



Growing Through Immigration:

An Overview of Manitoba's Immigration & Settlement Strategy 1999 - 2009

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September 2010**



Introduction

- Presentation overview
 - Historical overview and results achieved
 - Policies and programs that were developed to increase attraction and retention
 - Key contributors to success
 - Emulating Manitoba – practical considerations and options



Manitoba's Immigration Directions

Vision

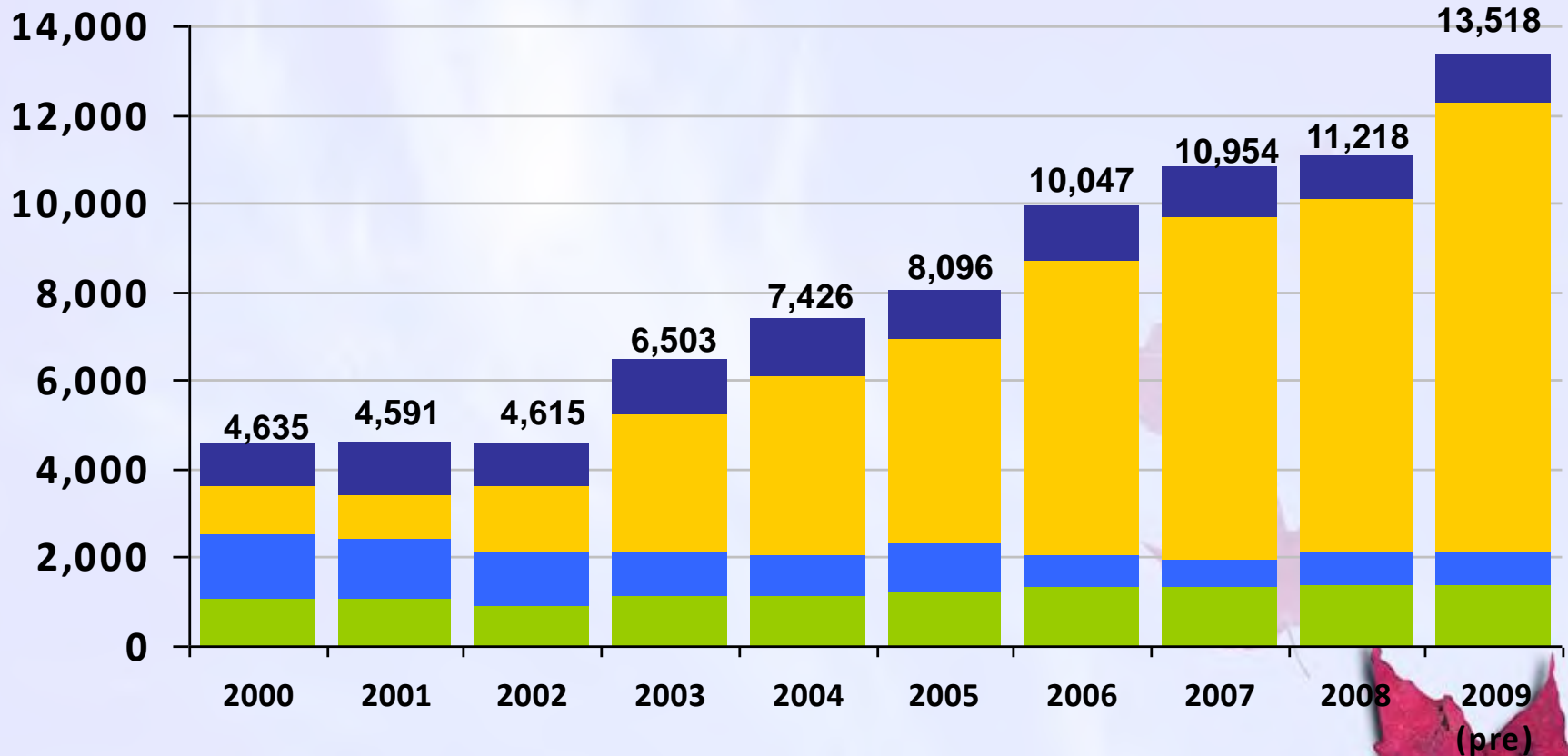
- A welcoming province where immigrants can contribute to Manitoba's economic, social, and cultural goals.

Goals

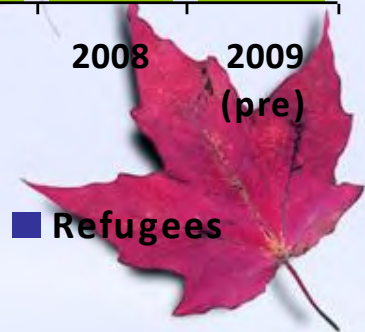
- Increase immigration levels through all streams, supporting Manitoba's demographic, social and economic development
- Inclusive, responsive, accessible programs and services
- Settled and integrated immigrants
- Strengthen the diversity of our communities
- Support the ongoing development of rural Manitoba
- Support for official language minority communities



