

# Immigration to rural Canada responding to labour market needs and promoting welcoming communities

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# Overview of Presentation

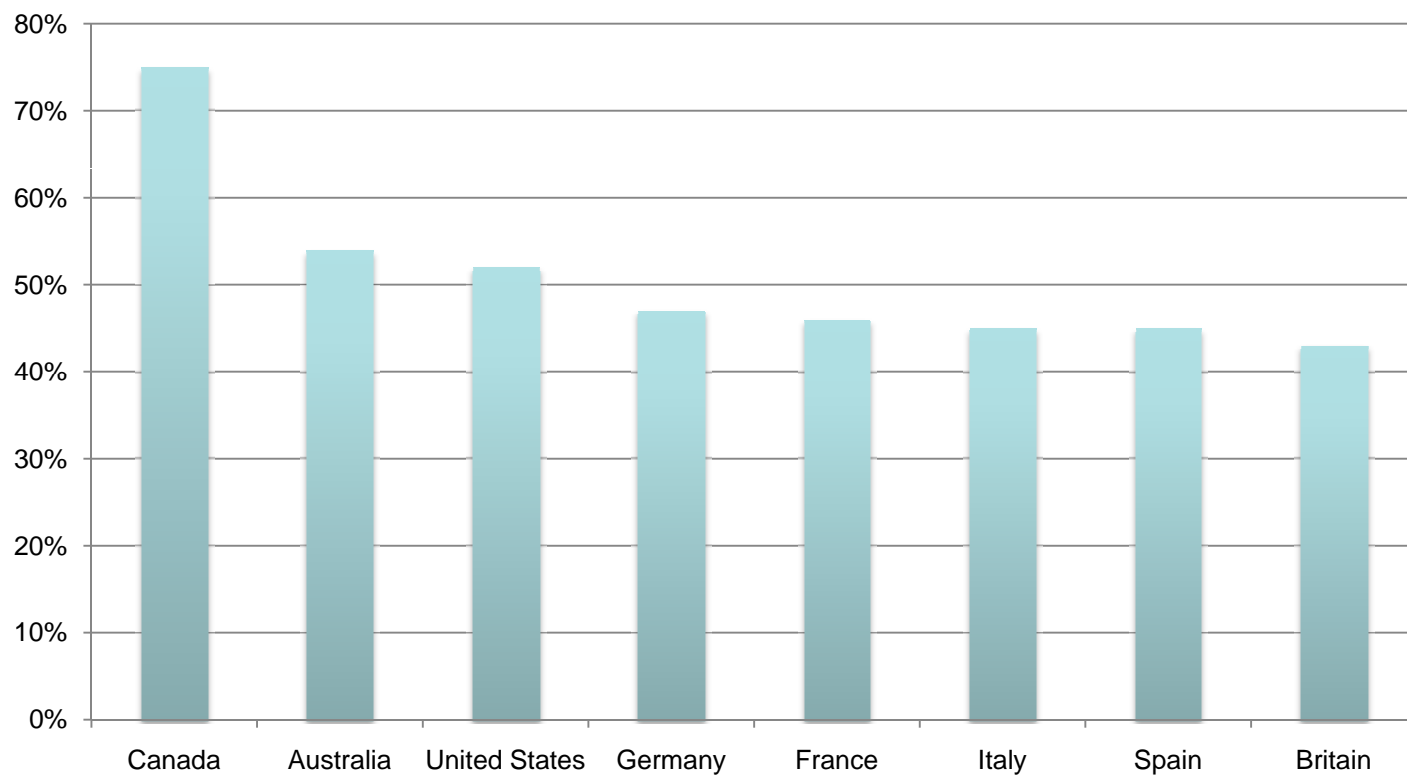


- Immigrant Distribution in Canada
- Immigration to and within Manitoba
- A Case Study: Brandon, Manitoba
- Welcoming Communities - research and initiatives in Rural Canada

