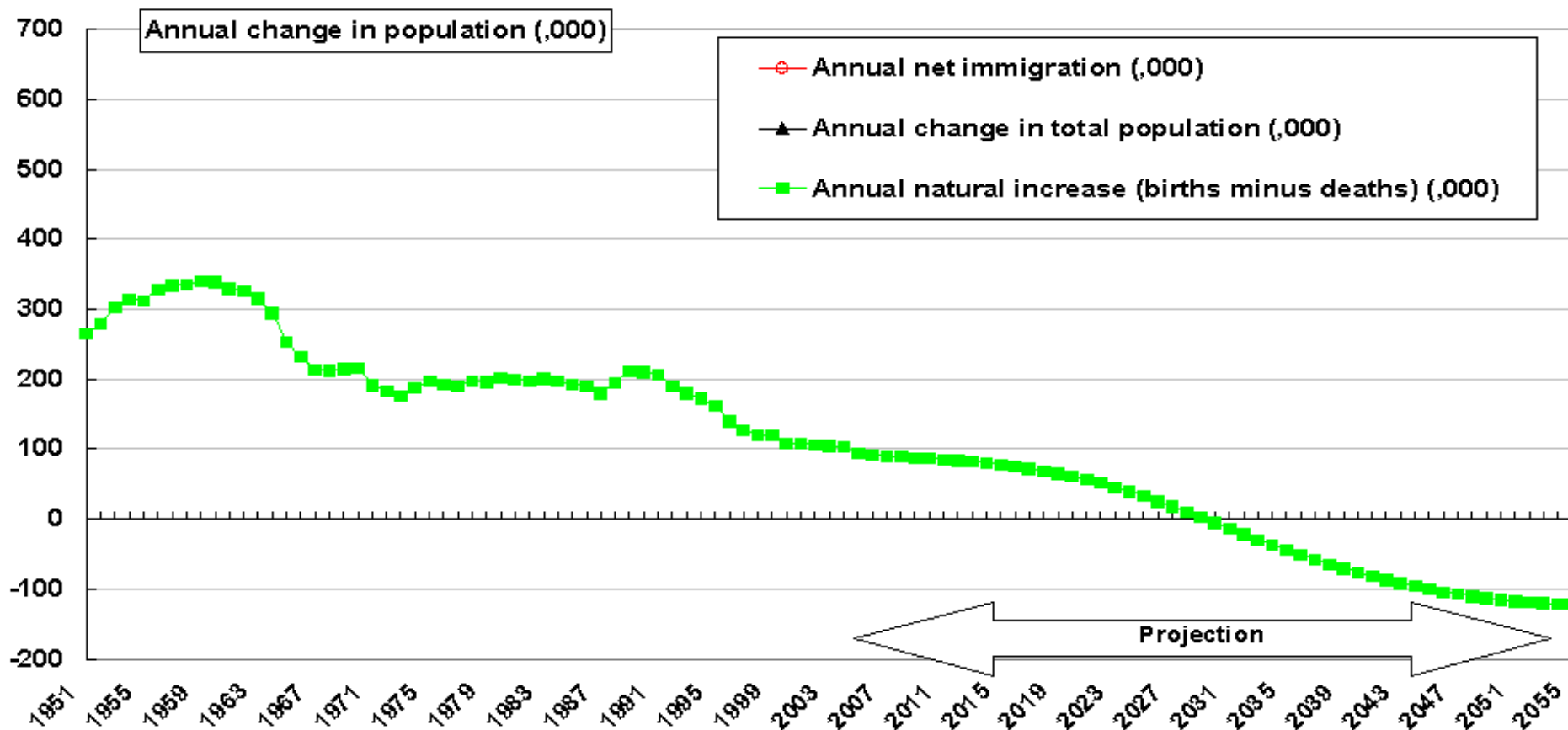
Population Forecast

For Canada, it is anticipated that deaths will exceed births in about 2030 and from that point forward the only source of population growth will be from immigration.