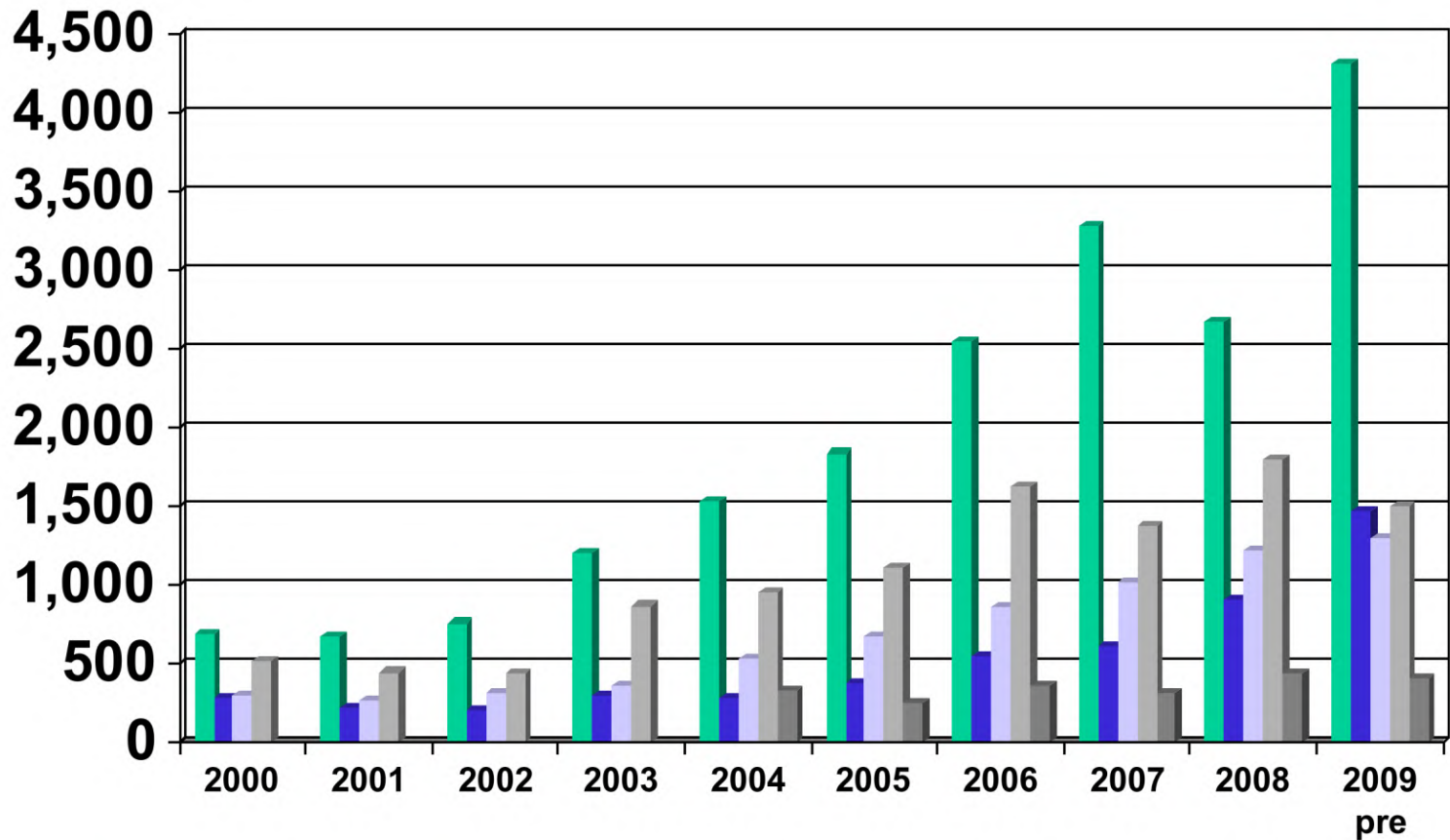
Permanent Residents destined to Manitoba