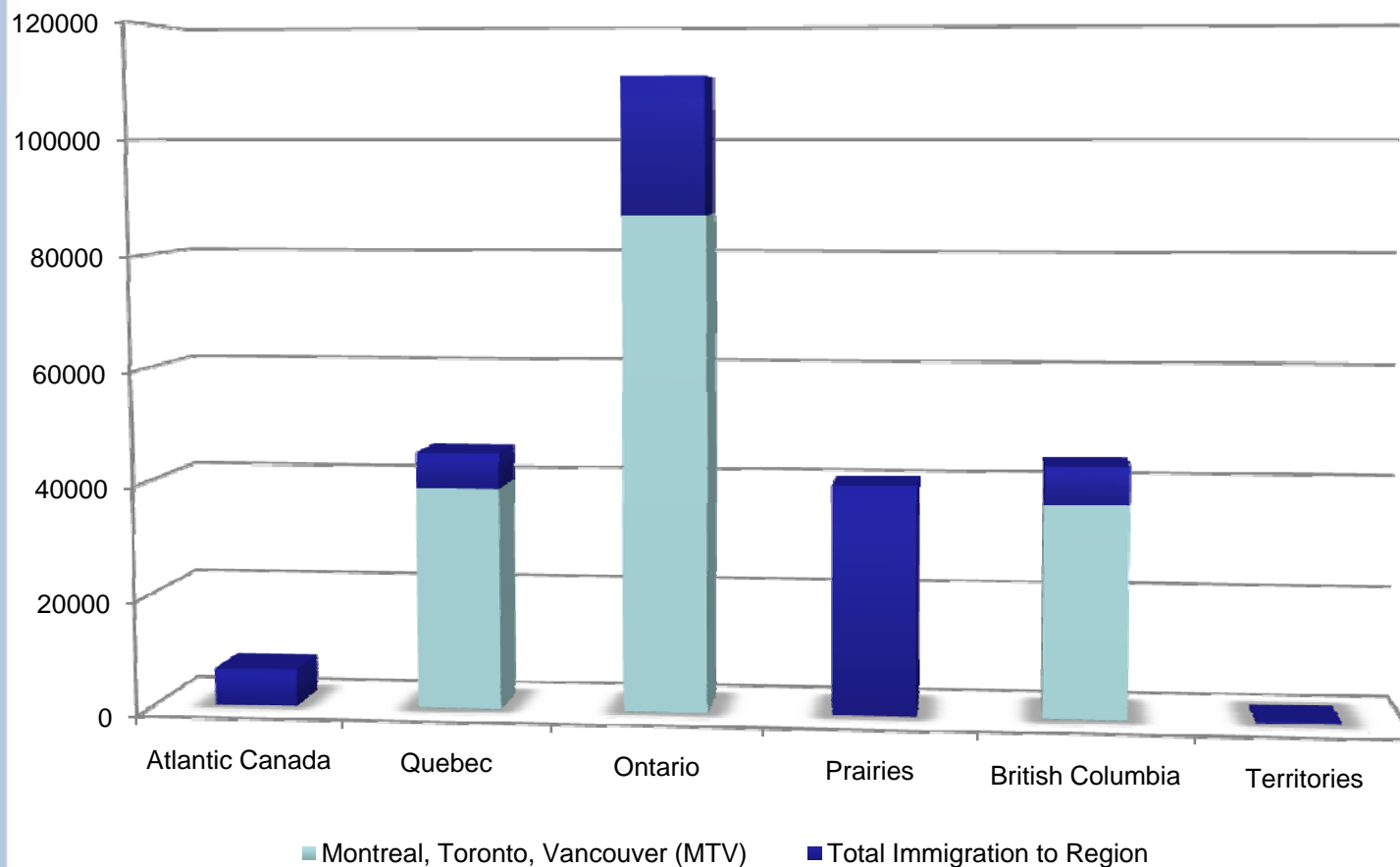


# Canadian Attitudes Towards Immigration

Immigrants are having a good influence on the way things are going in your country



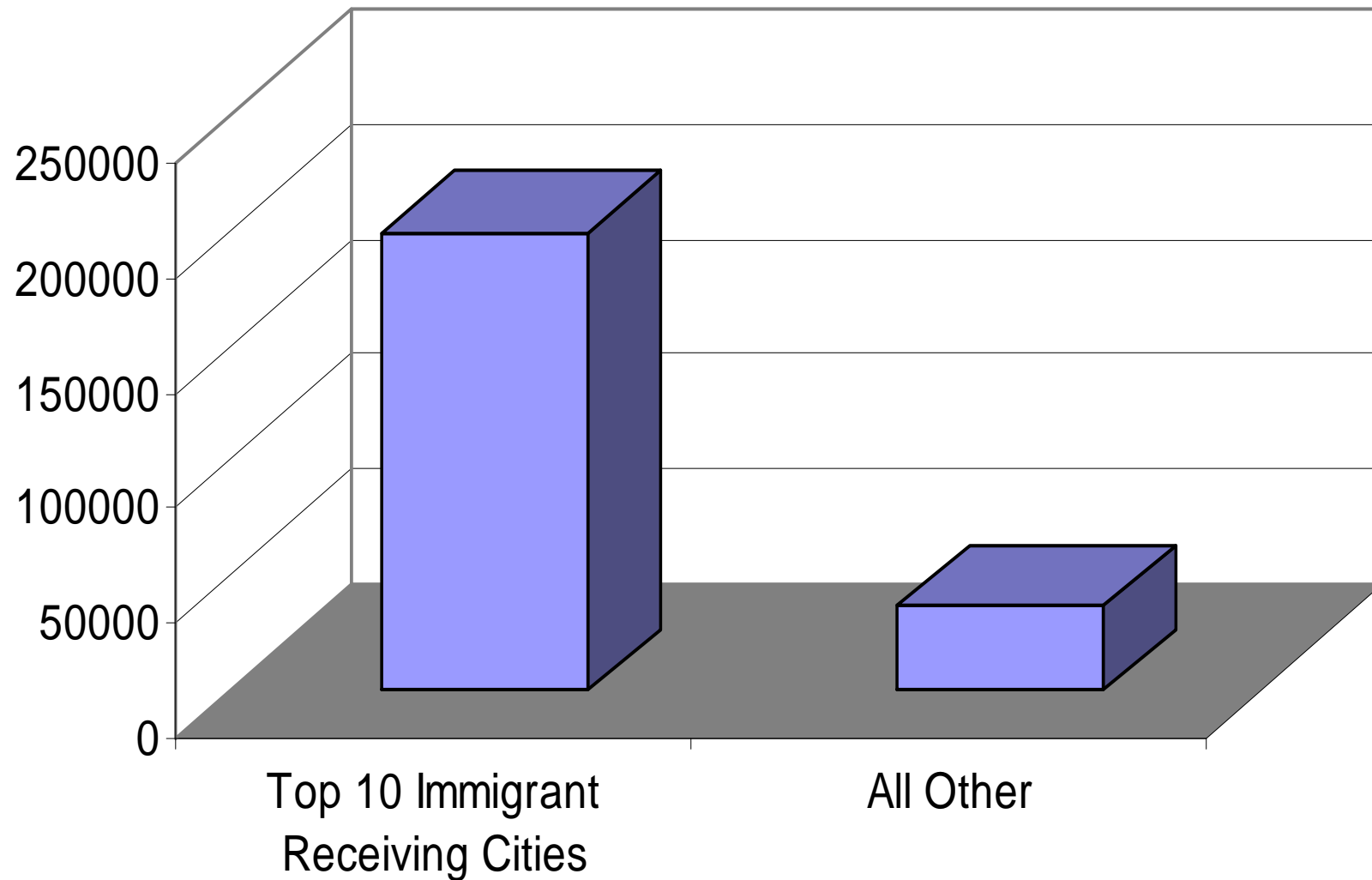
# Regional Distribution of Immigrants, 2008



