

Immigration into Canada's small and medium-sized urban centres: How to make the case

Session 4 — Making the Case for Immigration and Addressing Anti-Immigrant Sentiment

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Where are immigrants settling in Canada?

- There are 150+ urban centres in Canada ranging in size from Elliot Lake (pop. 11,305) to Toronto CMA (pop. 6.3 million).
- Only 6 have a population of more than one million.
- Only 22 have more than 200,000 residents.
- 88 have fewer than 50,000 residents.

Where are immigrants settling in Canada?

- In 2008, there were only 18 urban centres with an annual immigration rate of 100 per 10,000 population (1%).
- In 2018, there were 41.
- In just the past five years, 83 urban centres witnessed the annual immigration rate increase by 50% or more.
- By 2023? If they want to meet labour market demand, almost all of urban areas will need to see a rapid increase in immigration.

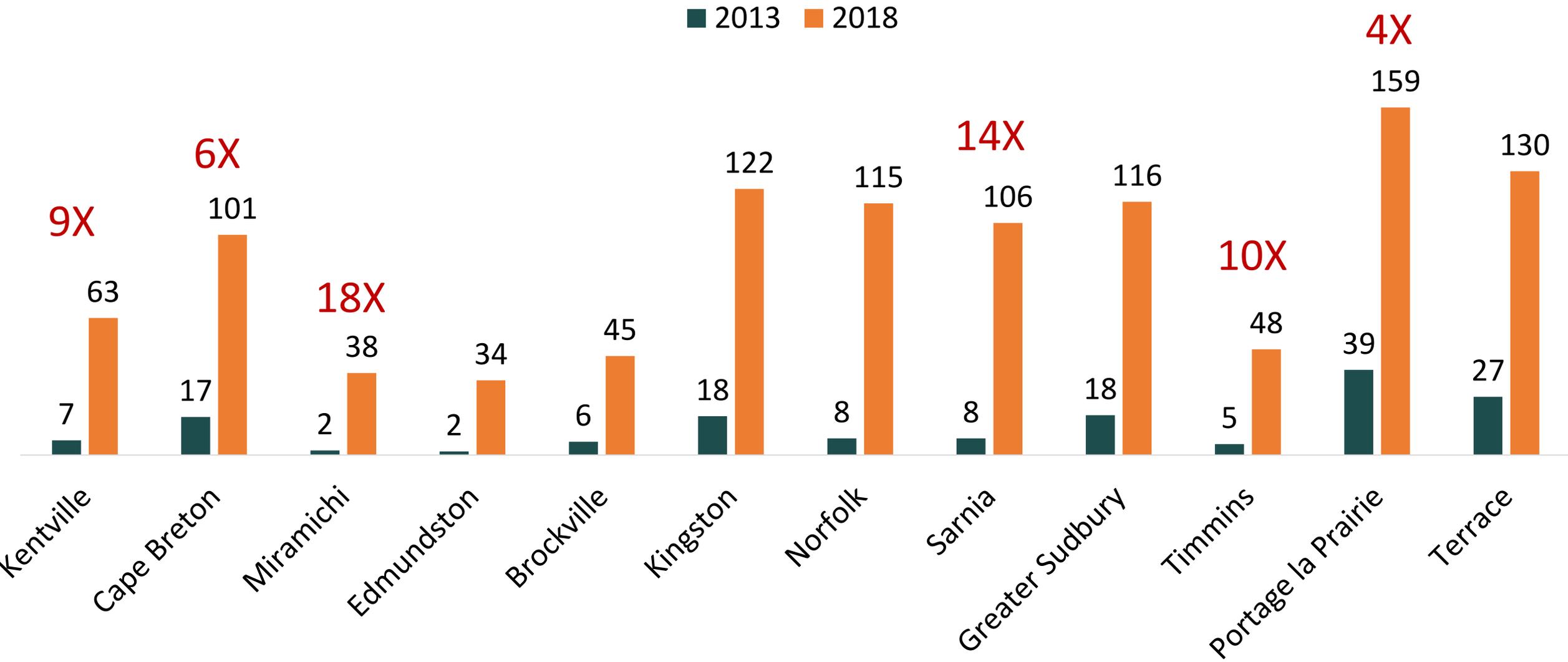
Where are immigrants settling in Canada?