Family class Federal economic Provincial nominees Refugees

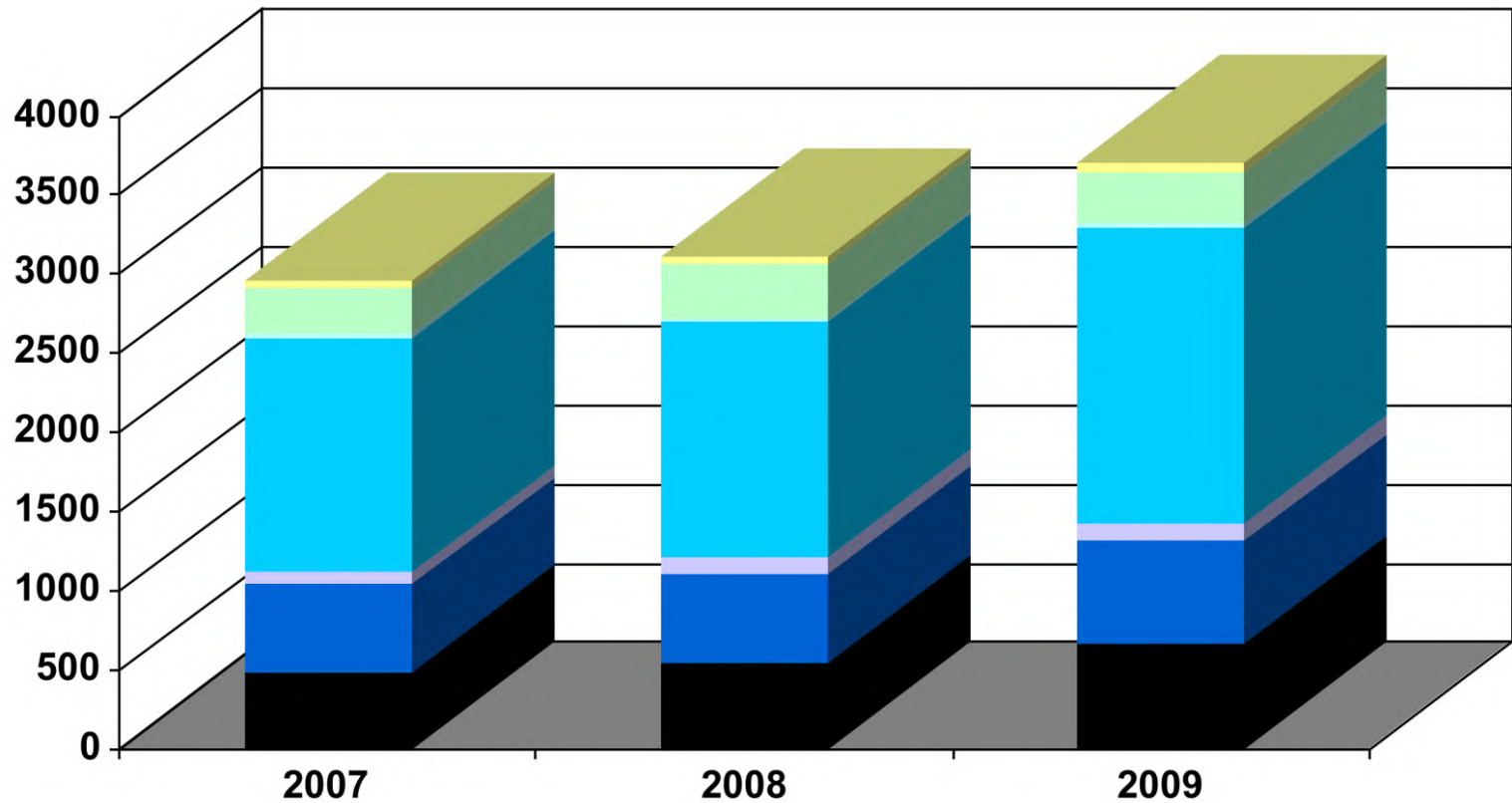


Top Five Source Countries



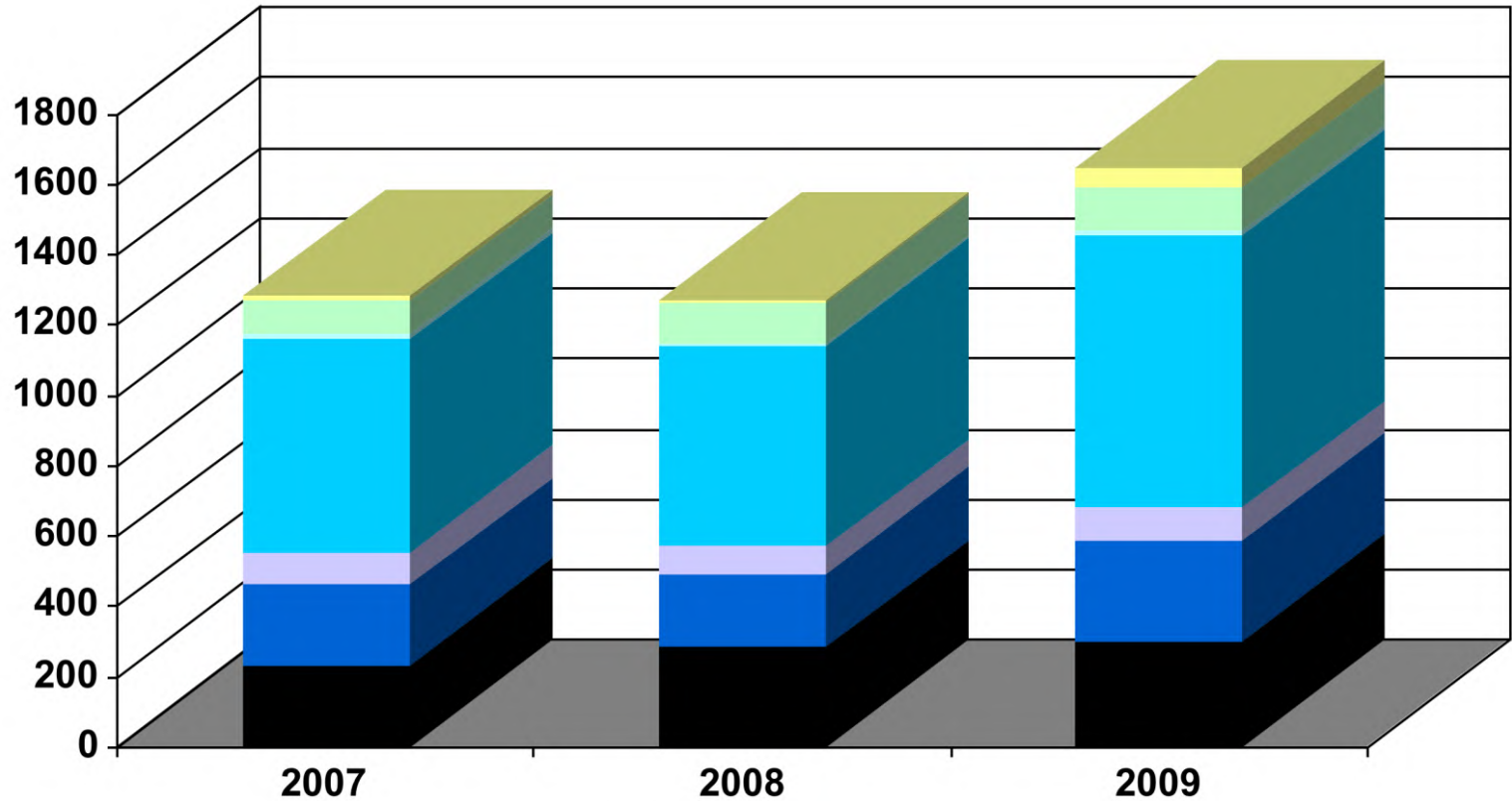
■ Philippines ■ China ■ India ■ Germany ■ Israel

Permanent Residents by Level of Education (Principal applicants)



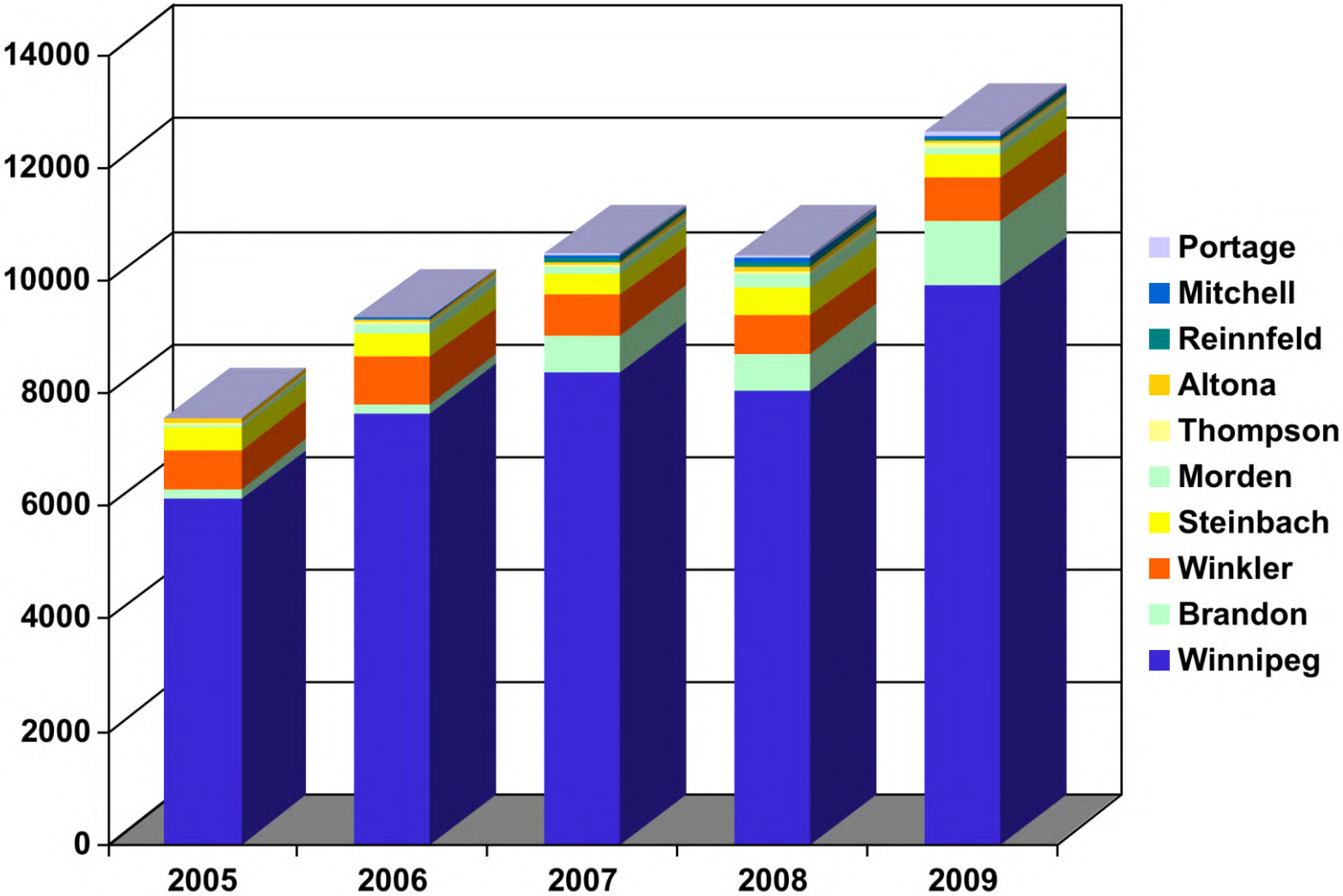
- Formal Trade Cert. or Apprenticeship
- Non-University Certificate or Diploma
- Some University - No Degree
- Bachelor's Degree
- Some Post-Grad. Education - No Degree
- Master's Degree
- Doctorate

