

NORTHERN
POLICY INSTITUTE

INSTITUT DES POLITIQUES
DU NORD

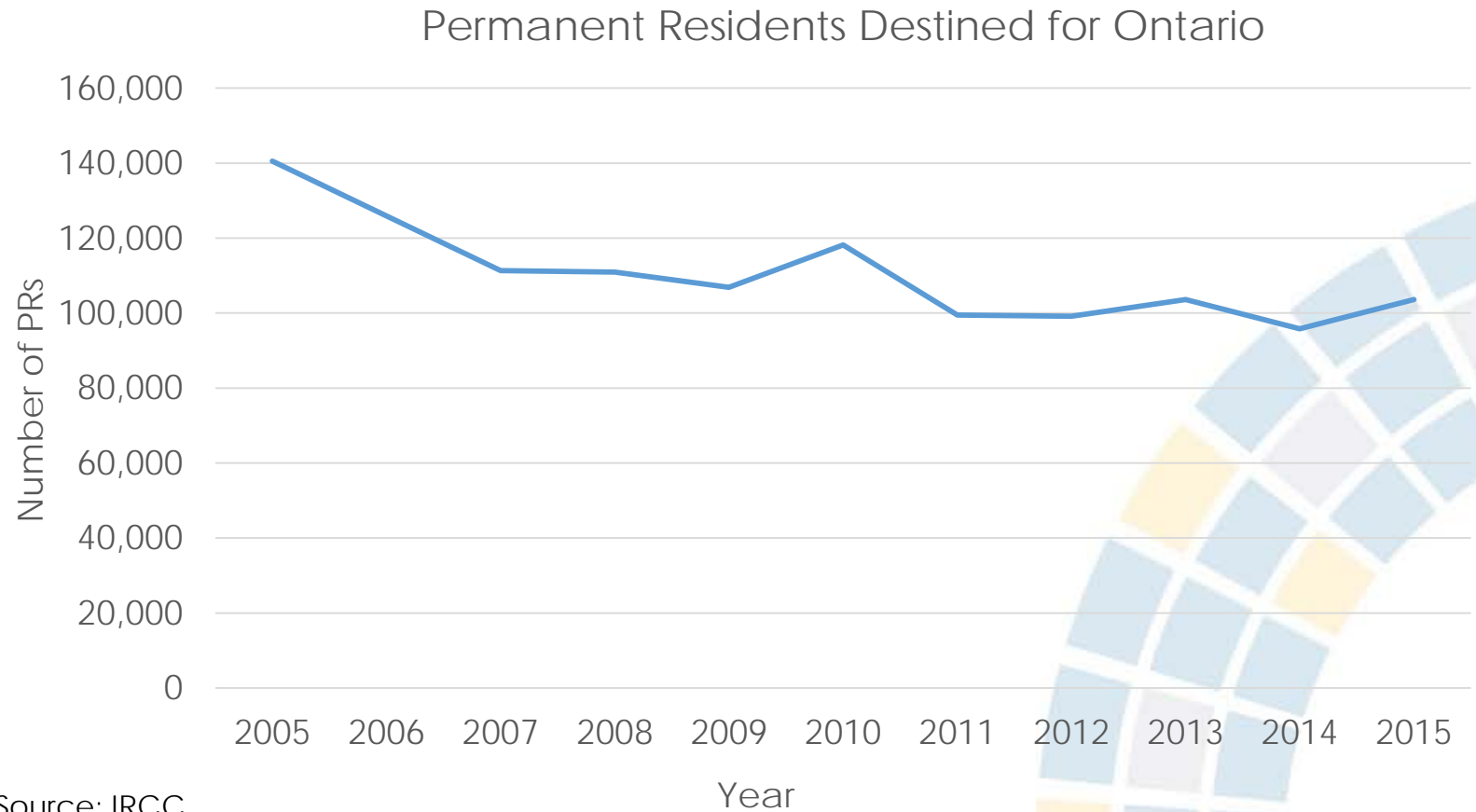
MIGRATION BY THE NUMBERS

ONEDC **MIGRATION** PRESENTATION

6 OCTOBER, 2016. SUDBURY
CHARLES CIRTWILL, PRESIDENT & CEO, NORTHERN POLICY INSTITUTE

Northern Ontario's Immigration Trends in Context