- Between 2011 and 2018, the number of immigrants and non-permanent residents (NPRs) settling outside Toronto, Montreal and Vancouver increased by more than double.
- Toronto is fighting back. Annual immigrants and NPRs dropped to a low of 67,928 in 2015 and rebounded strongly to a record 147,149 in 2018.
- If the largest urban centres in Canada want to maintain high rates of immigration, then the overall numbers will need to rise significantly.

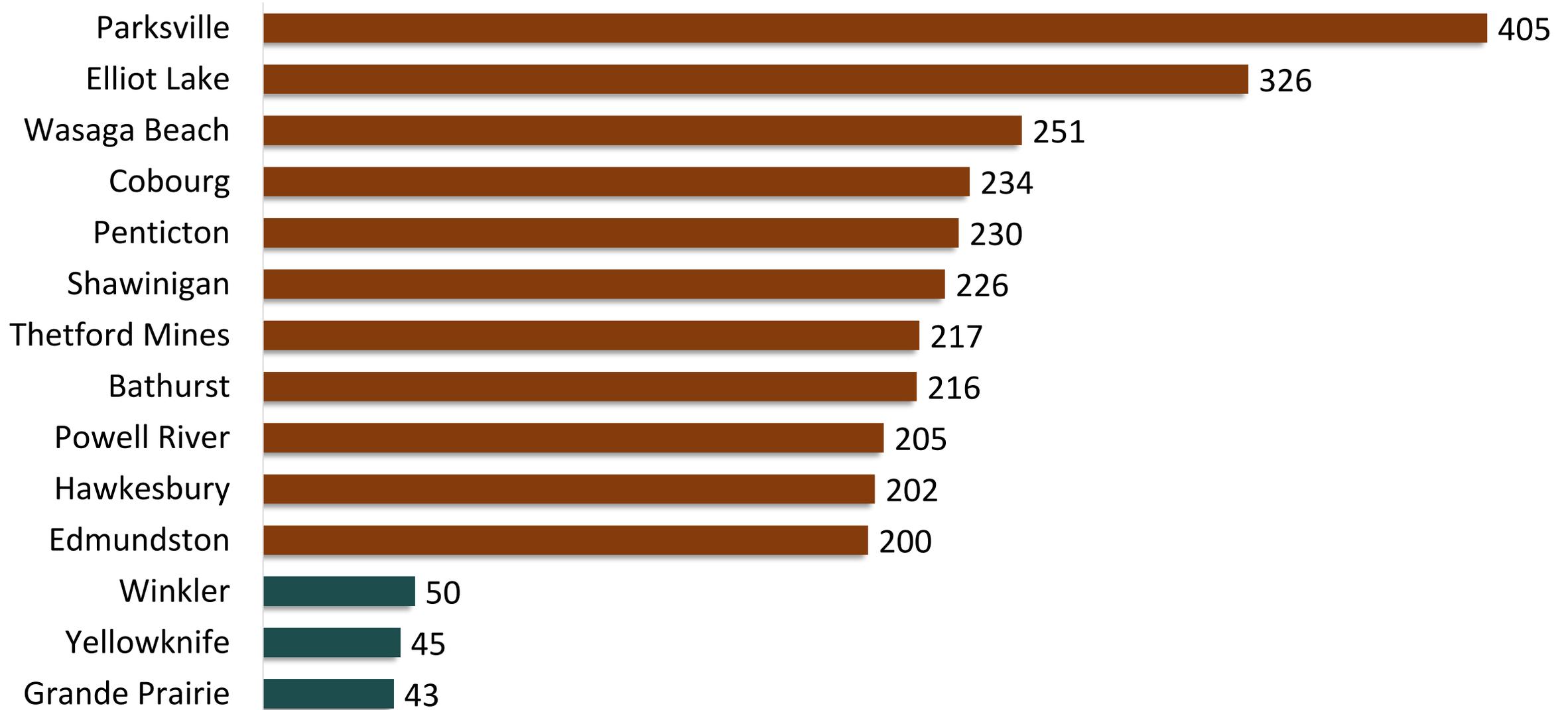
Facing demographic realities

- 110 of the 152 urban centres have more people over the age of 60 than under the age of 20.
- 53 have 150 aged 60+ for every 100 under the age of 20.
- 13 have 200 aged 60+ for every 100 under the age of 20.
- In 136, at least one out of every five workers is over the age of 55.
- 64 have more than 25% of the workforce aged 55 or older.