Rural Immigrants in Canada: An Overview

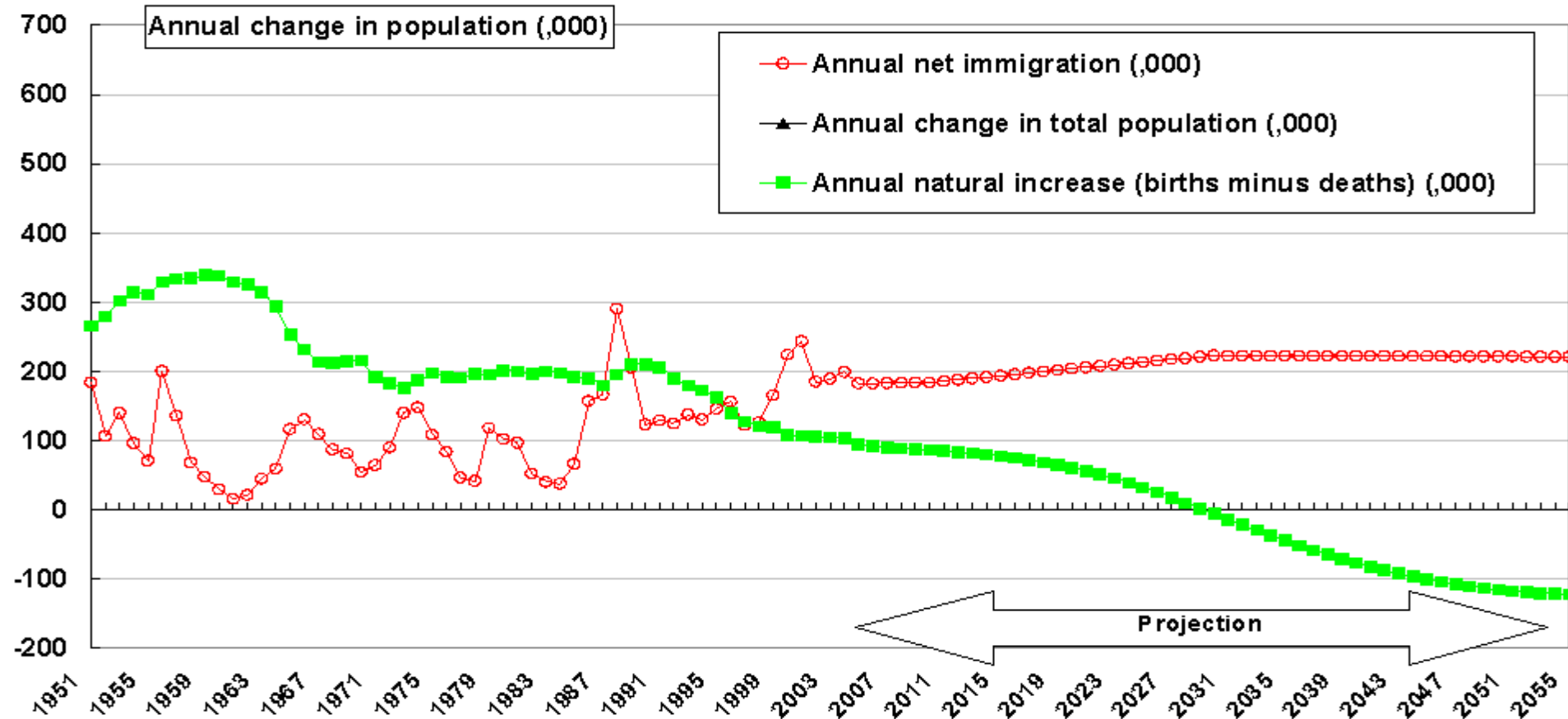
Natural balance (births minus deaths) is projected to be negative in about 2030: then, all of Canada's population growth would come from immigration



Source: Statistics Canada (2005) Population projections for Canada, Provinces and Territories (Ottawa: Statistics Canada, Catalogue no. 91-529-XIE). (www.statcan.gc.ca/bsolc/english/bsolc?catno=91-529-XIE#formatdisp)