Ontario Immigration



Source: IRCC

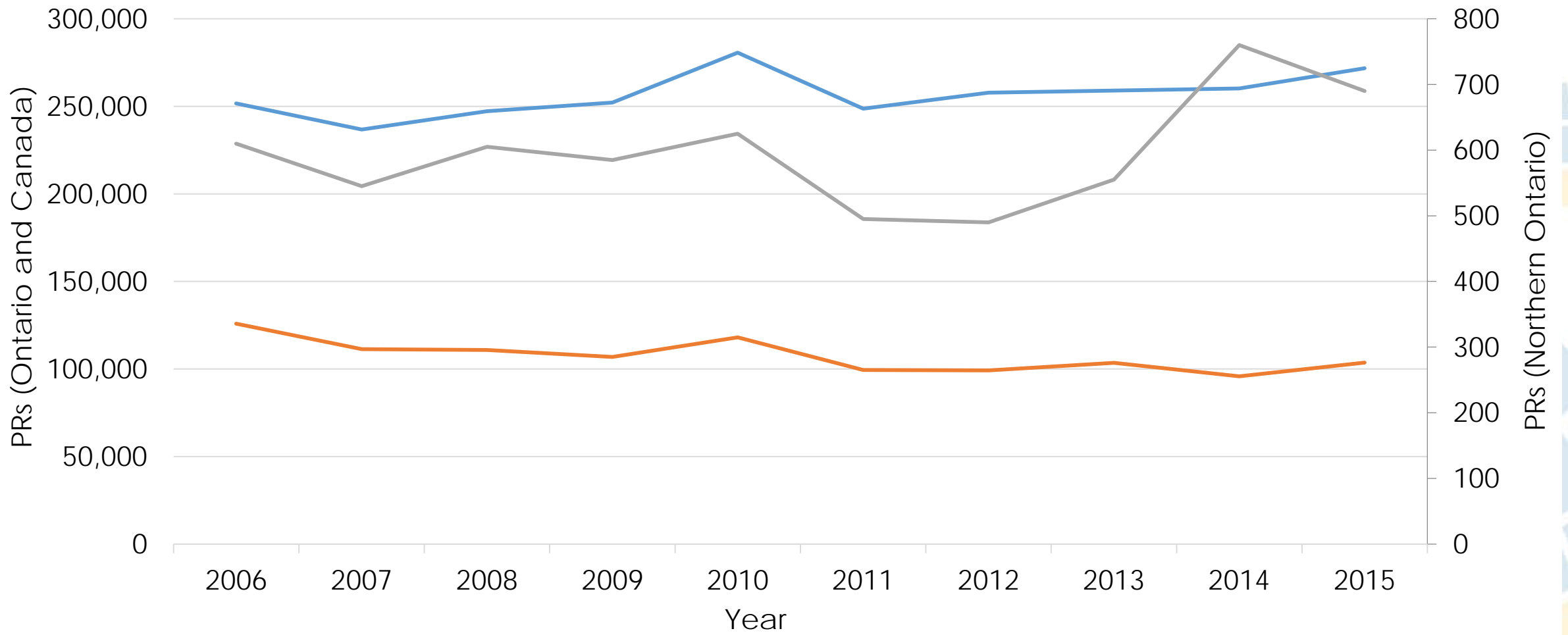
Ontario's Share of Immigration in Canada



Source: Forging Ahead Ontario's Immigration Strategy



Permanent Resident Admissions



Source: IRCC

— Canada — Ontario — Northern Ontario

PRs (Ontario and Canada)

PRs (Northern Ontario)