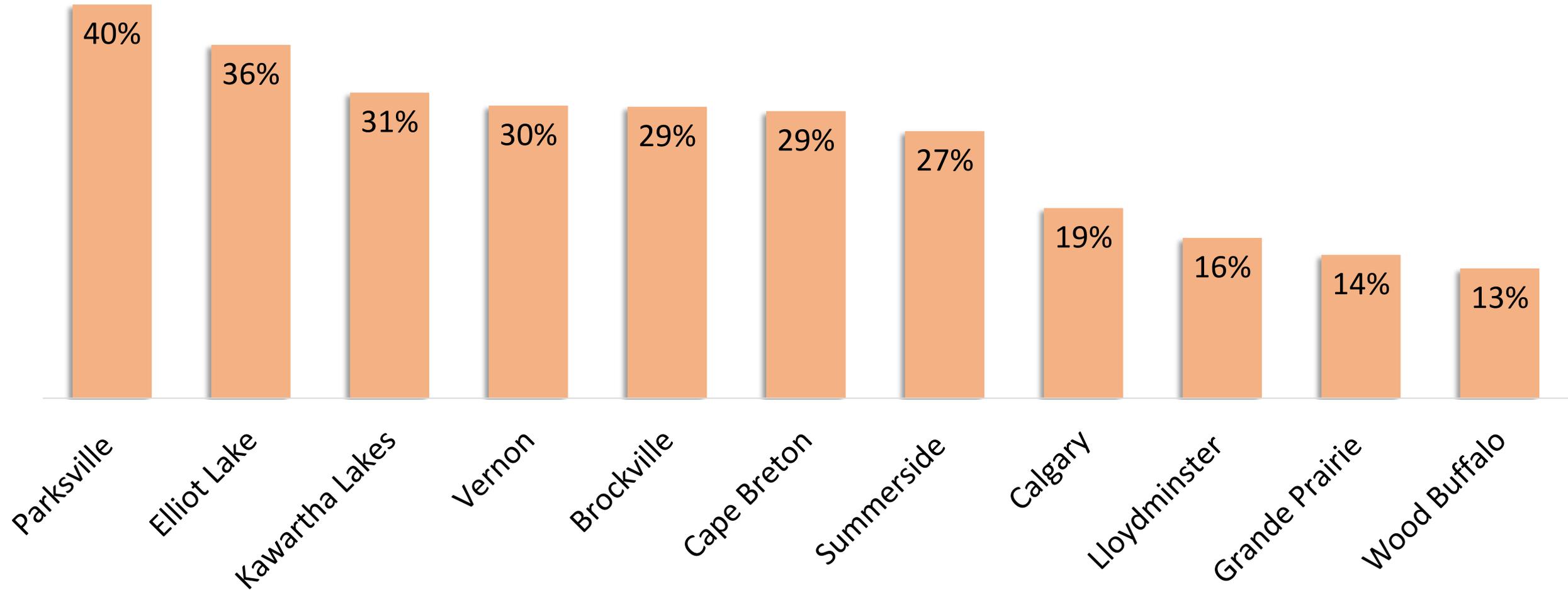
Change in the immigration rate over the past five years