Permanent Residents by Level of Education (Accompanying Dependents aged 25 years +)

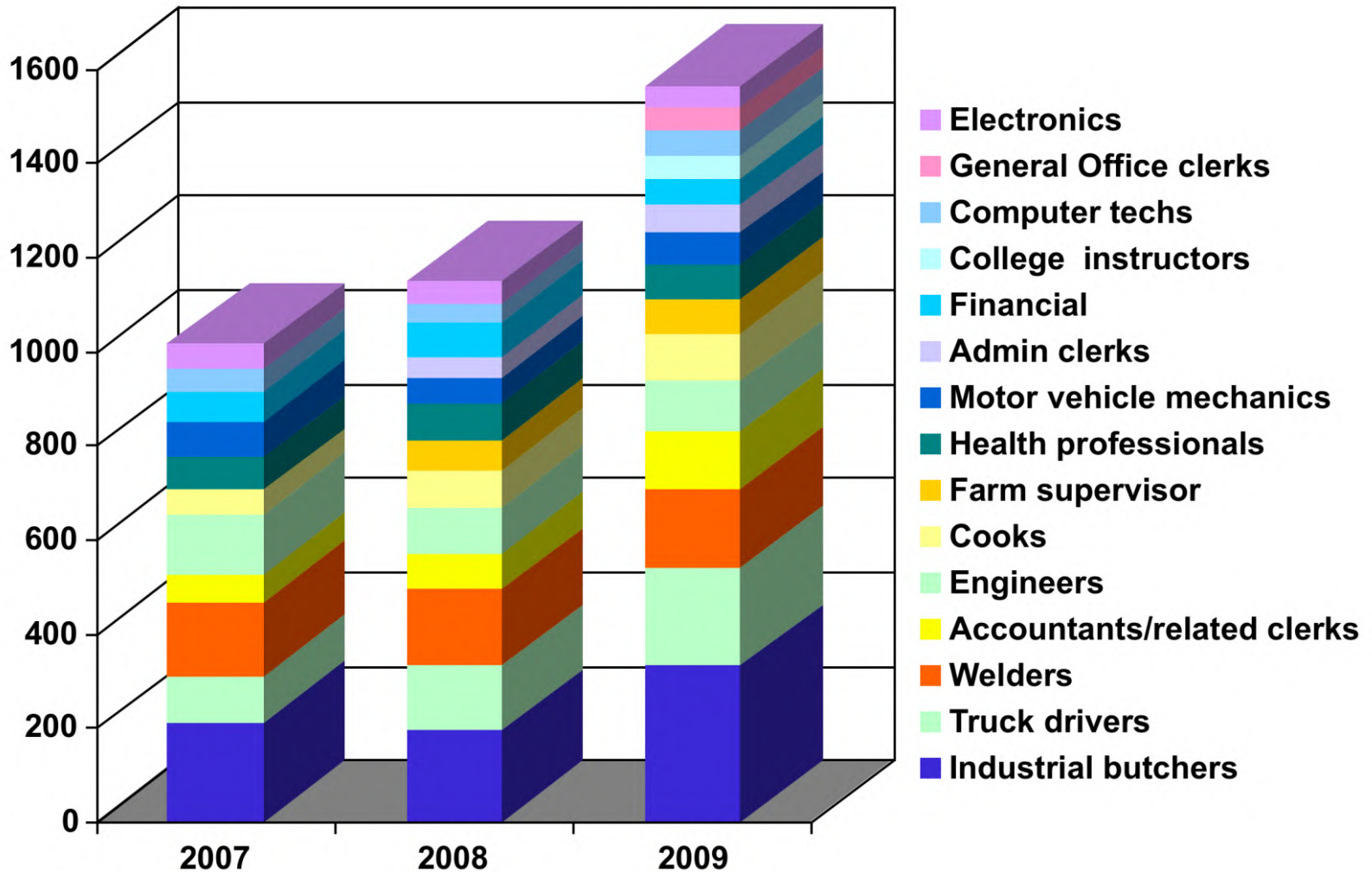


- Formal Trade Cert. or Apprenticeship
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Manitoba Immigration Top Destinations