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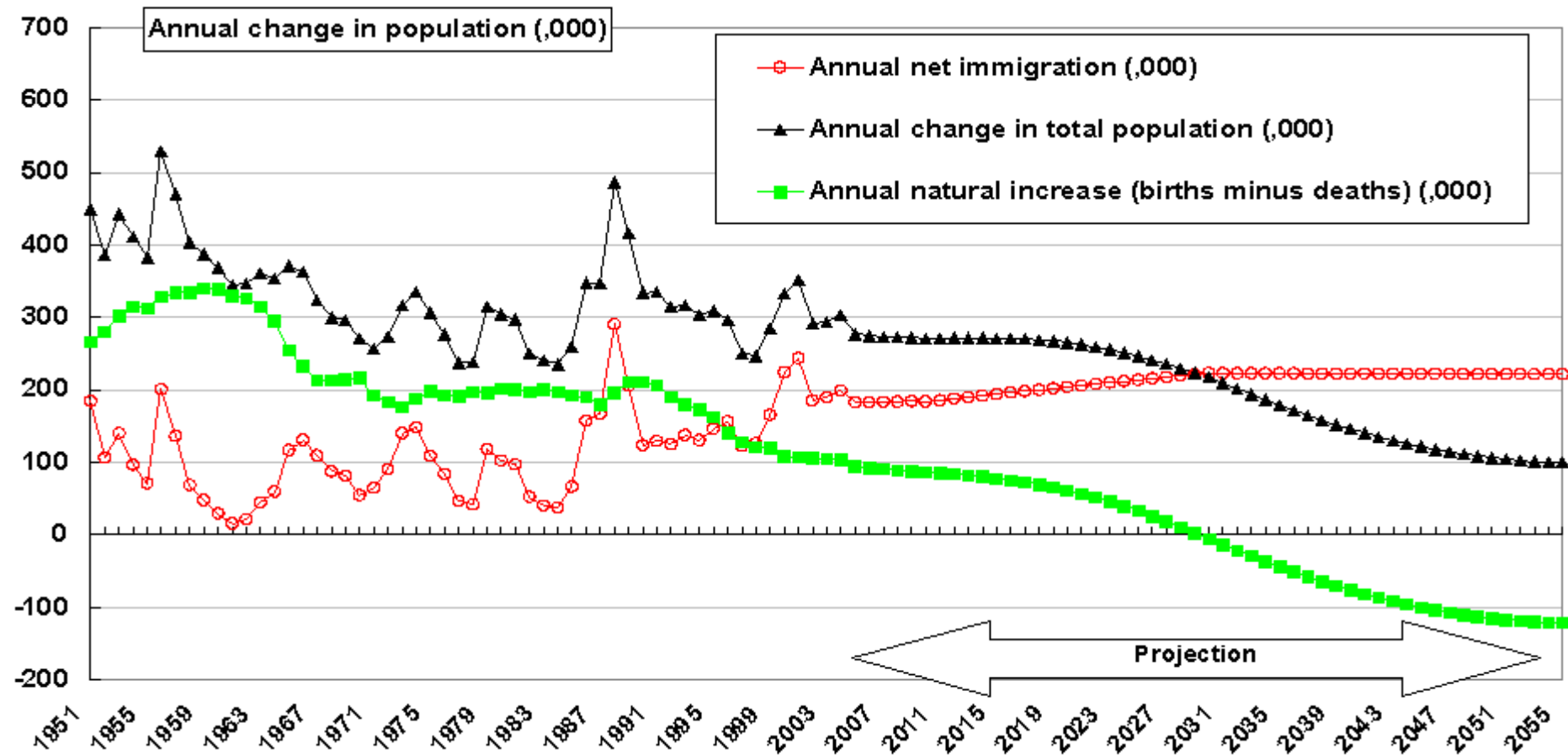
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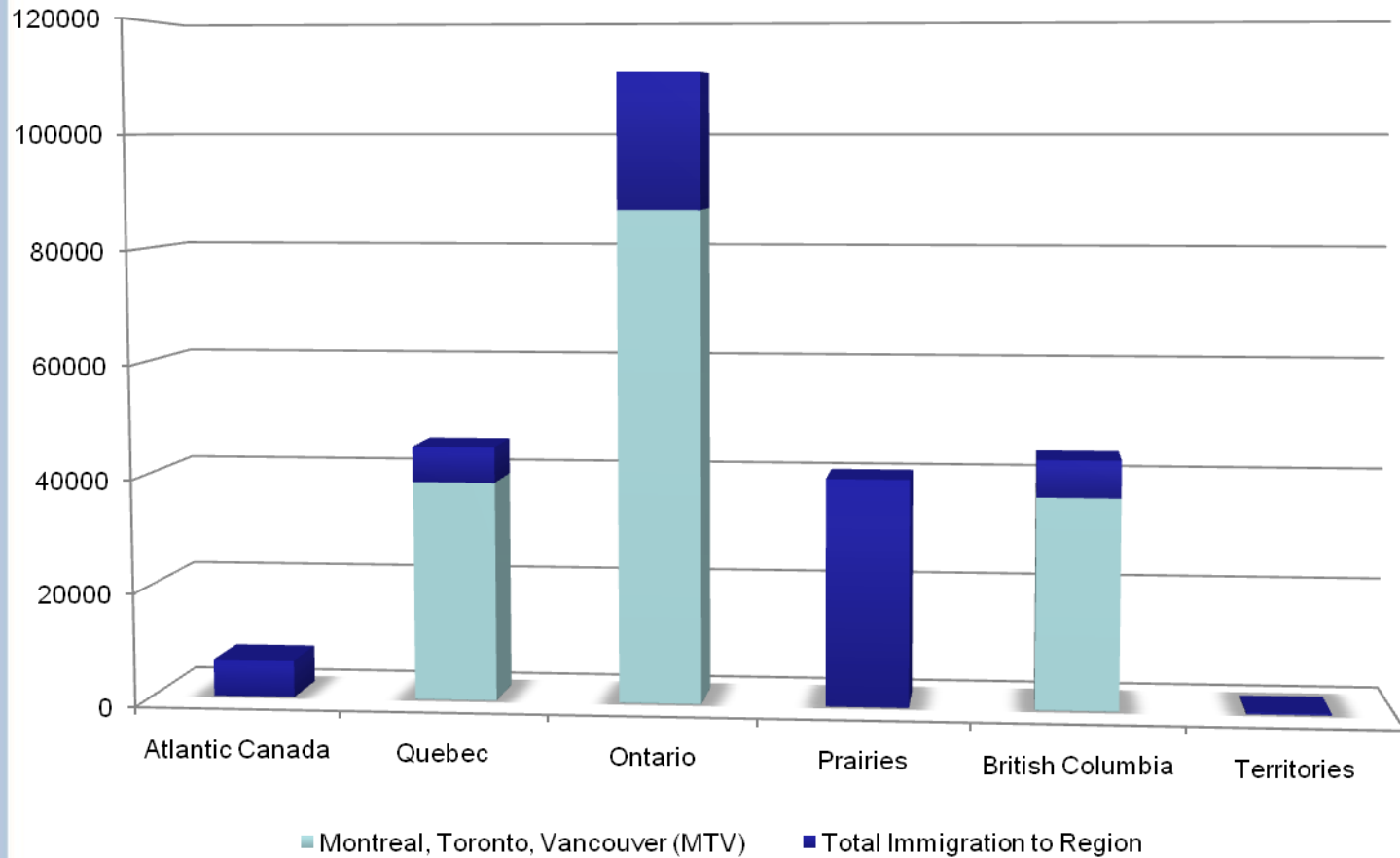
Rural immigrants in Canada: An overview



- **Within rural and small town Canada, 5.3% were immigrants in 2006**
 - **And most arrived in Canada at least 20 years earlier**
- **Within larger urban centres, 23% were immigrants in 2006**
 - **And most arrived within the previous 20 years**