**Total: 247,423**



# Concentration of Immigrants: Top 10 cities / Other



Source: Citizenship and Immigration Canada, 2007

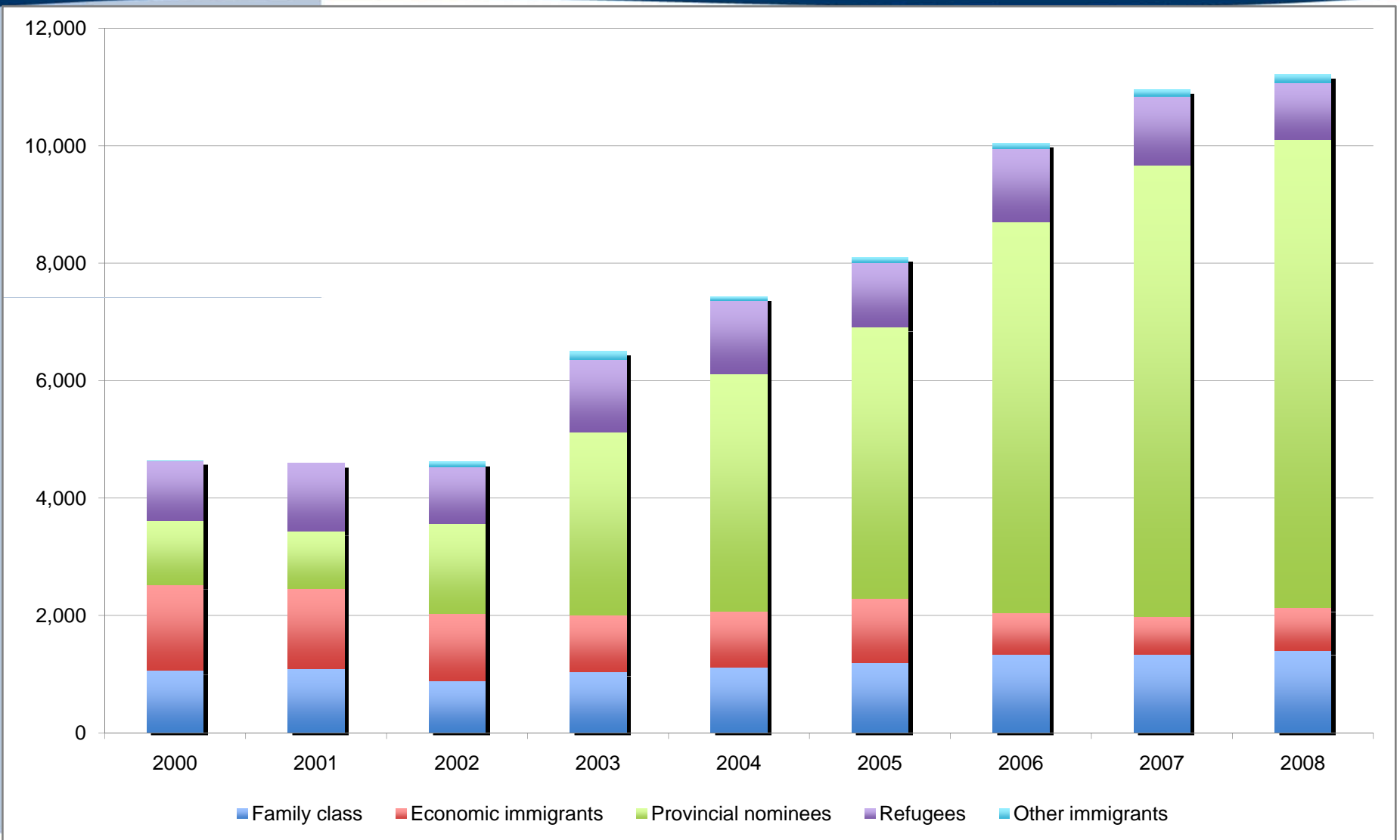
# Provincial Policy Matters



- 1996 Canada Manitoba Immigration Agreement
- 1998 Provincial Nominee Program (PNP) and Settlement Services Negotiated
- 2002 Provincial Immigration Strategy  
Established: *Growing Through Immigration*  
2002: 5 year target 10,000 arrivals / year  
2007: 10 year target 20,000 arrivals / year  
2009 :Worker Recruitment and Protection Act  
2009: Established a Credential Recognition Assistance Unit



