Regional Immigration

Tools & Strategies for Your Community

Presented by Jean McRae
Inter-Cultural Association of Greater Victoria

July 31, 2008
CIC funded the development of the first edition of the “Attracting and Retaining Immigrants: Tool Box of Ideas for Smaller Centres” in 2005 and has funded the development of the second edition this year under the “Welcoming Communities” Program.

The National Working Group on Small Centre Strategies was formed in 2000, growing out of a session at the First National Settlement Conference. The committee includes representatives from CIC National Headquarters, reps from CIC regional offices (Atlantic and Prairies), provincial government reps (Newfoundland, New Brunswick, Alberta, and B.C.) and NGO reps (Newfoundland, Nova Scotia, Quebec, Ontario, Manitoba, Saskatchewan, Alberta and BC).

The Government of BC, through the Welcome BC initiative, has funded the printing of extra copies for distribution in the province and is supporting our participation if workshops like this.

Kim Walker has assisted me is researching and developing this workshop and has a depth of knowledge in the area of integrating immigrants into the workforce.
Today’s Presentation ...

- A Regional Perspective
- Group Discussion
  - Benefits & Challenges of Regional Immigration
  - Strategies to Attract & Retain Immigrants
- Next Steps – Building the Foundations
Diversity Bingo!

- Ask one person at time
- Ask that person to sign their name in the box
- Only one person can sign your bingo sheet.
- When you have 4 boxes in a row yell “Bingo”!
Stand up if....

- Your parents/grandparents came from another country
- You work with a community agency
- You work with a government agency
- You speak more than one language
- You have worked in a country outside of Canada
- Your organization is effective at welcoming immigrants
Community
Population & Labour
Market

Capital Regional District
Population Trend

Regional District Populations (2006 Census)

- Capital Regional District 345,165 (49% increase of 1.0%)
- Cowichan Valley RD 76,930 (11% increase of 1.5%)
- Nanaimo RD 138,630 (20% increase of 1.5%)

Population Distribution (2006 Census)

- South (Capital, Cowichan) 422,095
- Central (Nanaimo, Alberni-Clayoquot) 169,295
- North (Comox-Strathcona, Mt. Waddington) 113,245

Population Distribution

Regional Districts (2006)

- Nanaimo: 138,630
- Cowichan Valley: 76,930

Capital: 52%

Source: BC Stats. 2006 Census Profiles.
The median age for...  
• Capital RD = 43.6  
• Cowichan Valley RD = 44.4  
• Nanaimo RD = 46.6  
• The median age for the province is 40.8

Although there are a relatively high number of children (0-19) who could potentially become local workers, there is a very low number of young people (20-29) currently entering the local labour market relative to those in mid to late career stages.
As these children age the potential number entering the local labour market declines.

Total Numbers for Vancouver Island
Ages 0-4  
Ages 5-9  
Ages 10-14  
Ages 15-19  

30,100  
34,150  
41,090  
45,240
Education level is one important indicator in assessing local labour market needs for current and future jobs.

- What types of jobs do you expect there to be a demand for in the near future due to industry growth, job attrition and new technologies and information?
- What skill levels will your labour market be required to have?
The trades, transport & equipment related occupations are projected to see the greatest demand.

Background notes on the research methodology:
• Theses statistics are based on the Regional Employment Projection Model (REPM) designed by BC Stats and Ministry of Advanced Education,
• The model projects employment at the Regional District level and then aggregates back up to the College or Development Region level for reporting purposes. This aggregation has proved necessary as many of the labour markets by Regional District are too small to enable the creation of reliable data.
• The methodology is based on previous work on community dependencies carried out by BC Stats.
• This data is benchmarked to the 2001 Census employment by Industry within Regional District, and is projected forward up to the most up-to-date annual employment data from the Labour Force Survey. The growth rates from the Labour Force Survey (LFS) at the provincial level for the basic industries are used to project growth down to the Regional District level. The model then calculates the indirect jobs generated based on the Regional District specific multipliers.
Regional Labour Market Supply

- What are the labour supply issues over the short term? The long term?
- What are the attrition rates in different industries and who will be replacing older workers as they retire over the next 5-10 years?
- Is the community an affordable option for newcomers?