Regional Distribution of Immigrants, 2008



Total: 247,423

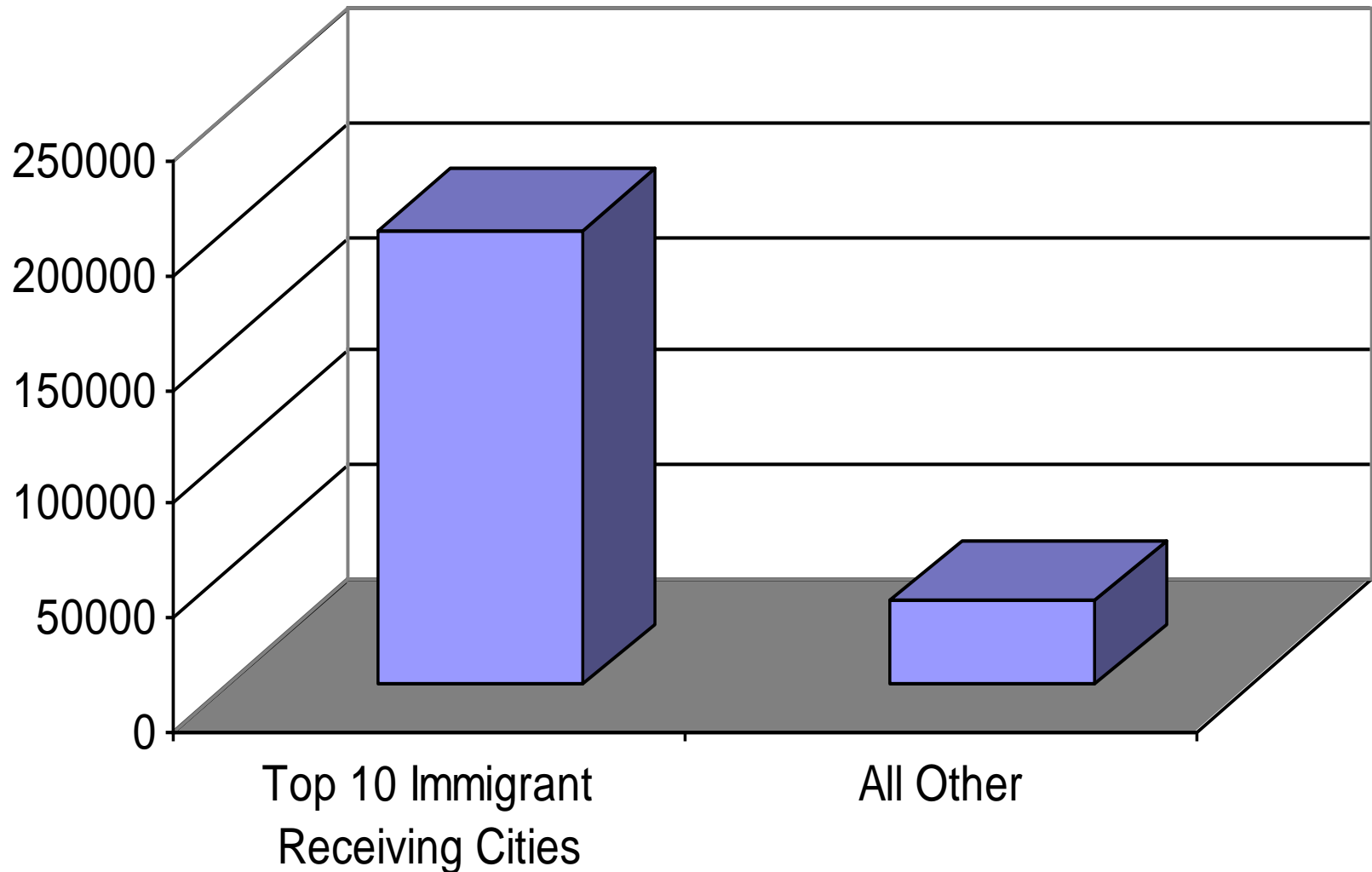


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Concentration of Immigrants: Top 10 cities / Other