# Manitoba Immigration 2000 to 2008, by category



Source: Manitoba Labour and Immigration, 2008

# 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 attraction, settlement and retention efforts are required



# Steinbach, Manitoba

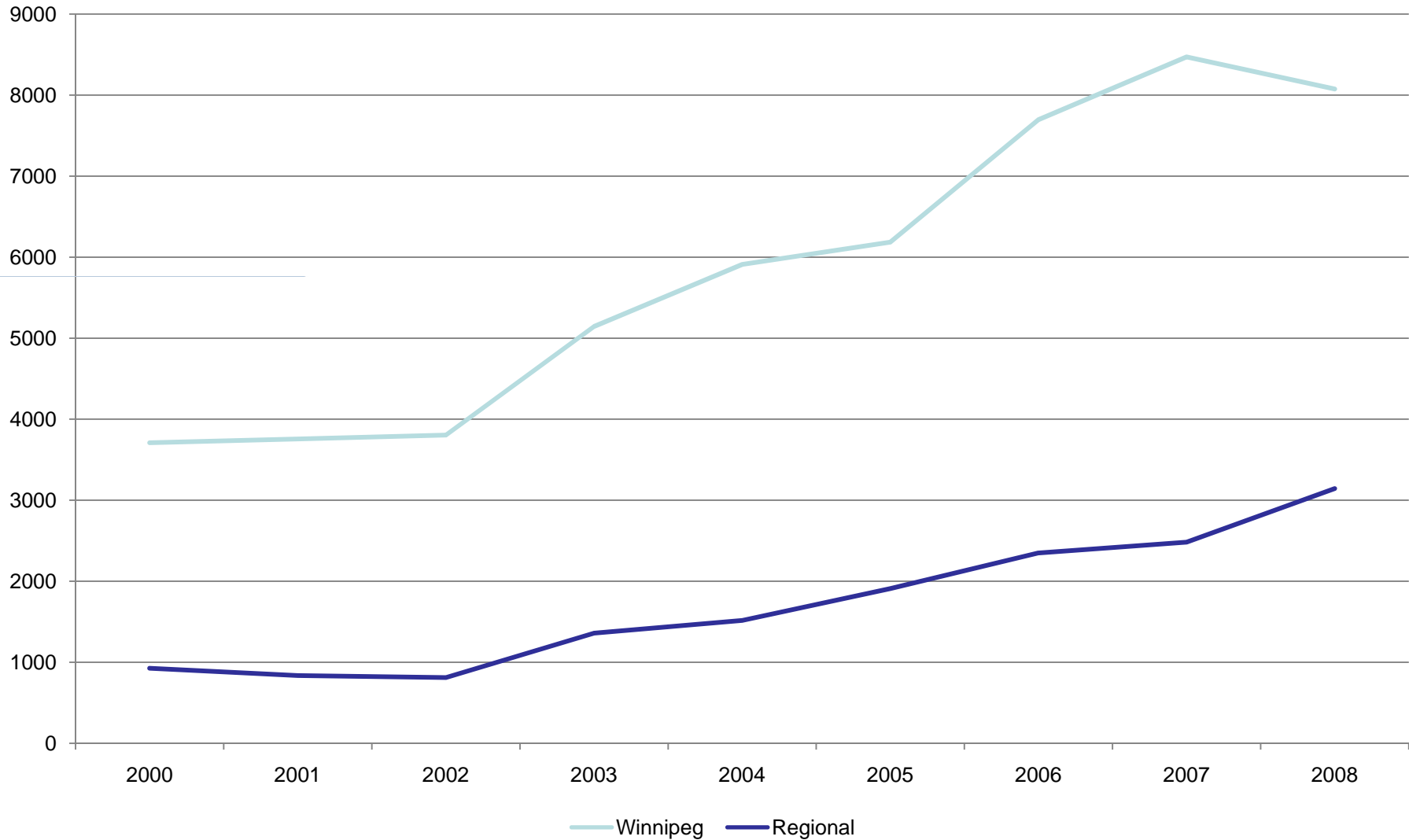
Population = 11,000



- 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



# Distribution of Immigrants in Manitoba, 2000 - 2007



Source: Citizenship and Immigration Canada, 2008

# Brandon, Manitoba. Population 41,511 (2006)

- Second largest community in Manitoba
- Retail and service centre for surrounding rural and agricultural communities
- Historically, low number of immigrants to the community