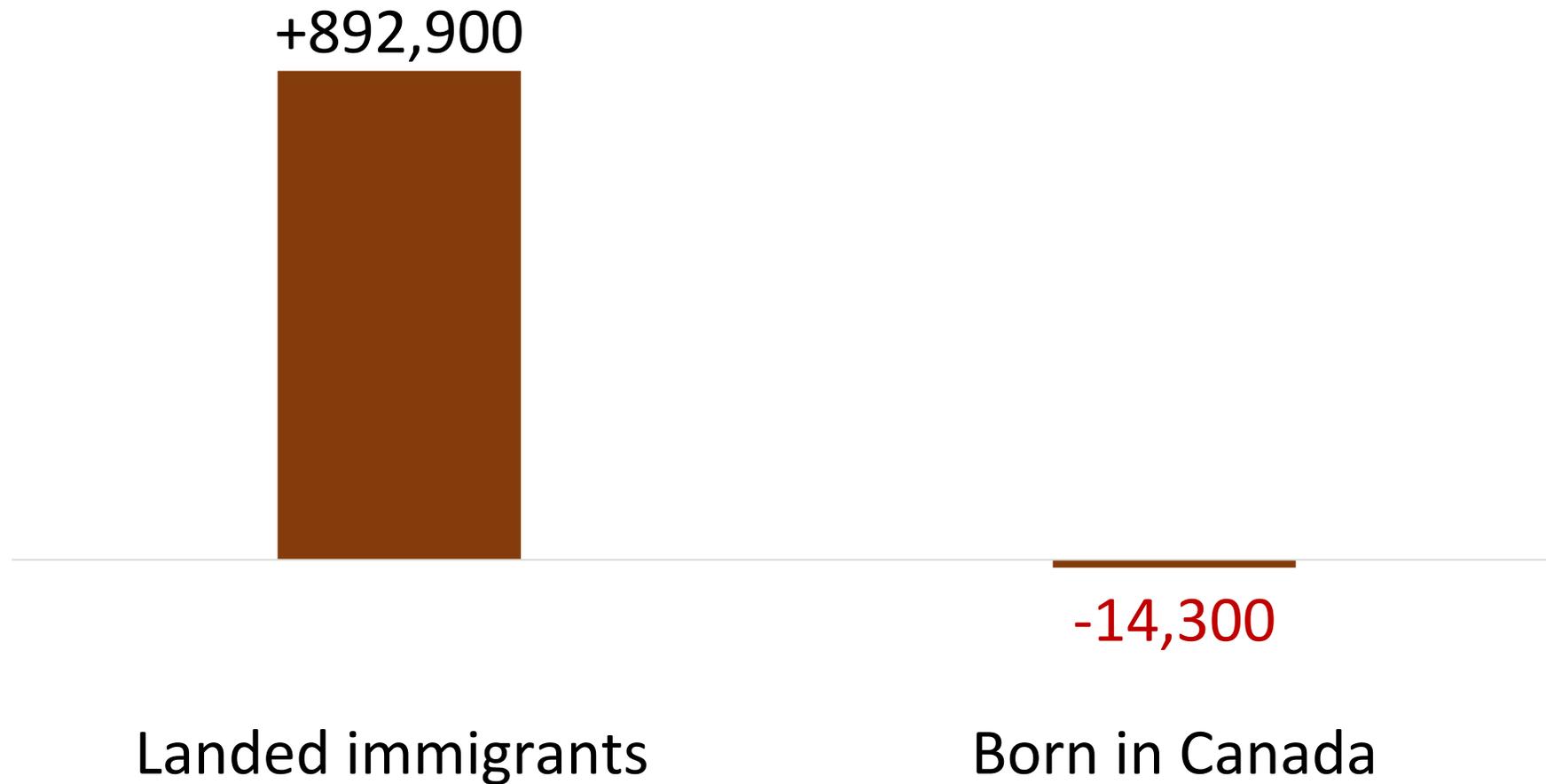
over the age of 60 for every 100 under the age of 20