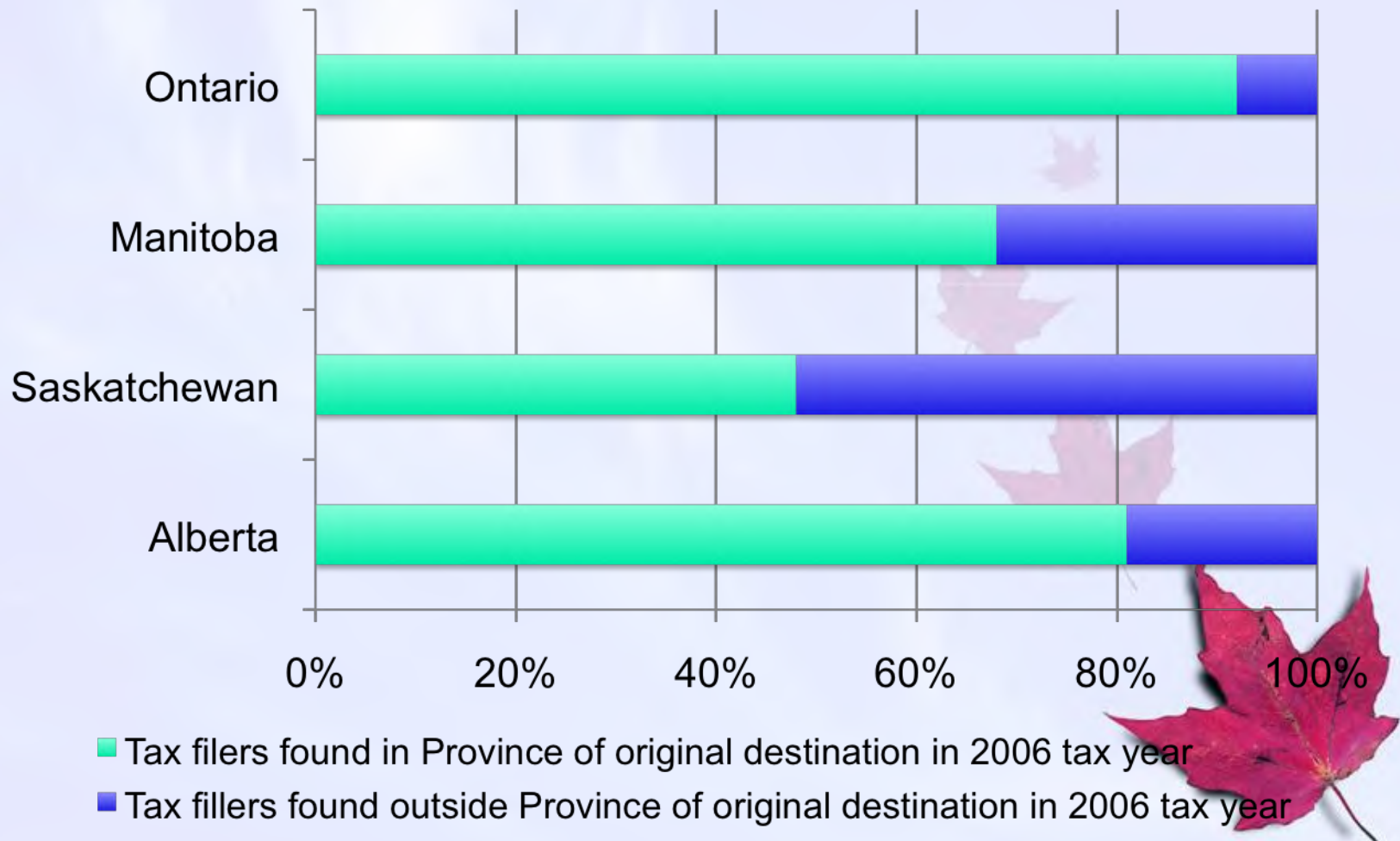


Top 15 Occupations



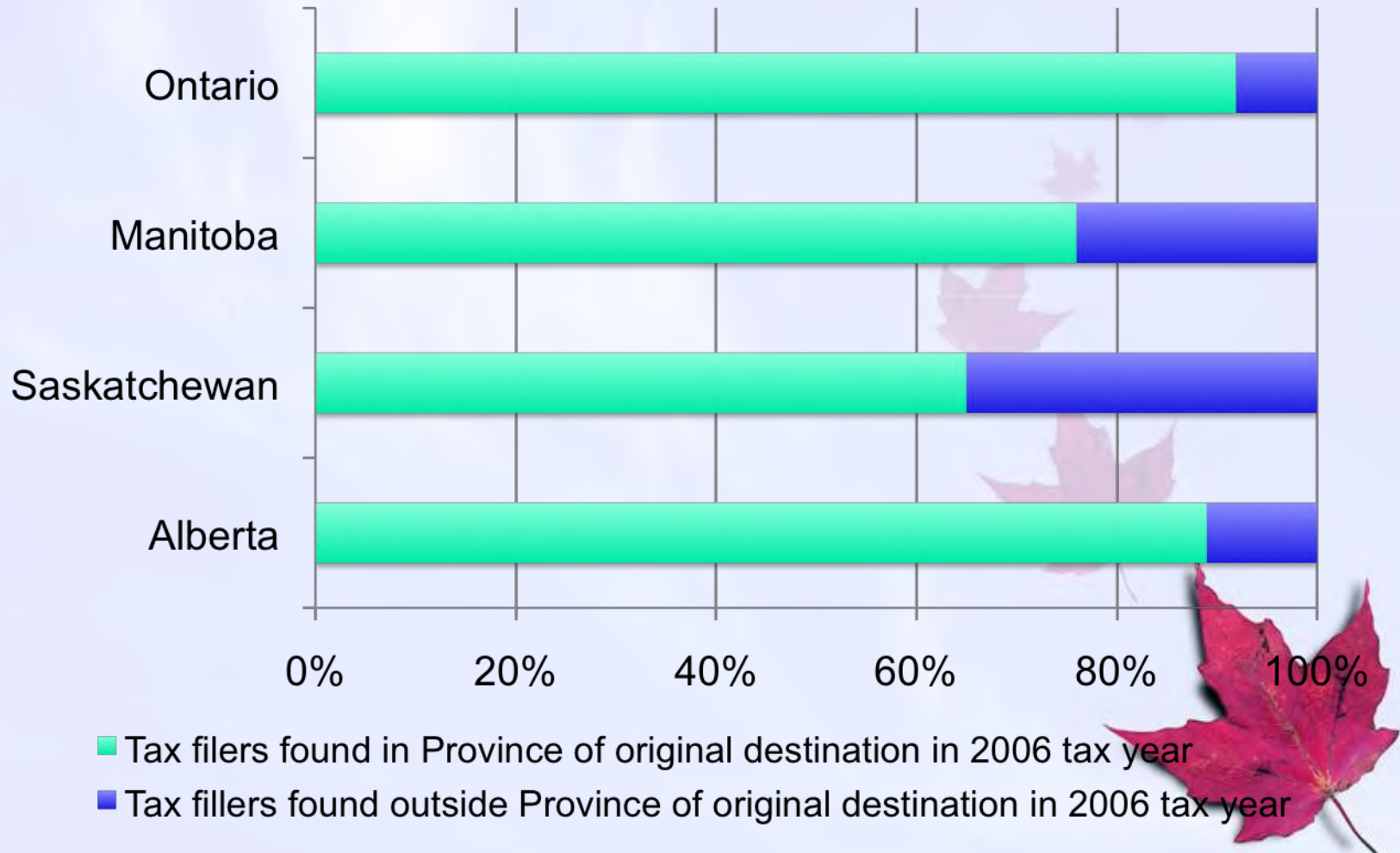
Retention and mobility rates

Immigrants landed from 1991 to 2006



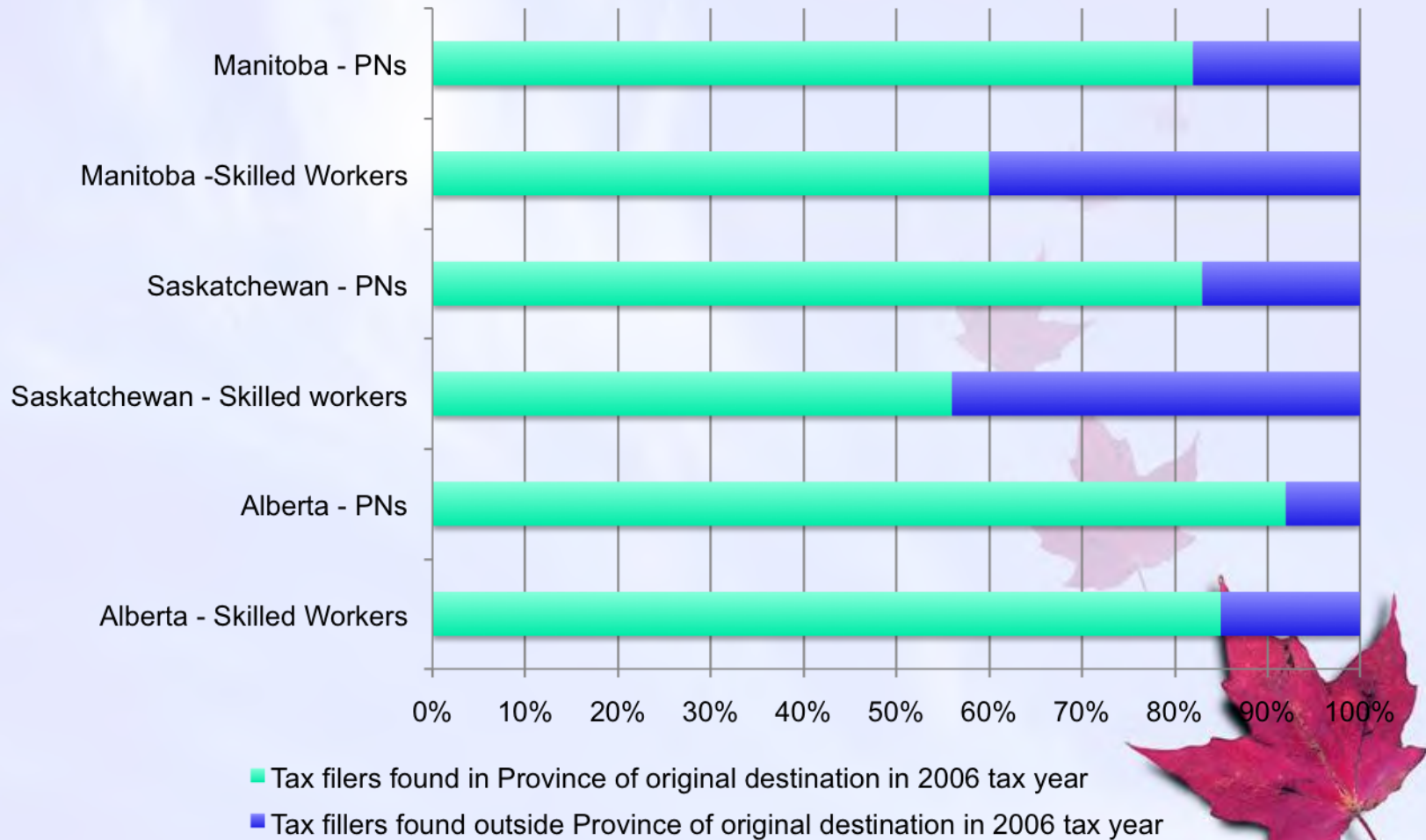
Retention and mobility rates

Immigrants landed from 2000 to 2006



Retention and mobility rates

By immigration category from 2000 to 2006



Policy and Program Development



Canada Manitoba Immigration Agreement

- Policy framework for shared immigration responsibility and cooperation
- Devolution of settlement programs and introduction of provincial nominee category
- Benchmark for other provincial jurisdictions
- Opportunity to introduce innovation and pilot programs



Action Strategy for Economic Growth

- Key recommendations by the Premier's Economic Advisory Council in 2003
- *Growing through Immigration Strategy*
- Defined a target of 10,000 immigrants per annum by 2006
- 2006 Throne speech sets new target of 20,000 annual arrivals by 2016
- Manitoba Immigration Council established to provide advice and input to Minister



Provincial Nominee Program

- In 2009, 10,148 Provincial Nominee arrivals, total immigration was 13,518 (highest level since 1957)
- Accounted for 75% of total provincial immigration
- Key factor in achieving demographic targets
- Balance between human capital and labour market model

