Tapping into the Immigrant Talent Pool
Addressing Underemployment and Credential Devaluation of Skilled Immigrants

PATHWAYS TO PROSPERITY NATIONAL CONFERENCE 2019

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Agenda

> Immigrants in the Canadian Labour Market
> Diversity Institute
> Immigrant Entrepreneurship as Self-Sufficiency
> Innovative Training Model
> Inclusive Innovation Ecosystem
Immigrants in the Canadian Labour Market
Immigrant Labour Participation

• Immigrants will occupy a larger share of Canada’s population; 24.5% to 30.0% in 2036 vs 20.7% in 2011 (StatCan)
• As the Canadian population ages, immigrant contribution to Canadian society and economy will increase
• As other societies face an aging population, Canada will face more competition for skilled immigrants
• How is immigrant integration into Canadian workforce?
Unemployment – Canadian-born vs immigrants

• While unemployment numbers are narrowing, there is still a gap in employment between Canadian-born individuals and immigrants (TRIEC)

• What are the types of jobs that immigrants are finding?
Underemployment – Canadian-born vs immigrants (with a Bachelor’s degree)
Underemployment – Canadian-born vs immigrants (with Masters or higher)
Underemployment over time – Men with a Bachelor’s degree or higher

Percentage in full-year full-time job

- Canadian-Born
- Immigrant - Arrived before 1981
- Immigrant - Arrived 1981-1990
- Immigrant - Arrived 1991-2000
- Immigrant - Arrived 2001-2005
- Immigrant - Arrived 2006-2010
- Immigrant - Arrived 2011-2014

Percentage in job requiring university degree
Underemployment over time – Women with a Bachelor’s degree or higher

Percentage in full-year full-time job

- Canadian-Born
- Immigrant - Arrived before 1981
- Immigrant - Arrived 1981-1990
- Immigrant - Arrived 1991-2000
- Immigrant - Arrived 2001-2005
- Immigrant - Arrived 2006-2010
- Immigrant - Arrived 2011-2014

Percentage in job requiring university degree
Racialized immigrants

- Racialized immigrants may face additional barriers:
  - 2012 UofT and Ryerson joint study found that applicants with “Asian” names were 45 to 60% less likely to be called to an interview than those with Anglicized names
Immigrant Entrepreneurship
Benefits of Immigrant Entrepreneurs

• International trade – immigrant entrepreneurs mobilize socio-cultural networks to commercialize innovations in world market (Lin & Tao, 2008; Sui & Morgan, 2014)

• Businesses established by immigrants are more likely to enter global markets and expertise, the hallmark of growth (Sui, Morgan & Baum, 2015).

• Almost two-thirds of immigrants who enter self-employment and remain self-employed even if offered a job with comparable income (Hou & Wang, 2011).
# Reasons for Becoming an Entrepreneur

<table>
<thead>
<tr>
<th>Pull Factors</th>
<th>Immigrants</th>
<th>Non-Immigrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Found an opportunity</td>
<td>86%</td>
<td>79%</td>
</tr>
<tr>
<td>Entrepreneurship as a desirable career</td>
<td>76%</td>
<td>62%</td>
</tr>
<tr>
<td>Increased flexibility in my work</td>
<td>71%</td>
<td>74%</td>
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<th>Push Factors</th>
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<tbody>
<tr>
<td>I had difficulty in finding employment</td>
<td>58%</td>
<td>38%</td>
</tr>
<tr>
<td>Difficulty getting foreign credentials recognized</td>
<td>37%</td>
<td>19%</td>
</tr>
<tr>
<td>Job Dissatisfaction</td>
<td>31%</td>
<td>58%</td>
</tr>
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Challenges Faced by Entrepreneurs (Immigrant and Canadian-Born)

- Selling the business's products/services to customers: 71.6% (Immigrant), 68.8% (Canadian-Born)
- Understanding legislation and rules: 67.7% (Immigrant), 42.5% (Canadian-Born)
- Understanding the market: 63.5% (Immigrant), 42.5% (Canadian-Born)
- Obtaining finance: 63.2% (Immigrant), 55.0% (Canadian-Born)
- Taxes and regulation: 60.0% (Immigrant), 50.0% (Canadian-Born)
- Getting in contact with and selling the idea to investors: 58.3% (Immigrant), 38.8% (Canadian-Born)
- Establishing the business organization: 56.8% (Immigrant), 40.0% (Canadian-Born)
- Locating and hiring the right employees: 53.7% (Immigrant), 46.3% (Canadian-Born)
- Language and culture: 33.3% (Immigrant), 11.3% (Canadian-Born)
Service Provider Challenges

• Uneven awareness of the issues among Service providers
• Issues identified with:
  • Immigration policies – e.g. students cannot easily transition into entrepreneurship
  • Access to finance,
  • Networks and mentoring
  • Knowledge of processes
• Most settlement agencies and support organizations focus on language training and traditional employment pathways
• Organizations designed to support entrepreneurs had limited understanding of the challenges that newcomers face
• Some focused on the need for newcomers to learn language and culture, while others stressed the importance of service providers becoming more inclusive
Innovative Training Model - Newcomer Entrepreneurship Hub

Free Training
Mentorship Matching
Product Testing
Childcare & Transportation
Marketing Support
Settlement Services

Turn your BUSINESS IDEA INTO REALITY with our HANDS-ON testing & training program for NEWCOMERS.

9 Weeks of Training
Every Saturday
from September 8th
to November 17th, 2018

Follow us on Facebook: @NEHbySCCC

Info & Registration: 416-392-0335 x310
amo@scaddingcourt.org
www.scaddingcourt.org/neh
Addressing gaps in current services

• One-stop service hub for newcomer entrepreneurs (settlement, language, entrepreneurship, childcare, testing opportunities)
• Entrepreneurship training for newcomers with low levels of English
• Collaborative model which coordinates service providers supporting newcomers and entrepreneurs
• Partnership between SCCC and the Ted Rogers School of Management’s Diversity Institute
Program overview

- In partnership with Scadding Court Community Centre, evaluating models for supporting women and newcomer entrepreneurs
  - 45+ hours of training led by industry professionals and TRSM faculty
  - Business mentorship matching
  - Low-risk market testing opportunities at Market 707, and other locations
  - Wrap-around supports such as free on-site childminding and TTC tokens
  - Subject-specific language training through weekly conversation circles (NEH)
Vendor stories

• Thein Zaw Htun & his wife July have started Delightfully Delicious, a Myanmar & Asian food business at Market 707

• Mufit Aydin had a stall at the Halal Food Festival for his engraving business and has since opened a second shop location in Mississauga as of September 2018

• Two participants have secured internships in their perspective fields

• Rubina Shaheen opened a smoothie stall at Market 707

• Rahila Gul Mohammed has launched her online clothing business Raleen Clothing. She has been featured at two GTA Eid Bazaars in August
Lessons learned

• Breadth of business types requires variety of testing opportunities (commercial kitchen, catering opportunities, co-working spaces, market pop-up spaces, and Market 707 shipping containers)
• Many participants are not ready to start running a business full-time or need an income while they gain start up capital
• High demand for NEH program, interpretation supports and popularity of conversation circles supports idea that newcomers want to learn English and start making money concurrently
• Newcomer entrepreneurship programs should support the economic success of newcomers who choose not to start a business as well – success is not just “# of businesses launched”
Thank you!

Get in touch:

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