Share of the workforce over the age of 55



Net growth/decline in the workforce, 2012 to 2018

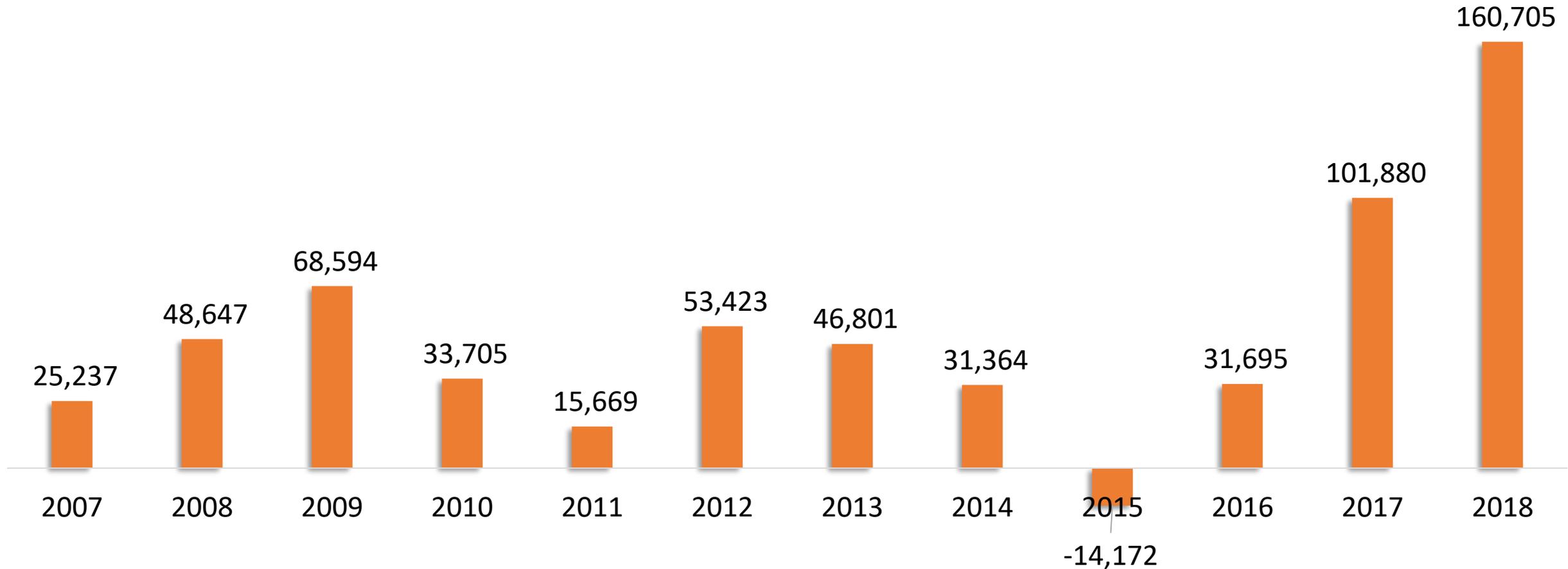


Net growth/decline in the workforce, 2012 to 2018

<u>Province:</u>	<u>Born in Canada</u>	<u>Immigrants</u>	<u>Net change:</u>
Newfoundland and Labrador	- 14,800	+1,400	- 13,400
Prince Edward Island	- 2,100	+ 2,300	+200
Nova Scotia	- 24,000	+ 9,900	- 14,100
New Brunswick	- 14,400	+ 5,700	- 8,700
Quebec	- 40,300	+ 204,500	+164,200
Ontario	- 1,500	+ 320,600	+319,100
Manitoba	- 16,700	+ 40,400	+23,700
Saskatchewan	- 2,500	+ 34,400	+31,900
Alberta	57,600	+ 173,100	+230,700
British Columbia	44,500	+ 100,700	+145,200

Net non-permanent residents (2018)

Canada's urban centres combined



Making the case for boosting immigration

Answering the questions that people are asking

1. Why do we need more immigrants (while my kids are moving to Toronto)?
2. Why should we spend so much taxpayer money trying to attract and retain immigrant?
3. Shouldn't we be worried about cultural compatibility?

What not to do...

1. Assume everyone with questions about immigration is a racist.
2. Talk down to people because they view the world differently than you.
3. Dismiss concerns as ignorant and go on business as usual.
4. Assume people should know the facts.

Why do we need more immigrants?

- Clearly articulate the case: demographic, economic, sustainability.
- Tie to things that matter to people: health care, quality of life.
- Use examples that are relevant to people (e.g. nursing homes).
- How do you want to leave your community for the next generation?

Why should taxpayers spend money on immigrants?

- Differentiate between economic migrants and refugees.
- Show a clear ROI from increased tax revenues.
- Immigrants are not a significant burden on public services.

What about cultural compatibility?