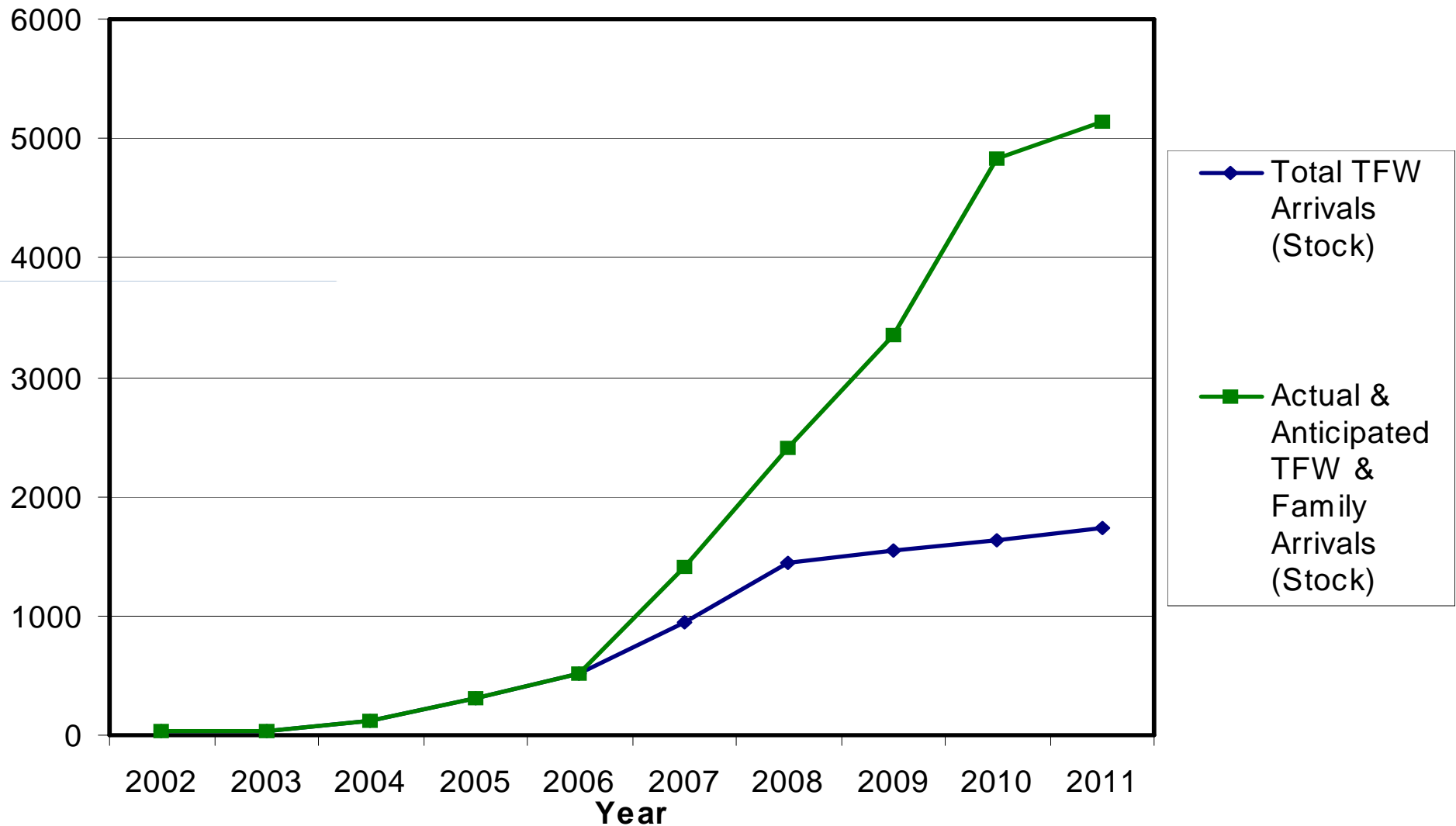
# Maple Leaf Foods @ Brandon, Manitoba



- 1999 Maple Leaf Foods (MLF) pork processing plant opened
- 2001 MLF conducted first foreign recruitment campaign in Mexico
- There are now approximately 940 international recruits employed at MLF
  - 60% of employees are international recruits
  - From Mexico, El Salvador, Ukraine, China, Colombia, and Mauritius
- 2007 Brandon had highest rate of immigration growth in the province



# Transitional Workers: Temporary Foreign Workers and Family Arrival Estimates



# Brandon Temporary Foreign Worker Dialogue Group



- 2007: First meeting
- Forum for community, community-serving organizations, industry, governments, and researchers
- Began as dialogue around temporary foreign workers
- Transitioned to dialogue on welcoming communities

## Membership

- Economic Development Brandon
- Manitoba Agriculture, Food and Rural Initiatives
- Manitoba Labour and Immigration
- Citizenship and Immigration Canada
- Rural Secretariat
- Service Canada
- Brandon School Division
- Brandon Regional Health Authority
- Westman Immigrant Services
- Maple Leaf Foods



# Understanding and Supporting Ethno-Cultural Organizations



- Increase understanding of the needs and capacities of ethno-cultural groups in rural Manitoba
- Ensure vibrant and active ethno-cultural community organizations
- Establishing relationships between community organizations and ethno-cultural communities
- Raise the visibility of community based organizations