Economic Development studies from 2003 (the most recent we could find) anticipate labour shortages for the region in the following areas:
- Retail & Tourism
- Health Care & Personal Services
- Advanced Technology
- Construction
- Manufacturing
Employer Concerns

- There is a need for specialized knowledge
- Employers are looking for good problem solvers and people with good communication and business skills
- We have an aging workforce and need younger workers
Regional Perspective on Immigration
When you look at Census statistics for the local immigrant population, keep in mind how established they are.
NOTE: The Census data includes all residents who are or have been immigrants.

NOTE: The total population for regional districts identified in this slide are slightly different from the population lists in the notes on slide 5, despite the fact that both sources are from the 2006 Census.

Immigrant Share of Total Population
Source: Statistics Canada. 2006 Census Profile.

<table>
<thead>
<tr>
<th>Total Population</th>
<th>Immigrants</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRD 340,055</td>
<td>63,535</td>
<td>19</td>
</tr>
<tr>
<td>CVRD 76,470</td>
<td>8,855</td>
<td>12</td>
</tr>
<tr>
<td>NRD 137,150</td>
<td>22,915</td>
<td>17</td>
</tr>
</tbody>
</table>
Regional Immigration 2002-2006

- 7,749 to Vancouver Island
- 68% went to Victoria
- The top source countries for CRD are China, US, UK
- 44% came in family classification, followed by 35.7% skilled workers

The face of new immigrants today is much different than it was 20-30 years ago. Most of our immigrants now come from Asian countries.

Between 2003 and 2007, the CRD received immigrants from 143 different countries. In 2007 alone, immigrants came to the CRD from 88 different countries.
NOTE: The CIC Landed Information Database was used to obtain these numbers. They represent those immigrants who gave their intended destination upon arrival in Canada. The data do not include immigrants who have subsequently migrated to or from the region.

Top 3 Immigrants by Source Country by Percentage

<table>
<thead>
<tr>
<th>#1</th>
<th>#2</th>
<th>#3</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRD</td>
<td>Mainland China (13.9%)</td>
<td>USA (13.2%)</td>
</tr>
<tr>
<td>CVRD</td>
<td>UK (20%)</td>
<td>USA (18%)</td>
</tr>
<tr>
<td>NRD</td>
<td>UK (17%)</td>
<td>USA (17%)</td>
</tr>
</tbody>
</table>

• There is a high percentage of immigrants from the US and UK, relative to the provincial numbers
• There is a lot of cultural diversity in most regions
**Immigrants by Classification**

**2002 - 2006**

Capital Regional District

Source: CIC Landed Information Database.

**Note:** These figures are estimates only. Immigration data are based on "intended destinations" as specified by the immigrant applicants.

Capital Regional District = 5,304

The breakdown are as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>CRD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>389</td>
</tr>
<tr>
<td>Skilled Worker</td>
<td>1894</td>
</tr>
<tr>
<td>Provincial Nominee Program</td>
<td>161</td>
</tr>
<tr>
<td>Live-in Caregiver Program</td>
<td>102</td>
</tr>
<tr>
<td>Family</td>
<td>2337</td>
</tr>
<tr>
<td>Refugee</td>
<td>180</td>
</tr>
<tr>
<td>Other</td>
<td>241</td>
</tr>
</tbody>
</table>
Temporary Foreign Workers by Visa Type & Source Country

CRD, 2006

Source: CIC Landed Information Database.
NOTE:

- Approximately 34% of landing records for Capital Regional District were identified as “new worker” or “open employment authorization”.
- Approximately 31% of landing records indicate no intention to enter the labour force. These include homemakers, other non workers, students and retired people.
Immigrant Age Distribution

Source: CIC Landed Information Database.
CRD, 2003 - 2007

0.0% 5.0% 10.0% 15.0% 20.0% 25.0% 30.0% 35.0% 40.0%
0-19 20-29 30-44 45-64 65-74 75+

Source: CIC Landed Information Database.
Overall, immigrants are more likely to have a university education compared with the general population in BC.

• 22% of Canadian born British Columbians have university degrees

Overall labour market participation of regional immigrants is lower than the BC average in 2001.