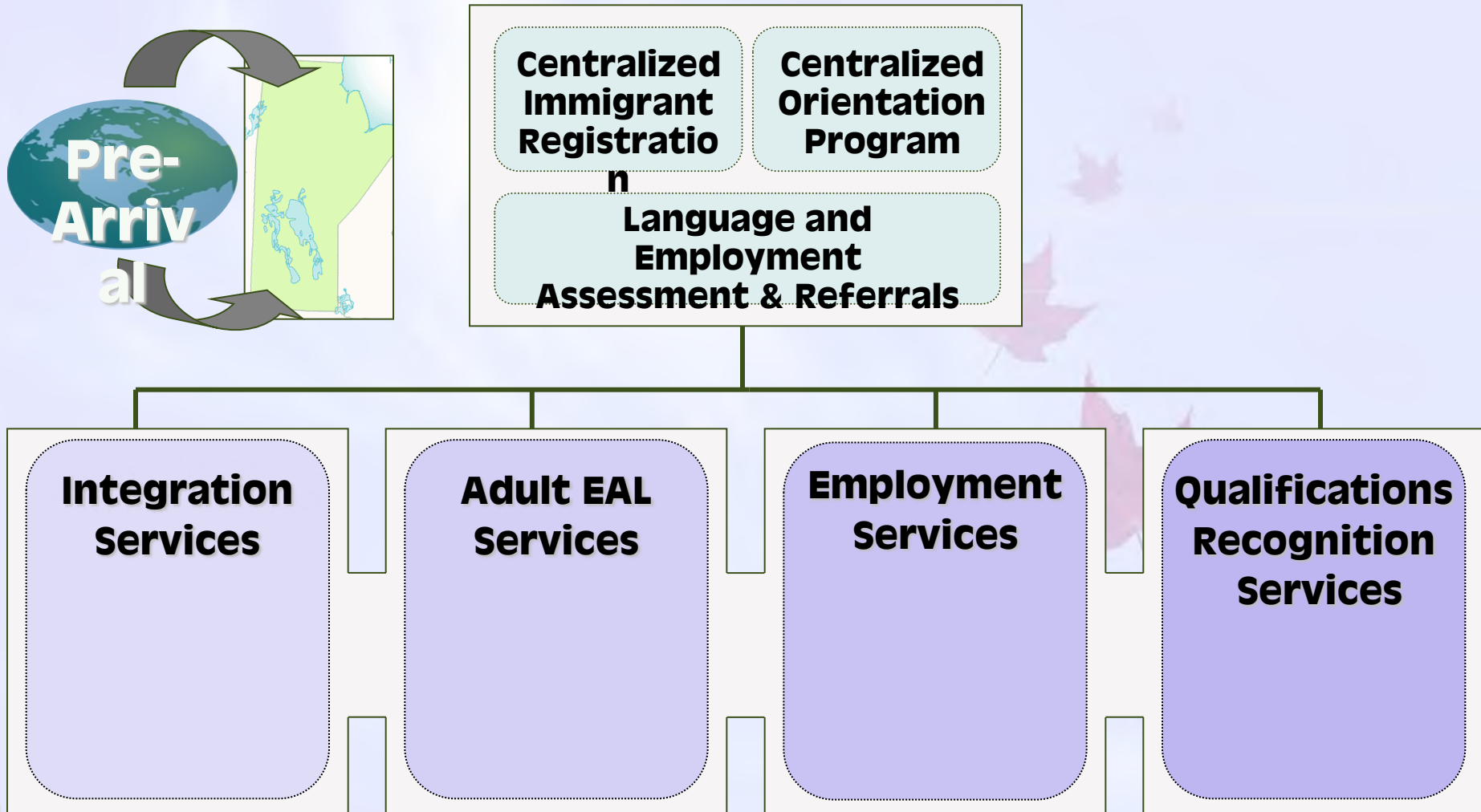


Regionalization – A partnership with communities

- Community-based planning in immigration and integration
- Since 2003, 16,529 newcomers have settled in 130 regional communities
- In 2009 26.7% (3612 immigrants) settled outside Winnipeg
- Support research through the Rural Development Institute
- Designated staff to assist regions



Manitoba Settlement Services



Online Pre-arrival Tools

Immigratemanitoba.com

- Video tours for Entry Program, Career Destinations, Career Research Working in Manitoba tool and Applying to the MPNP information session
- Career Research & Working in Manitoba tool featuring real newcomer occupation-specific stories
- Occupation Fact Sheets and Guides including TFW multilingual guides
- Communities and settlement services map
- Third party website networks

In Development: Orientation, Labour Market and Self-Assessment

- Self-assessment - Am I ready to immigrate?
- Provincial Nominee Self-Assessment Tool: readiness to apply
- Youth Orientation Portal
- Demographic growth trends map
- Settlement Pathways with settlement plan
- Budget Calculator for resource and time planning
- Workplace Culture Online Learning



Immigrant Employment Services



**Centralized
Immigrant
Registratio**

**Centralized
Orientation
Program**

**Language and
Employment
Assessment & Referrals**

**Employment
Services**

**Services include:
Intake and assessment,
Employment and career
preparation and planning,
Skills building,
Job search assistance**



Adult EAL Services



**Centralized
Immigrant
Registration**

**Centralized
Orientation
Program**

**n
Language and
Employment
Assessment & Referrals**

**Adult EAL
Services**

**Core Programs
Community and
neighborhood
English at Work
English for specific
purposes
Capacity and
resource
development**



Integration Services



**Centralized
Immigrant
Registration**

**Centralized
Orientation
Program**

**Language and
Employment
Assessment & Referrals**

**Integration
Services**

**General
Settlement**

**Neighborhood
programs**

Family and Youth

**Specialized
Services**



Qualifications Recognition Services



**Centralized
Immigrant
Registration**

**Centralized
Orientation
Program**

**Language and
Employment
Assessment & Referrals**

**Qualifications
Recognition
Services**

**Information and
advice**

**Bridge and gap
training**

**Preparation for
certification**

**Credentials
assessment**

**Work internships and
mentorships**



Investment – 2000 thru 2009

Immigration & Multiculturalism	2000-01	2009-10
Staff years (FTE)	33.5	74.0
Salary	\$1,772.0	\$4,995.0
Operating	\$785.0	\$1,765.0
Programs & Grants	\$5,620.0	\$26,596.0
Total	\$8,177.0	\$33,366.0
Federal contribution		\$27,941.1

Key contributors to Manitoba's success



Leadership and Vision

- **Inter-governmental cooperation and collaboration**
 - Canada : Regional, HQ and International
 - Manitoba – Political priority, Policy directions
 - Cities and municipalities – Mayor and Councils
 - **Private Sector**
 - Business Council of Manitoba
 - Chambers of Commerce
 - Economic sector leaders
 - **Service and Not-for profit Sector**
 - Settlement agencies
 - Faith groups
 - Employment and economic development agencies
 - Community leadership (Société franco-manitobaine)
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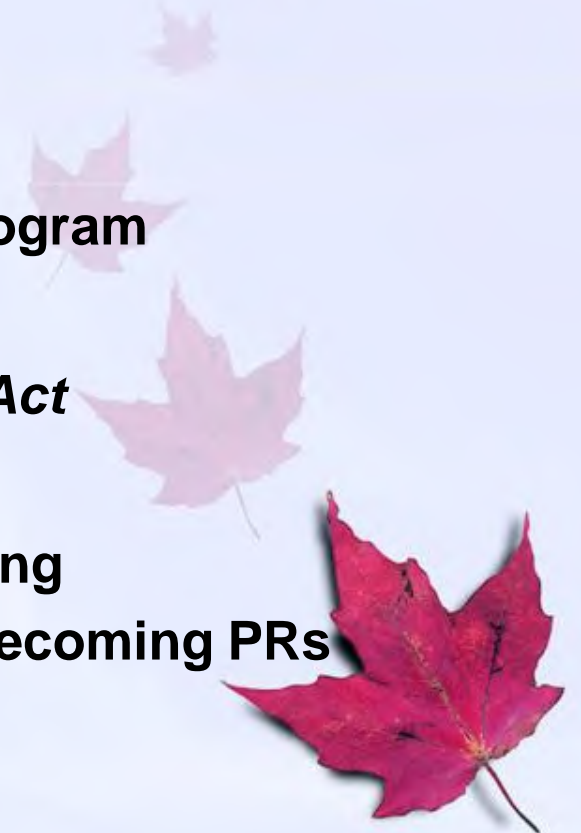
Communication – Public awareness