# Brandon Survey: Welcoming Community and MIRIPS

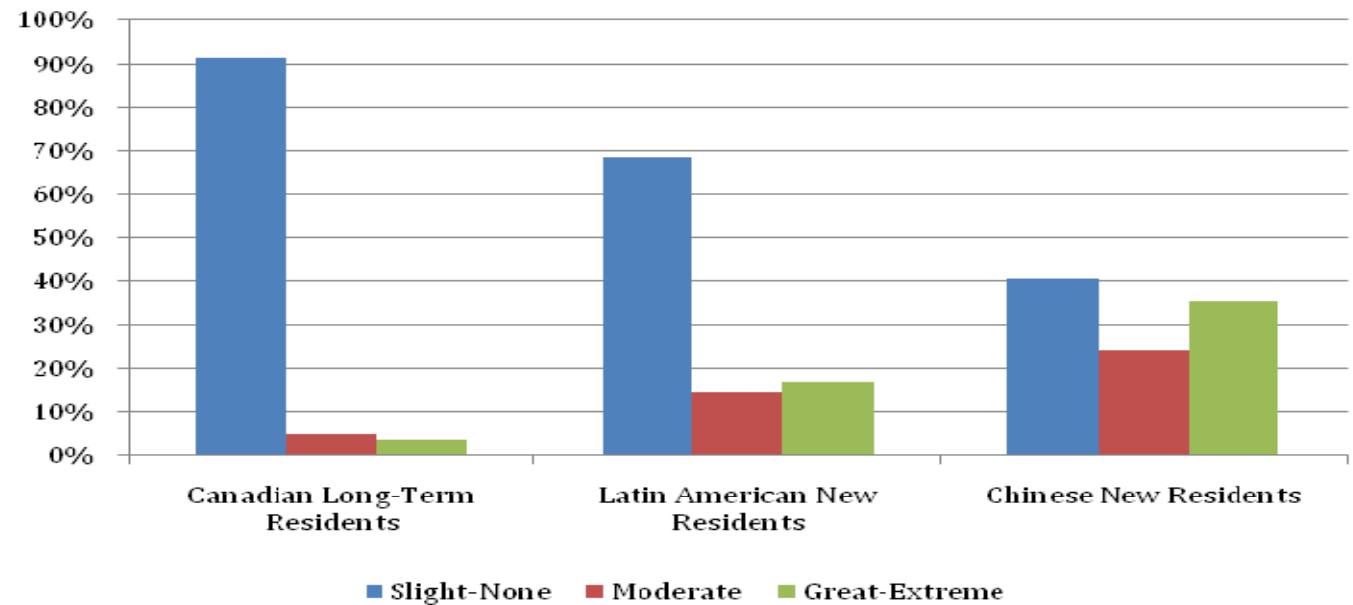


- Interview 200 recent immigrants and 200 long-term residents concerning the characteristics of a welcoming community and intercultural relations
- Themes include
  - Housing and Neighbourhoods
  - Service provision
  - Education and Employment
  - Multicultural Ideology
  - Tolerance/Prejudice
  - Attitudes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



# 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

- 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%)

# Most Important Factors for Remaining in Brandon

Rank	Canadian Long-Term Residents	Chinese New Residents	Latin American New Residents
1.	Can achieve desired lifestyle/quality of life 84.1%	Employment Opportunities 78.1%	Employment Opportunities 89.5%
2.	Feel safe/family feels safe 79.9%	Social conditions, such as health and social programs 72.9%	Cultural values, such as freedom, equality, freedom of speech 86.7%
3.	Social conditions, such as health and social programs 79.7%	Economic conditions 69.2%	Education opportunities 85.7%
4.	Good quality of housing 72.0%	Feel safe/family feels safe 68.2%	Feel safe/family feels safe 83.8%
5.	Cultural values, such as freedom, equality, respect of human respect 70.1%	Cultural values, such as freedom, equality, respect of human respect 57.0%	Economic conditions 82.9%
6.	Employment opportunities 67.5%	Absence of interracial, ethnic, or religious tensions 48.6%	Social conditions, such as health and social programs 79.0%
7.	Economic conditions 56.7%	Education opportunities 43.9%	Can achieve desired lifestyle or quality of life 77.1%
8.	Politically stable/peaceful 56.1%	Politically stable/peaceful 43.9%	Good quality of housing 75.2%
9.	People's attitudes 54.8%	Can achieve desired lifestyle or quality of life 36.4%	Politically stable/peaceful 70.5%
10.	Educational opportunities 46.5%	People's attitudes 34.6%	People's attitude 61.9%

## Perceived Discrimination

	Long-term Canadian residents	Latin American New Residents	Chinese New Residents
I think that others have behaved in an unfair or negative way towards my ethnic or immigrant group.	17%	62%	50%
I do not feel accepted by ethnic or immigrant groups.	6%	18%	3%
I feel ethnic groups have something against me.	4%	6%	0%
I have been teased or insulted because of my ethnic or immigrant background.	9%	33%	15%
I have been threatened or attacked because of my ethnic or immigrant background.	2%	12%	7%