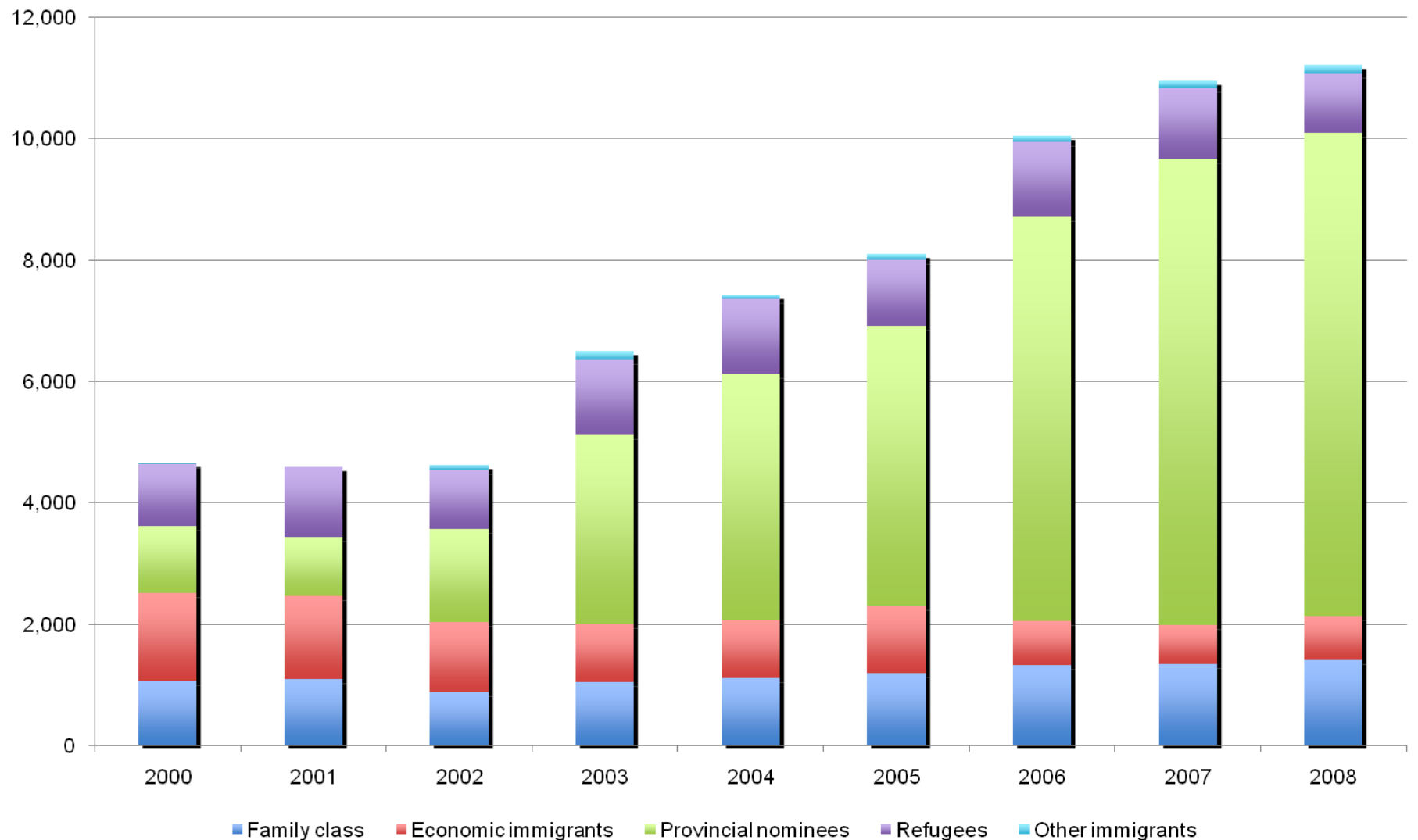


Manitoba Policy Matters



- 1996: Canada-MB Immigration Agreement
 - 1998: included Provincial Nominee Program (PNP) and settlement services
- 2006: PNP accounted for 67% of MB's newcomers
 - 30% of Provincial Nominees chose rural destinations
- Policy framework – *Growing Through Immigration Strategy (2007)*
 - Current annual target is 10,000 arrivals
 - New target is 20,000 over the next decade
 - Strategic growth group – senior officials

Manitoba Immigration 2000 to 2008, by category



Immigration: A Component of Rural Development Strategies



- A community economic development strategy
- To address declining populations
- To revitalize and diversify rural communities
- To attract higher skilled workers
- Rural lifestyle can be attractive to newcomers, but retention efforts required



Population = 11,000

- 2008: Steinbach welcomed about 488 immigrants
 - Consistently ranks in the top 4 destination communities in MB.
- Family and religious connections: Mennonites from Russia, Germany, and Paraguay
- Recent influx of Filipino immigrants (83)
- Community has successfully addressed many issues related to housing and settlement

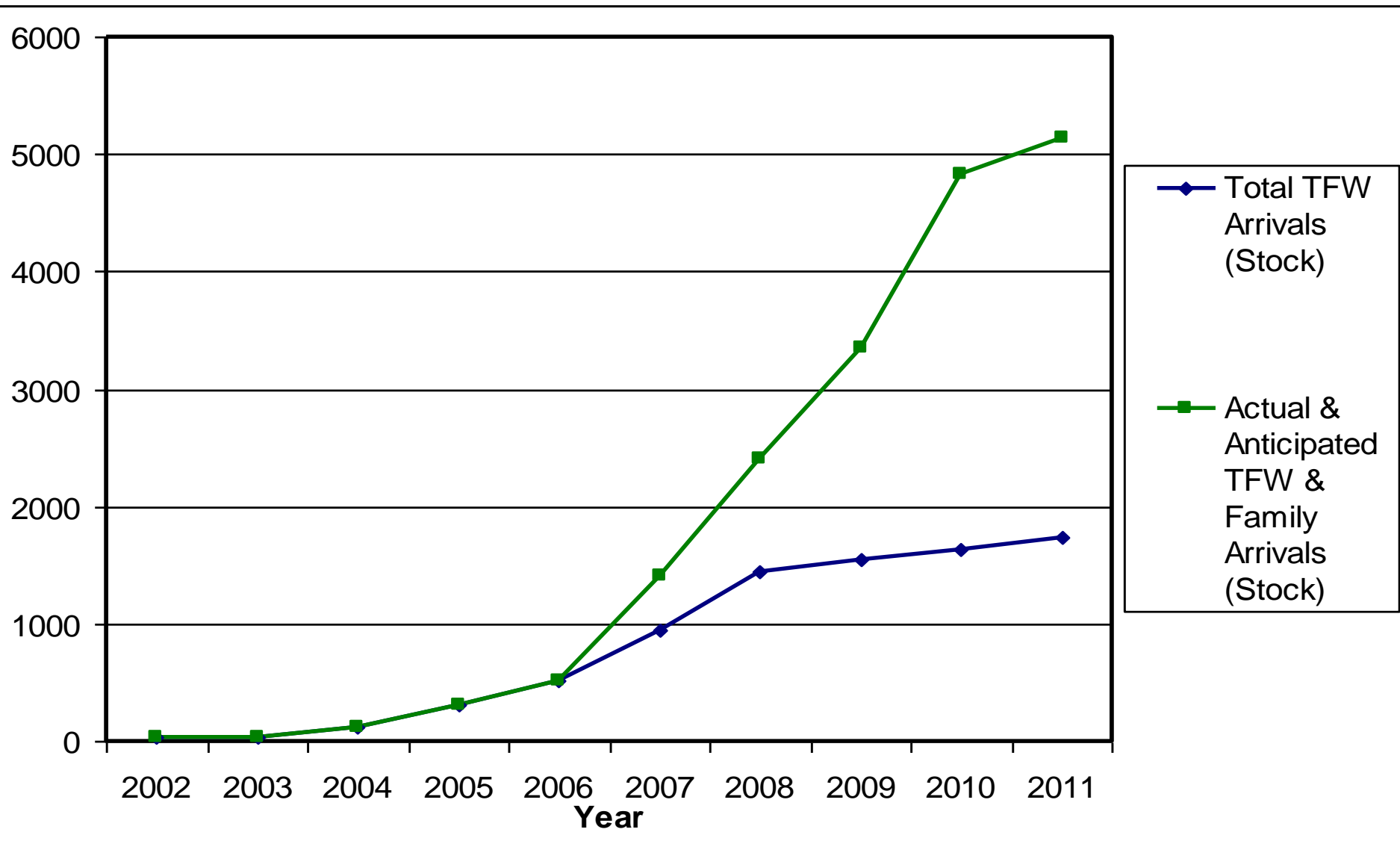


Population = 41,511

- 1999: Maple Leaf Foods (MLF) pork processing plant opened
- 2001: MLF began foreign recruitment in Mexico; later in China.
- 2007: Highest rate of immigration growth in Manitoba
- 2009: Approximately 1,500 international recruits employed at MLF
 - 70% of employees are international recruits
 - From Mexico, El Salvador, Colombia, China, Mauritius and Ukraine.