- More of a narrative response.
- Canada has been attracting a significant number of immigrants for decades – our quality of life, ranking on world league tables, etc. is mostly getting better.
- Encourage people to get to know immigrants. They are facing the same challenges as the rest of us: the family budget, dealing with teenagers, getting ahead at work, etc.

Example: Immigration Matters (IRCC)

#IMMIGRATION #MATTERS

Economic Profile Series

Spring 2019

This series looks at 20 communities across Canada and highlights key labour market statistics and the role that immigration has played, or could play, to help these communities flourish. It is important to note that predicting future labour market demand can be challenging, as economies are always evolving. This profile uses current population and labour market trends to give a profile of how immigration might play a role in this community.

Ensuring Greater Moncton the role of immigration

The 2016 Census reported that more than 20% of the Greater Moncton workforce, or 18,000 workers, were over the age of 55. In the nursing and residential care sector, 30% of workers were over the age of 55, and in the truck transportation, construction and manufacturing sectors, the percentage of workers over the age of 55 is close to retirement age. There are not enough young people coming through the education system to meet the demand of the current labour market, let alone provide the workforce for future economic growth.

Greater Moncton: a thriving economic hub in Canada

Greater Moncton (population 152,000) is a major centre in New Brunswick and, over the past decade, has been the fastest-growing metropolitan area in the province. The local economy relies heavily on manufacturing and particularly services-based exports.

As an example, out of more than 100 manufacturing firms in the area, more than 70 are services-based.

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Ensuring Corner Brook the role of immigration

The looming workforce challenge
The 2016 Census reported that more than 20% of the Corner Brook workforce were over the age of 55. In the nursing and residential care sector, 34% of workers were over the age of 55, and in the truck transportation, construction and manufacturing sectors, the percentage of workers over the age of 55 is close to retirement age. There are not enough young people coming through the education system to meet the demand of the current labour market, let alone provide the workforce for future economic growth.

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Corner Brook: a small town with a big role

Corner Brook is the largest town in the province with a wide population catchment area (population 32,000)¹ is known for its role as a centre of commerce and industry in the North Atlantic.

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Ensuring Prince George the role of immigration

The 2016 Census reported that more than 20% of the Prince George workforce were over the age of 55. More than 30% of workers in the transportation, construction and products sectors were closing in on retirement age (Figure 1).

There are not enough young people coming through the education system to meet the demand of the current labour market, let alone provide the workforce for future economic growth.

Prince George: an important economic hub in northern B.C.

The Prince George urban area is a major economic hub and home to a large forest products sector with many workers.²

As a share of the total working population, the forest products sector in Prince George is also a retail and services hub and professional services.

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Economic Profile Series: Morden, Manitoba

Spring 2019

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Ensuring Morden remains a vibrant services economy in southern Manitoba: the role of immigration

The looming workforce challenge

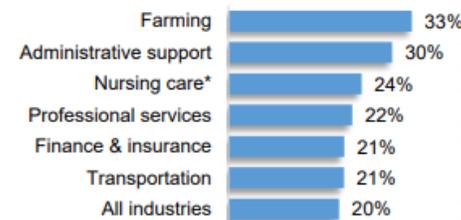
The 2016 Census reported that more than 20% of the City of Morden workforce was over the age of 55. In the wider urban area (the Winkler census agglomeration¹), 33% of everyone working in farming was over the age of 55, as were 30% of workers in administrative support services, 24% in nursing and residential care services, and 22% in professional services.

There are not enough young people coming through the education system to meet the demand of the current labour market, let alone provide the workforce needed to support economic growth in the coming years.

Morden has an important economic role in southern Manitoba

Morden is a city located in the Pembina Valley region of southern Manitoba. It has been growing rapidly in recent years, with an 11% population growth rate between 2011 and 2016. Morden is a regional services hub with a significant share of employment in industries such as education, health care and personal services, as well as a relatively large manufacturing sector featuring 12 firms and more than 750 workers. Morden's sister city, Winkler, has a high concentration of workers in trade, transportation and warehousing.

Figure 1: Share of the Winkler workforce¹ over the age of 55—selected industries



*Nursing and residential care services.
Source: Statistics Canada, 2016 Census.