- Canadian born British Columbians participation rate was 65.3%
  - Established immigrants in BC (10+ yrs) was 50.2%
  - Recent immigrants to BC (5-10 yrs) was 59.8%
  - New immigrants (<5 yrs) was 55.4%


<table>
<thead>
<tr>
<th></th>
<th>Immigrant Men</th>
<th>Immigrant Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labour Force</td>
<td>29,230</td>
<td>34,365</td>
</tr>
<tr>
<td>Employed</td>
<td>17,145</td>
<td>16,150</td>
</tr>
<tr>
<td>Unemployed</td>
<td>510</td>
<td>765</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>60</td>
<td>49</td>
</tr>
<tr>
<td>Employment Rate</td>
<td>59</td>
<td>47</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

Note: Recent immigrants are defined for these statistics as those who landed between 2000 and 2004.

Top 3 Occupations for Immigrant men, overall
• Sales and service
• Trades & transport
• Management

Top 3 Occupations for Immigrant women, overall
• Sales & Service
• Business & Administration
• Education & Government

Total Percentage of Immigrants by Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales &amp; service</td>
<td>25.6%</td>
</tr>
<tr>
<td>Business, finance &amp; administration</td>
<td>16.7%</td>
</tr>
<tr>
<td>Management</td>
<td>12%</td>
</tr>
</tbody>
</table>

Benefits, Challenges, Strategies for Attracting & Retaining Immigrants
Key Factors

- Importance of family ties
- Importance of employment
- Importance of housing
- Importance of managing barriers
Immigrant Integration Issues

- Attracting and retaining immigrants
- Matching skills of immigrant workers to local labour demand
- Providing the range of services needed – ESL, settlement, employment integration, family support
- Services for employers – labour recruitment & retention, intercultural understanding, diversity management

What are some of the priorities for your community?
Integrating Immigrant Workers

- Consider needs of managers & existing staff
- Provide workplace/enhanced language services if needed
- Develop inter-cultural competency in the workplace
- Give adequate orientation periods
- Develop community networks & support services for employers
- Support a life-long learning environment
Integrating Immigrant Families

- Consider the needs not just of the incoming worker
- Assess the language, social, educational needs
- Consider how they will access services
- Isolation issues
- How welcoming is your community
Best/Promising Practices

• **The Mentoring Partnership** (TRIEC, Toronto): Matching service for experienced workers and immigrants with similar education/training

• **The Talent Pool** (Chamber of Commerce, Calgary): Business to business information sharing & networking

• **Communication & Culture Training** (Cambrian Credit Union & Manitoba Immigration Integration Program, Winnipeg): Workplace based peer training and paid work experience

• **Immigration Support for Foreign Students** (Central Vancouver Island Multicultural Society & Malaspina College): International student recruitment and immigration/PNP promotion and support services

• **Provincial Nominee Program** (Winkler, Man.): Community-based recruitment, job search services & family settlement services
What is one individual or organizational tool/strategy your organization uses to attract diverse staff and clients?
Next Steps
*Building the Foundations for Regional Immigration*
Our Community’s Vision

<table>
<thead>
<tr>
<th></th>
<th>Benefits</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Immigrant Newcomers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For the Community</td>
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</table>

Group Exercise
ICA is interested in developing a proposal to WelcomeBC to begin organizing a community-wide strategy.
• Who should be included?
• What other organizations are missing from this list?
• Are there individual "Champions" who could provide leadership, support, resources, information…?
ICA led a community-based project to explore ways for improving access to the skilled immigrant labour market in Greater Victoria.

- Since the study was done in 2004, the provincial government has initiated the Skills Connect pilot and the federal government has funded the I-Step program for construction trades.
- These programs are currently offered in Victoria to assist recent immigrants in upgrading their skills and obtaining work experience commensurate with their education and work backgrounds.

Although there is more to be done in these areas, the bottom 3 components of the 2004 strategy are largely missing from existing activities.
- Are these strategic directions/approaches still relevant?
- What else should be pursued in a Regional Immigration Strategy for CRD?
### Key Actors & Roles

<table>
<thead>
<tr>
<th>Actors</th>
<th>Roles</th>
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<tbody>
<tr>
<td>Core Actors</td>
<td></td>
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<tr>
<td>Supporting Actors</td>
<td></td>
</tr>
<tr>
<td>Additional Actors</td>
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</table>

Who isn’t involved but should be?
The Basic Plan

1. Get organized and plan
2. Bring together/develop local resources
3. Begin marketing & recruiting
4. Welcome & integrate newcomers

There are several communities across the country who are developing multicultural strategies (e.g. Red Deer, Lethbridge, Kelowna, Burnaby, Coquitlam, Kitchener-Waterloo)
Thank You for Joining Us...