- **Critical messaging from political and community leaders**
 - State of the province, city, municipality address
 - Contributions of immigrants to economic development, demographic growth
 - Speeches, articles, reports
- **Alliances with local media – TV, press**
 - Human interest stories
- **Conferences**
 - Organizing immigration and settlement conferences
 - Selecting appropriate keynote speakers



Innovation in programming

- **Promotion, recruitment and selection**
 - Balance human capital and labour market needs
- **Settlement and language training programs**
 - Focus on local conditions
- **Orientation and integration**
 - Centralized registration and entry program
- **Temporary foreign workers**
 - *Worker Recruitment and Protection Act*
- **International students**
 - Orientation, housing, language training
 - Working off-campus, assistance in becoming PRs
- **Private refugee sponsorship**



Emulating Manitoba

Practical considerations



Developing Champions

- **At the political level as well as within the administration**
- **In the private sector – Chambers of commerce, economic development agencies, business leaders**
- **Universities and community colleges**
- **Within existing ethno-cultural organizations**
- **Settlement service sector**
- **Media and Communications**



Identifying areas of involvement and communicating directions

- **Policies on services to newcomers within area of jurisdiction**
- **Joint initiatives with other levels of government to improve attraction and retention**
- **Access to public services: transportation, libraries, housing, schools, recreational and social services**
- **Pilot initiatives with financial or other incentives**
- **Employment programs, diversifying the workforce, affirmative action to achieve desired targets**
- **Work placement and job training**
- **Volunteerism and mentoring programs**



Your City as a Destination of Choice

- **Economic indications, sectors experiencing growth, where are the jobs and advancement opportunities**
- **What attracts immigrants to us – services, housing, schools, safety, leisure activities, family, other immigrants (critical mass)**
- **Where do I find effective information – service centre, websites, promotional information, public service publications**
- **Levers to successful attraction**



Practical activities

- **Conferences focused on growth in your region thus generating interest, commitment to action and identifying potential leaders**
- **Workshops on developing tools (activities) in various sectors to support growth**
- **International fairs – joint activities with other recruitment initiatives such as student fairs, labour market recruitment**
- **Immigration and settlement conferences and workshops (policy and program focus)**
- **Public affairs section in local papers, consider free subscription for the first year**



Emulating Manitoba

Insights from previous evaluations



A Very Positive View of Support Services

	Helpful and Very Helpful (%)	
	<u>Applicants</u>	<u>Spouses</u>
Orientation (<i>learning about the community</i>)	84	73
Language training	95	89
Occupational / job training	96	95
Help with translation / interpreting	100	96
Help finding a job	96	100
Help finding housing	99	97
Help with children's schools	97	100
Help with health problems	100	100
Help with shopping	100	88
Help with banking system	97	97
Getting loans or credit from banks / credit unions	100	100
Help with legal matters	82	86
Help with personal problems	88	83

Source: Study Sample

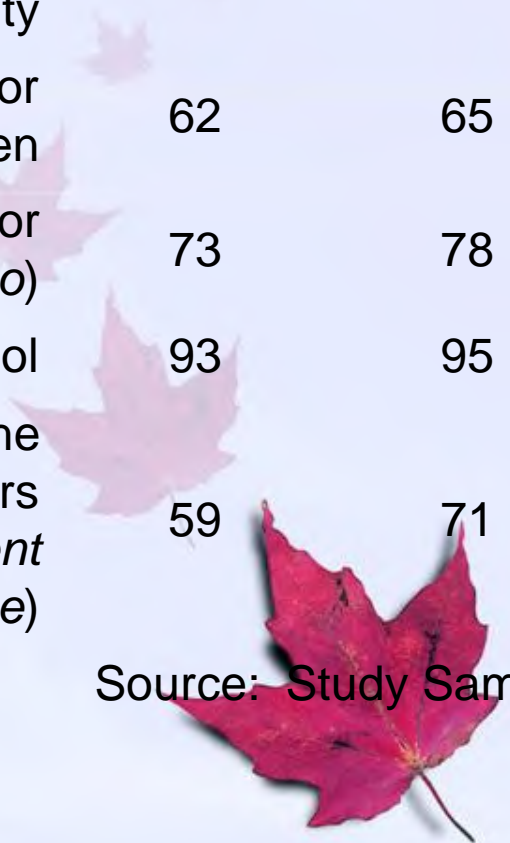
Newcomers Feel Positive About Their Communities?

	Positive and Very Positive (%)	
	<u>Applicants</u>	<u>Spouses</u>
My community is a good place to live	84	81
There are good job opportunities here for me	31	38
This community is a good place to raise a family	86	78
It would be easier for me to find a job in some other community	61	55
The people in my community are very friendly and welcoming	78	81
This community has a choice of suitable and affordable housing	64	79
This community is safe for me / my family	85	90
This community has the kinds of agencies and organizations that I need to help me adjust to life in Canada	42	49
I would like my children to continue living in this community when they grow up (<i>if applicable</i>)	53	50

Newcomers Feel Positive About the School System?

	Positive and Very Positive (%)	
	<u>Applicants</u>	<u>Spouses</u>
The schools here have good EAL for my children	95	87
The schools here encourage my children to keep their cultural identity	58	59
The schools here provide good occupational preparation for my children	62	65
The schools here will help my children get into university or technical school (<i>if they want to go</i>)	73	78
My children have friends at school	93	95
The schools here have provided me (as a parent) with the support needed to overcome language and cultural barriers (<i>e.g. Interpreters at parent-teacher meetings, letters sent home in native language</i>)	59	71

Source: Study Sample



Newcomers' Ratings of Selected Settlement Indicators: Winnipeg vs. Other Centres

INDICATOR	Winnipeg (%)	Other Centres (%)
Expect to move to another province within the next five years	6	3
Had family / relatives / friends already living in Manitoba before they came here	66	61
Have supported family member(s) to come to Manitoba since arrival	36	19
Plan to support family member(s) through the MPNP	69	72
Participate in activities with people from the same ethnic or cultural group	67	72
Participate in other community activities	22	46
It is very important to maintain ties with others in Manitoba from the same ethnic or cultural group	58	42

Source: Study Sample



Thank you

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