Making the case: IRCC community profiles

- Part of the Immigration Matters initiative
- 20+ communities profiled to date, large and small
- Makes the case for immigration in simple terms. Includes concepts such as:
 - Share of the workforce over the age of 55 by industry.
 - Demographic realities in the community – natural population growth rates, migration, etc.
 - Labour market trends.
 - The role of immigration (or not) to support economic growth.
 - Community economic development plans.
 - What's at stake if the community cannot boost population in the coming years?

IMMIGRATION # ÇACOMPTE

Série de profil
Printemps 2019

Cette série de profil porte sur le marché du travail et le rôle que l'immigration pourrait jouer pour aider ces collectivités à s'épanouir. Il convient de souligner qu'il peut être difficile de prévoir la demande future sur le marché du travail, car les économies évoluent constamment. Ce profil utilise les tendances actuelles de la population et du marché du travail pour donner un profil de la façon dont l'immigration pourrait jouer un rôle dans cette communauté.

Veiller à ce que le Grand centre urbain

Le défi émergent
D'après le Recensement de 2016, près de 30 % des travailleurs de plus de 55 ans. Plus de 30 % des travailleurs de plus de 55 ans, et une proportion importante de ces travailleurs sont proches de la retraite dans les domaines de l'administration, des services professionnels et des services de soutien.

Edmundston : position en transition
La région d'Edmundston est située dans un secteur en croissance et pourrait ouvrir de nouvelles opportunités dans les années à venir. Elle est proche de l'Ontario, ce qui se traduit par une demande de services de santé, de services sociaux et de services communautaires.

Cependant, la situation pourrait entraver...

IMMIGRATION # ÇACOMPTE

Série de profils économiques
Printemps 2019

Cette série de profils porte sur 20 collectivités au Canada et met en évidence les statistiques clés sur le marché du travail et le rôle que l'immigration a joué ou pourrait jouer pour aider ces collectivités à s'épanouir. Il convient de souligner qu'il peut être difficile de prévoir la demande future sur le marché du travail, car les économies évoluent constamment. Ce profil utilise les tendances actuelles de la population et du marché du travail pour donner un profil de la façon dont l'immigration pourrait jouer un rôle dans cette communauté.

Veiller à ce que le Grand Sud de l'Ontario

D'après le recensement de 2016, près de 30 % des travailleurs de plus de 55 ans. Dans le secteur des transports et de l'entreposage, la proportion est de plus de 30 %, et une proportion importante de ces travailleurs sont proches de la retraite dans les domaines de l'administration, des services professionnels et des services de soutien.

Le nombre de jeunes passant par le système d'éducation est insuffisant pour répondre aux besoins du marché du travail actuel. Il est nécessaire de représenter le nombre de diplômés nécessaires à une croissance économique future.

Le Grand Sudbury : une importante municipalité
Le Grand Sudbury (165 000 habitants) est la deuxième plus grande municipalité en Ontario. Elle joue un rôle de taille dans l'économie de la collectivité et constitue également une source importante de diplômés en éducation et de services communautaires.

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Maintenir la dynamique de l'immigration

D'après le recensement de 2016, près de 30 % des travailleurs de plus de 55 ans. Trente pour cent des travailleurs de plus de 55 ans, et une proportion importante de ces travailleurs sont proches de la retraite dans les domaines de l'administration, des services professionnels et des services de soutien.

Le nombre de diplômés qui sortent des établissements d'enseignement n'est pas suffisant pour répondre à la demande actuelle du marché du travail, et cette situation pourrait faire obstacle à la croissance à long terme de la collectivité.

Winnipeg : un carrefour
Winnipeg (826 000 habitants) est la troisième plus grande région métropolitaine affluente au Canada.

IMMIGRATION # ÇACOMPTE

Série de profils économiques : Medicine Hat (Alberta)
Printemps 2019

Cette série de profils porte sur 20 collectivités au Canada et met en évidence les statistiques clés sur le marché du travail et le rôle que l'immigration a joué ou pourrait jouer pour aider ces collectivités à s'épanouir. Il convient de souligner qu'il peut être difficile de prévoir la demande future sur le marché du travail, car les économies évoluent constamment. Ce profil utilise les tendances actuelles de la population et du marché du travail pour donner un profil de la façon dont l'immigration pourrait jouer un rôle dans cette communauté.