Significant New Immigration to Brandon



Brandon Welcoming Community and MIRIPS Survey



- Interview 200 recent immigrants and 200 long-term residents concerning the characteristics of a welcoming community and intercultural relations
- Themes include
 - Housing and Neighbourhoods
 - Service provision
 - Education and Employment
 - Multicultural Ideology
 - Tolerance/Prejudice
 - Attitudes Towards Immigration

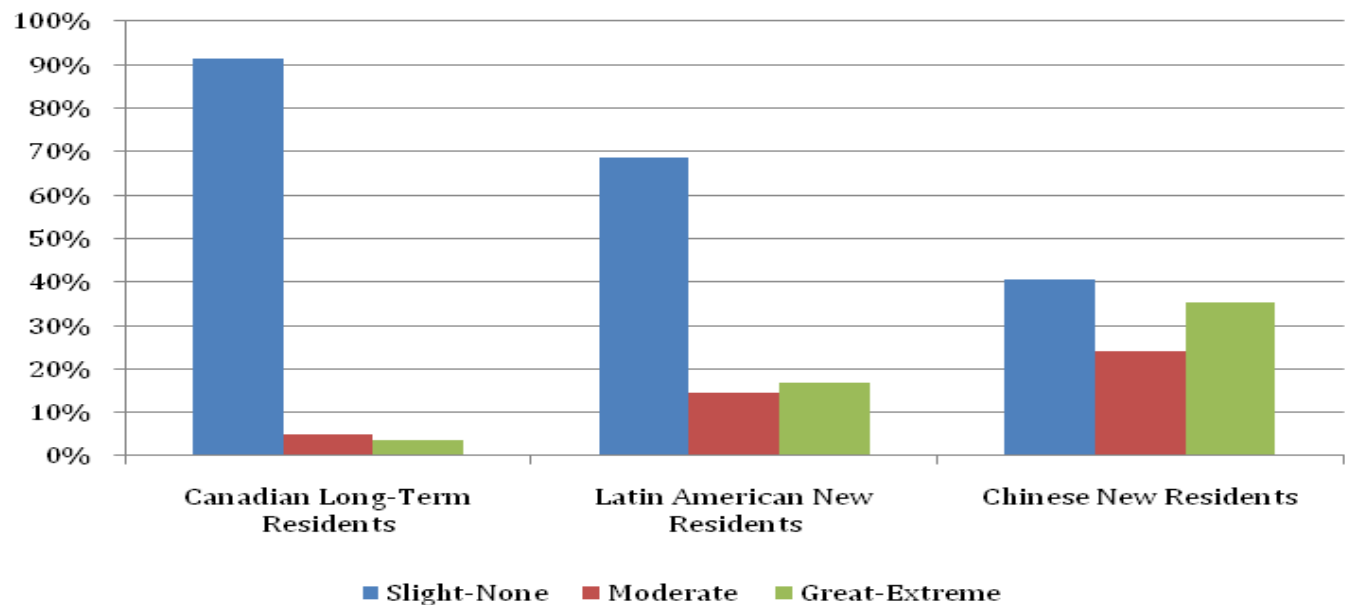
Sample Description

Variable	Canadian Long Term Residents	Latin American New Residents	Chinese New Residents
N	138	93	96
% Male	30	76	60
% Female	70	24	40
Mean Age	49.4	33.5	32.5
Average length of residency in Brandon	27.9 years	1.8 years	2.3 years



Obtaining Housing in the Community

- Great to extreme difficulty in obtaining housing:
 - 4% of Canadian long-term residents
 - 17% of Latin American new residents
 - 35% of Chinese new residents



Current Employment

- Work at Maple Leaf Foods:
 - 78% of Latin American new residents
 - 82% of Chinese new residents
- Is your primary job an occupation related to your training and/or experience?
(affirmative responses)
 - 73% of Canadian long-term residents
 - 34% of Latin American new residents
 - 8% of Chinese new residents



Difficulties Experienced in Brandon

Canadian Long-Term Residents	Chinese New Residents	Latin American New Residents
Dealing with climate (12.3%)	Obtaining housing (35.4%)	Dealing with climate (17.7%)
Dealing with government (8.0%)	Understanding ethnic and cultural differences (35.4%)	Obtaining housing (16.7%)
Using the transport system (7.2%)	Communicating with people of different ethnic group (31.3%)	Finding foods you enjoy (14.3%)
Communicating with people of different ethnic groups (5.8%)	Finding foods you enjoy (25.0%)	Communicating with people of different ethnic groups (11.4%)
Finding foods you enjoy (4.3%)	Understanding jokes and humour (21.8%)	Making yourself understood (9.3%)
Obtaining housing (3.6%)	Dealing with people in authority (19.8%)	Understanding ethnic or cultural differences (6.3%)
Going shopping (3.6%)	Going to social gatherings (17.7%)	Using the transport system (6.2%)
The pace of life (2.2%)	Worshipping (15.7%)	Making friends (5.2%)
Relating to members of the opposite sex (2.1%)	Dealing with government (13.6%)	Going shopping (4.2%)
Family relationships (2.1%)	Finding your way around (13.6%)	Going to social gatherings (4.2%)
Understanding ethnic or cultural differences (1.4%)	Relating to members of the opposite sex (11.5%)	Dealing with government (4.1%)
Talking about yourself with others (1.4%)	Talking about yourself to others (10.4%)	Understanding jokes and humour (4.1%)

Brandon as a Welcoming Community

Brandon is...