# Tolerance

- Agree that immigrants or ethnic groups living here should have as much say about the future of Canada as people who were born and raised here:
  - 74% of Canadian long term residents
  - 93% of Latin American new residents
  - 93% of Chinese new residents
- Agree that it is a bad idea for people of different ethnicities to marry one another:
  - 6% of Canadian long-term residents
  - 6% of Latin American new residents
  - 4% of Chinese new residents



# Multiculturalism

- Agree that people of different ethnic and cultural origins should keep their culture to themselves:
  - 7% of Canadian long-term residents
  - 18% of Latin American new residents
  - 87% of Chinese new residents
- Agree that people who come to Brandon should change their behaviour to be more like the majority of Brandon residents:
  - 9% of Canadian long-term residents
  - 30% of Latin American new residents
  - 49% of Chinese new residents
- Agree that we should do more to learn about the customs and heritage of different ethnic and cultural groups in this country:
  - 88% of Canadian long-term residents
  - 90% of Latin American new residents
  - 93% of Chinese new residents



# Is Brandon Welcoming?

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



# Current RDI research

## 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

Esses et. al, 2009, p. 9



# What is a Welcoming Community?

1. Employment opportunities
2. Fostering of social capital
3. Affordable housing
4. Positive attitudes newcomers
5. Service agencies meeting needs
6. Main actors working toward welcoming communities
7. Sensitive municipal services sensitive
8. Educational opportunities
9. Accessible & suitable health care
10. Available & accessible public transit
11. Presence of diverse religious organizations
12. Social engagement opportunities
13. Political participation opportunities
14. Positive relationships with police & justice system
15. Safe & crime prevention
16. Public space & recreation
17. Favourable media coverage & representation



# Welcoming Community Model

W I S R

Welcoming

*Invite* *Settle* *Retain*  
**I** **S** **R**  
Awareness Initial Experiences Ongoing Experiences



- A Welcoming community strives 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

# Top indicators of a Welcoming Community

**W I S R**

Welcoming

**I** Invite    **S** Settle    **R** Retain  
 Awareness    Initial Experiences    Ongoing Experiences



Service Providers	Esses
1. Employment	1. Employment
2. Translation services	2. Foster social capital
3. Adequate housing	3. Adequate housing
4. Education	8. Education
Esses indicators: 4. positive attitudes toward immigrants, cultural diversity & presence of newcomers in the community, 5. Newcomer-serving agencies meeting needs, 6. Links between main actors working toward welcoming communities, 7. Sensitive municipal services	

## W I S R

Welcoming

<i>Invite</i> <b>I</b> Awareness	<i>Settle</i> <b>S</b> Initial Experiences	<i>Retain</i> <b>R</b> Ongoing Experiences
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## Does the WISR model add value?

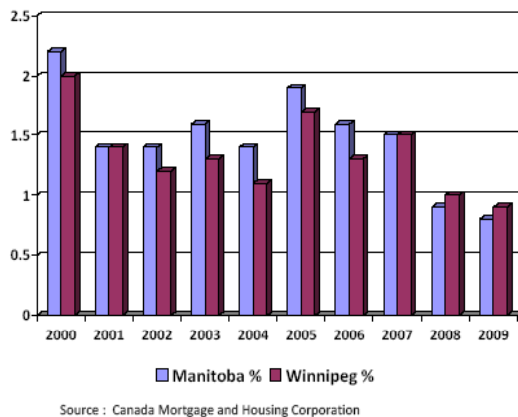
- Model is a simple construct for a complex process, and reflects Esses et al. research findings

## What does not seem to work?

- *Invite* not as explicit as the more common terms of “*attract*” and “*recruit*”.