S'assurer que Medicine Hat aura la main-d'œuvre dont elle aura besoin dans l'avenir : le rôle de l'immigration

Le défi imminent de la main-d'œuvre
D'après le recensement de 2016, près de 30 % des travailleurs de plus de 55 ans. Ce sont quelque 9 500 travailleurs qui, compte tenu de leur âge, devraient prendre leur retraite d'ici une dizaine d'années. Plus de 30 % des travailleurs du secteur des transports et de l'entreposage et du secteur des services administratifs et de soutien ont plus de 55 ans (figure 1).

Le nombre de diplômés qui sortent des établissements d'enseignement n'est pas suffisant pour répondre à la demande actuelle du marché du travail, et cette situation pourrait faire obstacle à la croissance à long terme de la collectivité.

Medicine Hat joue un rôle de premier plan dans l'économie du sud-est de l'Alberta
L'économie de Medicine Hat (population de 76 522 habitants) repose sur une variété d'industries, dont le secteur pétrolier et gazier, le secteur agricole et les services connexes. La collectivité cherche actuellement à attirer de nouvelles entreprises et à créer de nouvelles opportunités d'emploi.

Figure 1. Proportion de travailleurs de plus de 55 ans dans certains secteurs d'activité à Medicine Hat*



Source : Statistique Canada (Recensement de 2016).

Example: New Conversations (New Brunswick Multicultural Council)

new conversations

Economy. Immigration. Communities.

SCROLL

Start. Here. Now.

nouvelles conversations

Économie. Immigration. Communautés.

FAIRE DÉFILER

Commencez. Ici. Maintenant.



Shediac

Economy. Immigration. Communities.

[Click the image for the Shediac profile](#)



Moncton

Economy. Immigration. Communities.



Miramichi

Economy. Immigration. Communities.



Kent County

Economy. Immigration. Communities.



Bathurst

Economy. Immigration. Communities.



Edmundston

Economy. Immigration. Communities.



Western Restigouche

Economy. Immigration. Communities.



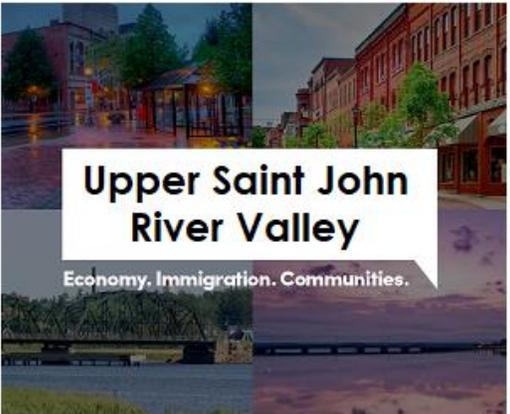
Campbellton

Economy. Immigration. Communities.



Acadian Peninsula

Economy. Immigration. Communities.



Upper Saint John River Valley

Economy. Immigration. Communities.



Fredericton

Economy. Immigration. Communities.



Sussex

Economy. Immigration. Communities.



Shediac

Économie. Immigration. Communautés.



Moncton

Économie. Immigration. Communautés.



Miramichi

Économie. Immigration. Communautés.



Le comté de Kent

Économie. Immigration. Communautés.



Bathurst

Économie. Immigration. Communautés.



Edmundston

Économie. Immigration. Communautés.



Restigouche-Ouest

Économie. Immigration. Communautés.



Campbellton

Économie. Immigration. Communautés.



La Péninsule acadienne

Économie. Immigration. Communautés.



La vallée du Haut-Saint-Jean

Économie. Immigration. Communautés.



Fredericton

Économie. Immigration. Communautés.



Sussex

Économie. Immigration. Communautés.

Making the case: New Conversations

- 15 community tour of New Brunswick (2018)
- Customized “The Case for Immigration” reports for each community.
- Linking immigration to broader community objectives such as sustainable high quality public services.
- Included media outreach, as well as social media elements.
- Videos prepared for each community.
- Testimonials – firms, immigrants, local leaders.



Questions?