- A welcoming community:

- Over 80% of Canadian long-term residents agree
- Over 90% of Chinese and Latin American new residents agree

- A good place to live:

- 99% of Canadian long-term residents agree
- 100% all Latin American new residents agree
- 71% of Chinese new residents agree

- A good place to raise a family:

- 97% of Canadian long-term and Latin American residents agree
- 43% of Chinese new residents agree



Welcoming communities

- Regional approach to WC in rural communities
 - Indicators of WC
 - WISR model
 - Housing strategies
 - Hiring TFW
- Research and policy implications



What is a Welcoming Community?

A welcoming community attracts and retains newcomers

- identify & remove barriers
- promote a sense of belonging
- meet diverse individual needs
- offer services that promote successful integration



Welcoming Community Model

W I S R

Welcoming



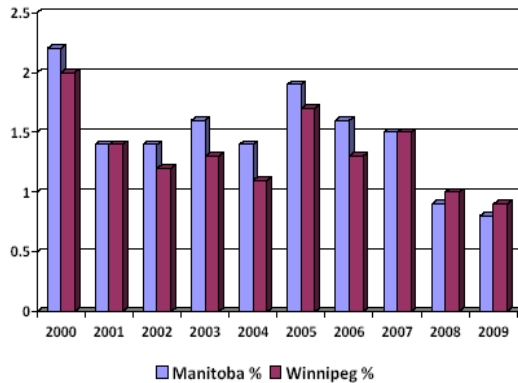
- Welcoming communities strive to improve capacity to inviting, settling, and retaining new residents
- **Invite** - attract and recruit immigrants to the community
- **Settle** – identify & remove barriers, and meet diverse individual needs, including sensitivity to and acceptance of cultural diversity
- **Retain** –integrate new residents into fabric of community and community celebrates cultural diversity of new residents

Esses et al. (2009) indicators: employment, housing, education.



WC – Housing needs vary

Figure 11: Rental Vacancy Rate: Manitoba 2000 - 2009



Source : Canada Mortgage and Housing Corporation

Vacancy rates are very low & have been for several years



Immigrants require affordable, but not necessarily low income housing

New Immigrant

- **Invite** – different housing available, affordable, suitable
- **Settle** – Housing choices – starter, fix-it-up, to mid and upper range, location
- **Retain** – Housing choices for family, location

WC – Housing needs vary

Elements of housing strategies

- Settlement system
- Housing inventory
- Land supply
- Housing industry
- Market trends
- Regional market

Actors

- Federal government
- Provincial government
- Local municipalities
- Private sector
- Community organizations
- Individuals



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WC – Housing strategies

MB PNP (outside of Wpg)

4 centres	7,816	75%
6 centres	558	5%
<u>Other</u>	<u>2,123</u>	<u>20%</u>
Outside	10,497	100%

Typical immigrant in MB

- 80% married
- 70% with children
- 85% employed
- 66% spouse working
- \$49k avg income
- 18% < \$30k/yr

Typically, immigrant household shave adequate earnings to afford a reasonable house.



WC – Housing strategies

Figure 14: Small Lot High Density Ownership Units in Steinbach MB



Larger regional centres

Greater demand → build new units

Figure 12: Minnedosa Old Town Office Converted to Temporary Housing



Smaller centres

Limited demand → modify existing stocks

Pathway: rural employers hiring TFWs

Step 1: Confirm labour shortage: Cdn citizens

Step 2: Register your MB Business

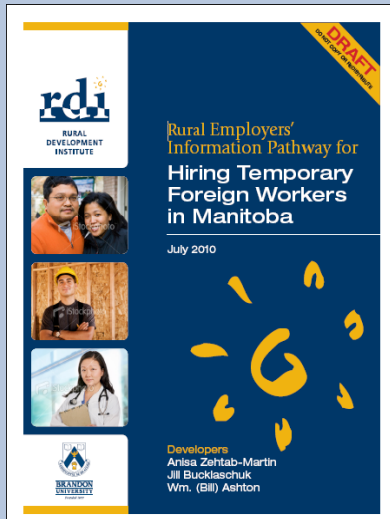
Step 3: Recruit TFW

Step 4: Apply for a Labour Market Opinion-LMO

Step 5: Apply for Temporary Work Permit and Visa (if applicable)

Step 6: TFW enters Canada

Step 7: Welcome and settle employee



Hiring TFW's: Employer's Views

At lot of them [TFW's] haven't lived in cold climates, economic standards are different