# WC – Housing needs vary

Figure 11: Rental Vacancy Rate: Manitoba 2000 - 2009



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



# WC – Housing strategies

## Actors:

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



# WC – Housing strategies

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



## Larger centres

Greater demand → build new units

Figure 12: Minnedosa Old Town Office Converted to Temporary Housing



## Smaller centres

Limited demand → modify existing stocks

## Pathway for SME rural employers when hiring TFWs

**Step 1:** Confirm Labour Shortage: Recruit Canadian Citizens

**Step 2:** Register your MB Business

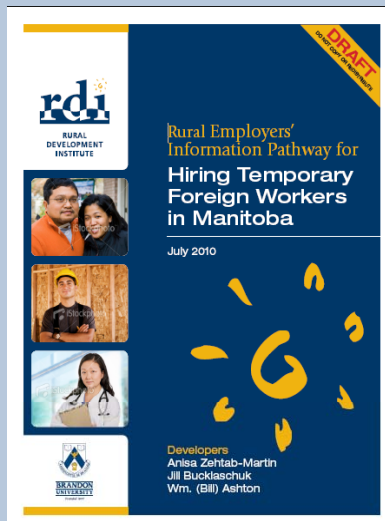
**Step 3:** Recruit TFW

**Step 4:** Apply for a Labour Market Opinion-LMO

**Step 5:** TFW Applies for a Temporary Work Permit and Visa (if applicable)

**Step 6:** TFW Enters Canada

**Step 7:** Welcome and Settle Employees



# Hiring TFW's: Employer's Views

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

It's a big process for a small business

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

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

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

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

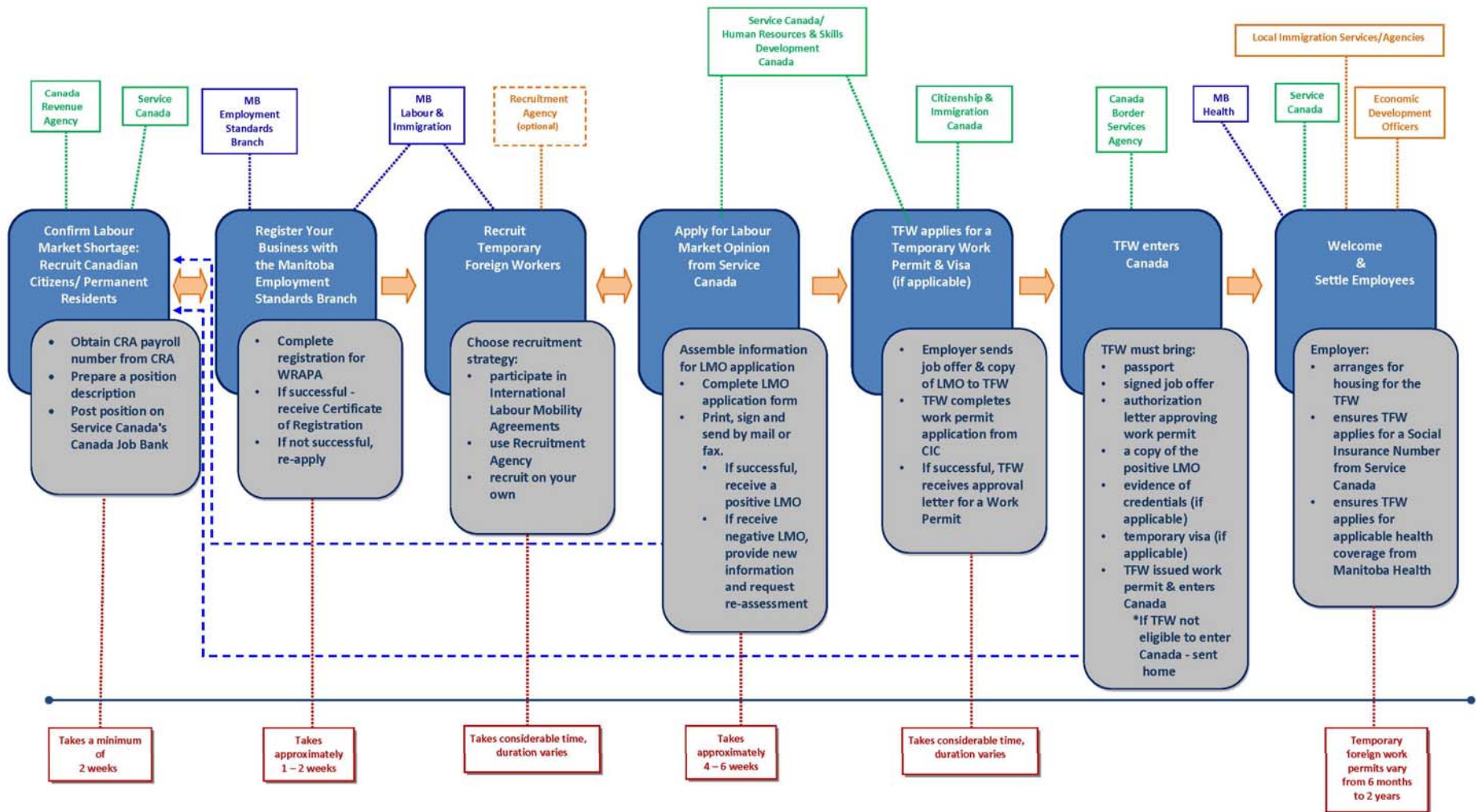
There is a huge cost to recruitment, so it is better to retain the TFW's, settle them & have them contribute to the community

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



# Hiring TFW: Information pathway

Hiring Temporary Foreign Workers Process Flowchart



## Gov't agencies review Information Pathway for rural employers

- Sharing the Information Pathway
  - Govt agencies
  - Business groups
  - Employers
- Keeping it 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/eng/working/working/for/emp\\_work/comm/communications/advertrecruitment.shtml](http://www.hrsdc.gc.ca/eng/working/working/for/emp_work/comm/communications/advertrecruitment.shtml)

#### Actions:

- Obtain (if you do not already have one) a business number from CRA
- We 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 [Canada Canada's Canada Job Bank](#). Posting a position is free and can be accessed at <http://jobbank.hrsdc-hrsdc.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

- Better integrated immigration processes (for TFW) among gov't agencies
- Connect rural employment opportunities with available urban immigrants (provincially, nationally)?



## Further research of WISR model

- What strategies and engagement activities rural communities invite, settle, and retain immigrants and new residents? Which ones are working?
- What sequence of strategies and activities are used by immigrants as they become long term residents in rural communities?



## Policy implications

- How best to adjust public services in response to an uneven distribution of immigrants in rural regions?
- 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
- Rural Employers
- Rural and Cooperative Secretariat, Agricultural and Agri-Food Canada
- Federal and Provincial government agencies
- Local governments, agencies and organizations