Rural living isn't for everyone and sometimes that's the hardest thing

It's a big process for a small business

It's about a 2-year process now before you get all the paperwork in

Our history with these people [TFWs] is that they are committed to the job

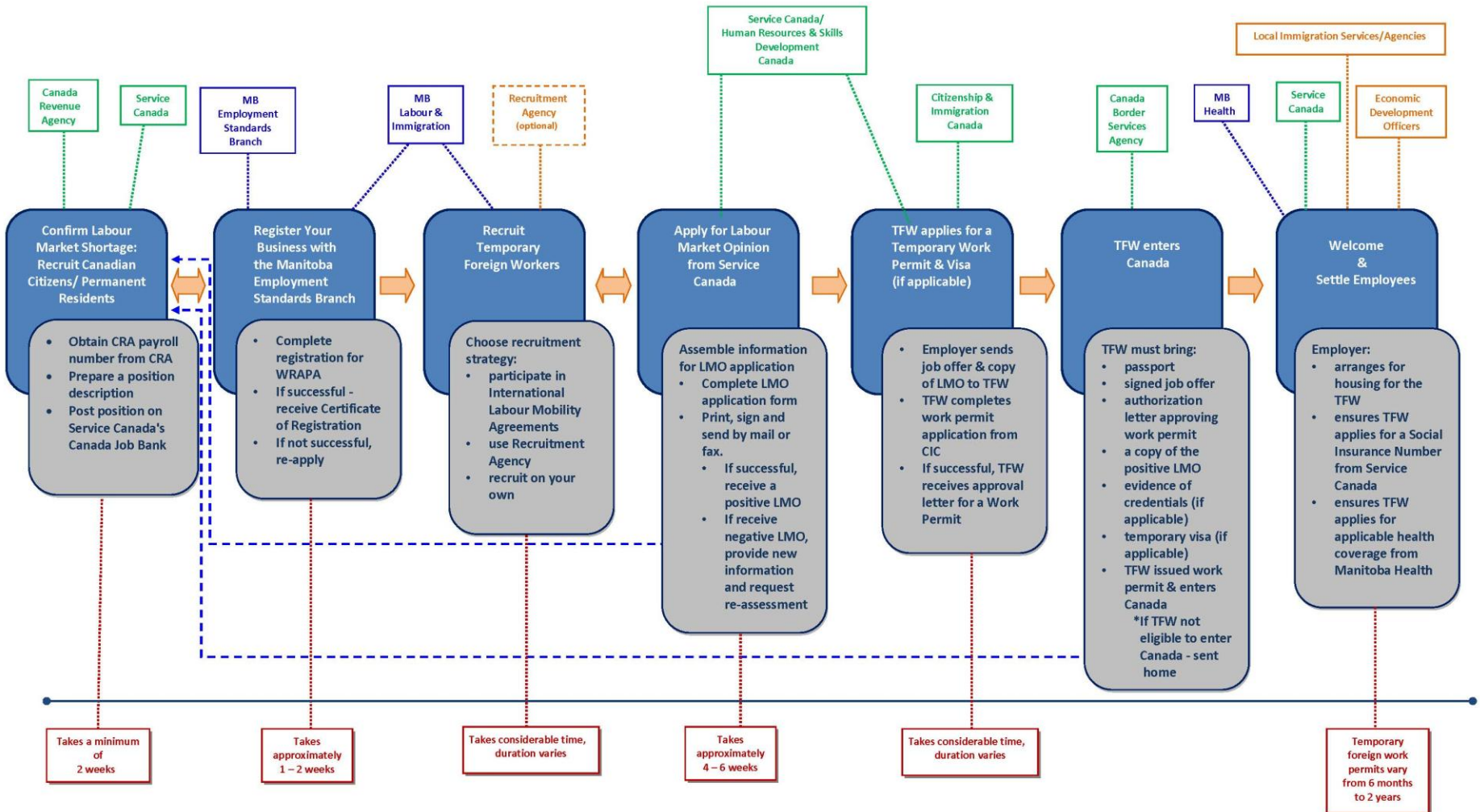
It's in our best interest [employer] to make sure that they're well settled & happy so we certainly endeavour to do that

Through the LMOs [Labour Market Opinion] there's no leeway it's like simon says – one wrong move and you're out...that's the thing we dislike most is the fact that once it's rejected you have to start all over again

There is a huge cost to recruitment, so it is better to retain the TFW's, settle them & have them contribute to the community

Hiring TFW: Information pathway

Hiring Temporary Foreign Workers Process Flowchart



Gov't agencies reviewed Information Pathway for rural employers

- Sharing the Information Pathway

- Govt agencies

- Business service groups

- Employers

- **Challenge:** keeping Pathway current (evergreen)

Step 1 Confirm Labour Market Shortage: Recruit Canadian Citizens and/or Permanent Residents

Why:

- To verify no Canadian citizens or permanent residents are eligible and available for employment.
- Step 1 is an essential step to complete other steps.

Who is involved in this step?

- Service Canada
- Canada Revenue Agency

Duration:

- A minimum of 14 days. Human Resources and Skills Development Canada (HRSDC) requires employers post job on Canada Job Bank. See HRSDC website for updates: http://www.hrsdc.gc.ca/enq/working/working_for_eigs_working/communications/advertisement.shtml

Actions:

- Obtain (if you do not already have one) a business number from CRA
- You will need a 15 digit Canada Revenue Agency payroll deduction account to post a job on the Canada Job Bank.
- Prepare a position description. HRSDC has created a [handbook](#) for smaller businesses that explains how to write a job description. The [National Occupational Classification \(NOC\)](#) can help you when advertising a job.
- Post the position on [Service Canada's Canada Job Bank](#). Posting a position is free and can be accessed at: <http://jobbank.hrsd-c.gc.ca>
- Keep a copy and a log of your postings and advertisements as well as the applicants that have not been accepted for 2 years as Service Canada may contact you to verify your efforts (See HRSDC website for updates).

Result:

- No qualified Canadian and/or permanent resident applicants found for the position.



Policy implications

- **Communicate gov't solution**
Better integrated immigration processes (for TFW) among gov't agencies
- **Hiring process too lengthy**
Connect rural employment opportunities with available urban immigrants (provincially, nationally)?



Further research of WISR model

- **What's practices working in WISR?**
Strategies and engagement activities used by rural communities and service providers with new residents
- **Individual choices?**
Sequence of strategies and activities by immigrants to become long term residents in rural communities



Policy implications

- **Differentiated policy response**
How best to adjust public services in response to an uneven distribution of immigrants in rural regions?
- **Community development**
To what extent will rural immigration contribute to rural communities (economically, socially, culturally, politically, environmentally) and what is at risk if they do not?

Acknowledgements

- Brandon Welcoming Communities Dialogue Group
- Southwest Rural Immigration Committee
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