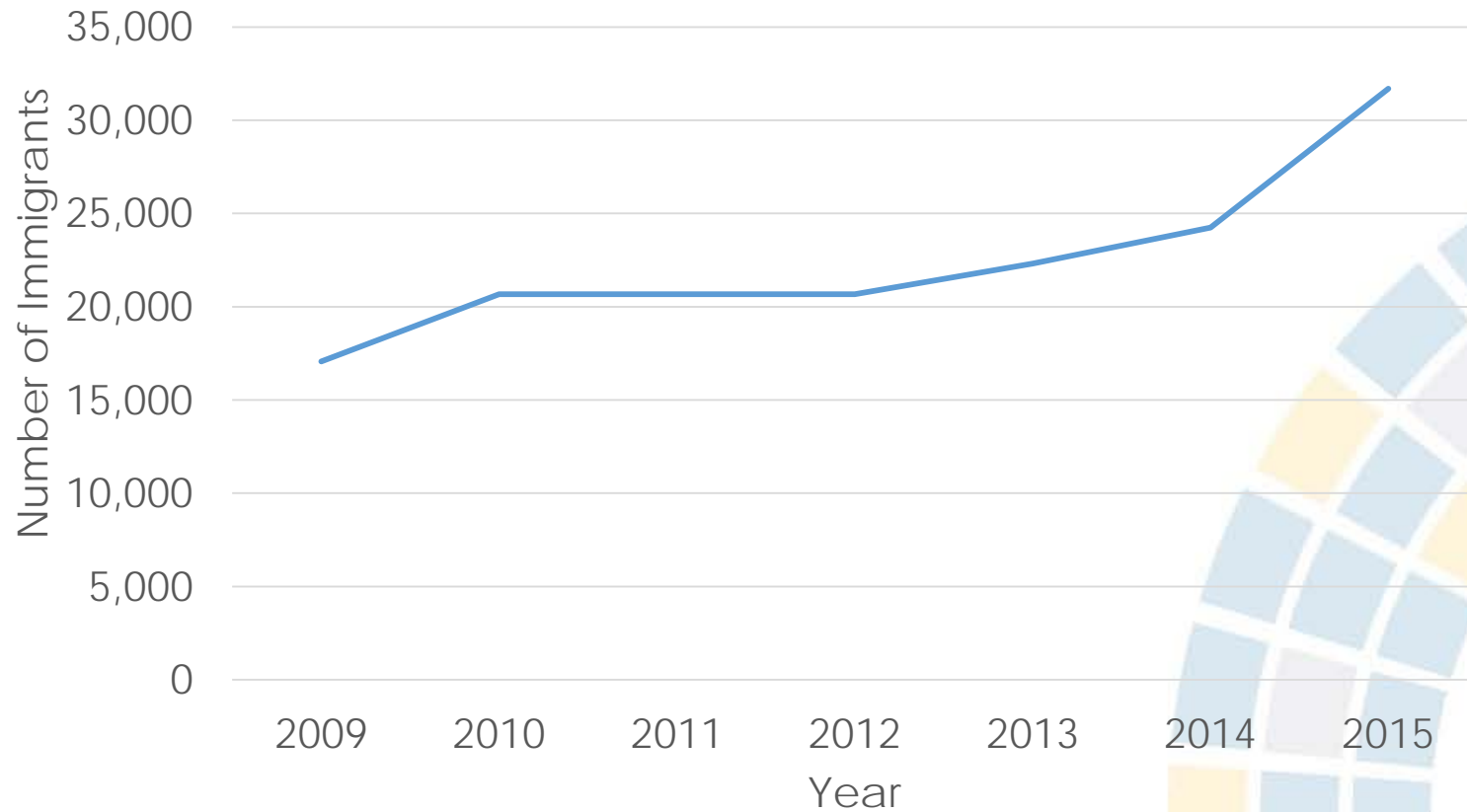




Provincial Nominee Program

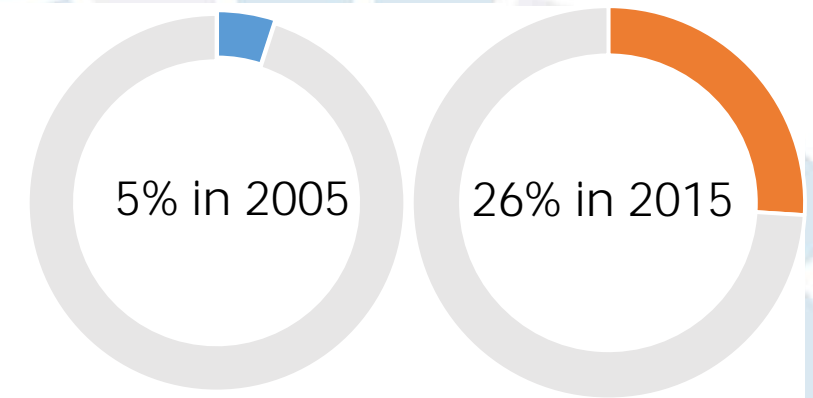
Gaining Prominence

Total Number of Provincial Nominations in Canada



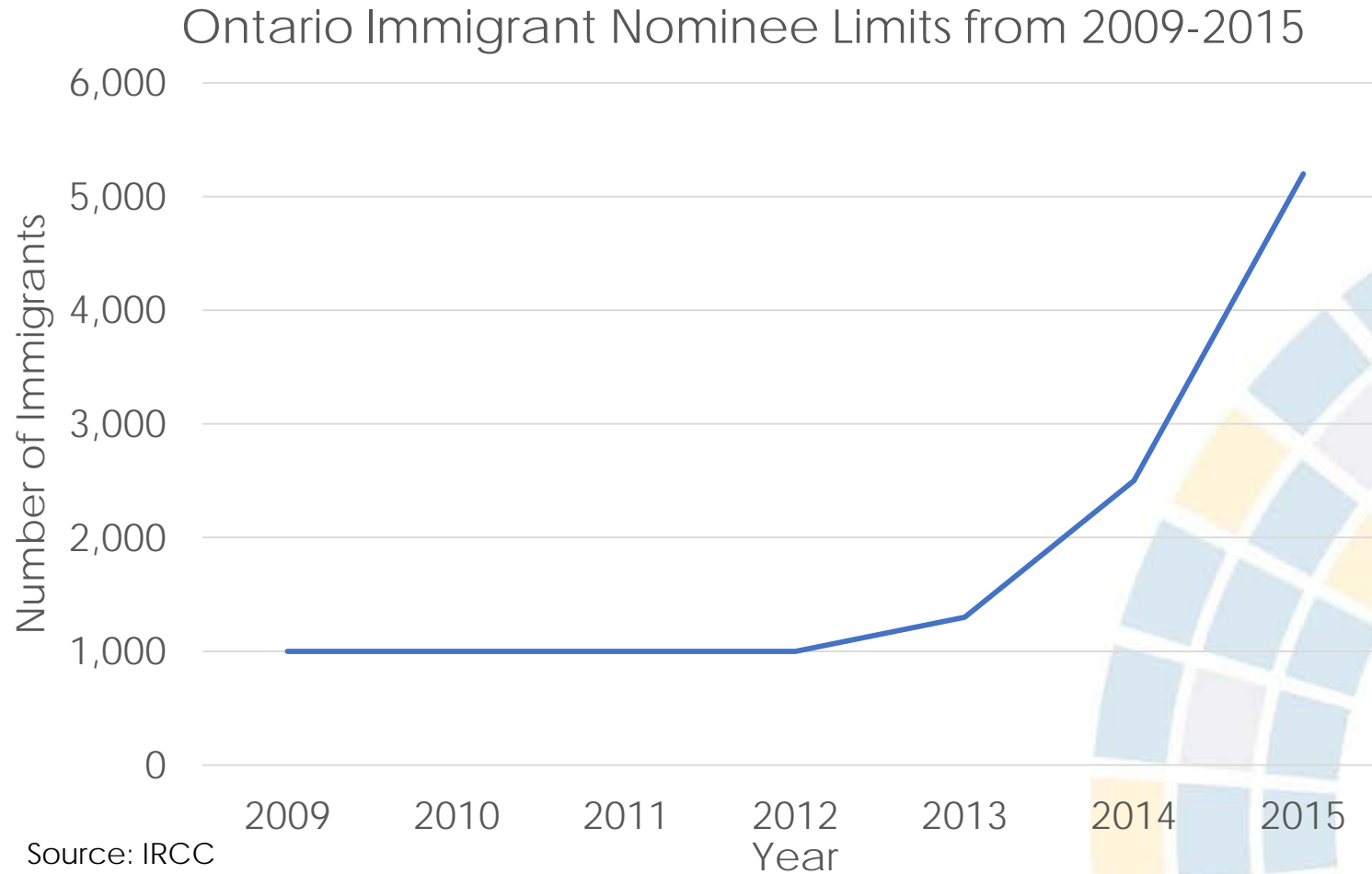
Source: IRCC

PNP Admissions as a Percentage of Canadian Economic Immigration



Source: IRCC Data and author's calculations

Ontario Immigrant Nominee Program



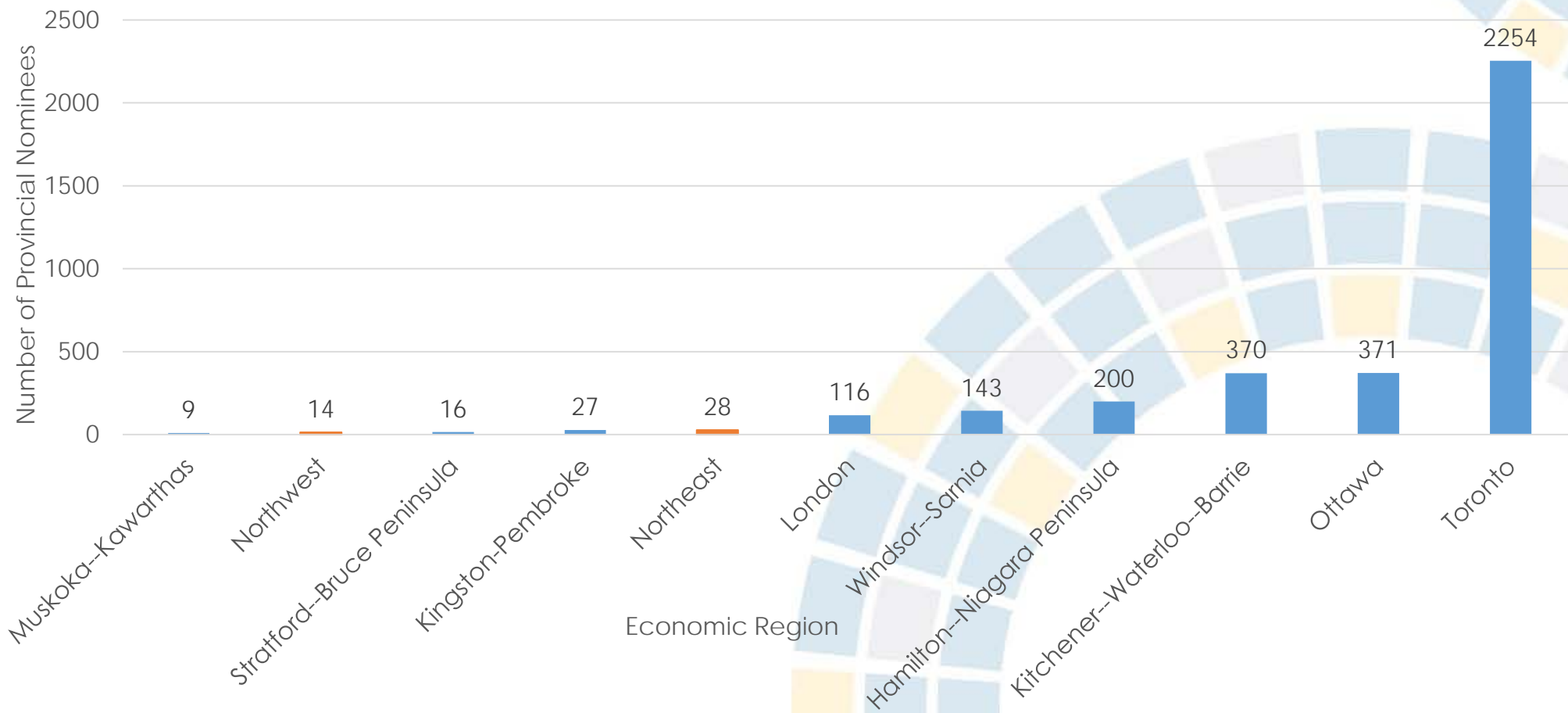
OINP only 6% of Ontario's economic immigration in 2015

In Manitoba the PNP was 91% of its economic immigration in 2015

In smaller regions like PEI it was 95% in 2015

Destinations of OINP Immigrants

Ontario Immigrant Nominees by Economic Region, 2015



Source: IRCC



OINP as Means of Immigrant Dispersion

- In 2015 almost half of all immigrants coming to Canada intended to settle in only 1 of 3 cities: Toronto, Vancouver or Montreal
- Needed to avoid concentration of immigrants in metropolitan areas which could:
 - Strain existing resources including housing, transportation, education and local employment opportunities
- Issue of equity—all share the costs of immigration, time to share the wealth



PNP Promoting Immigrant Dispersion?

- No, perhaps at the interprovincial it's been effective but not at the intraprovincial level
- The Toronto Immigrant Employment Data Initiative study suggests close to 80% of Ontario PNP immigrants from 1996-2009 immigrated to Toronto
- 2015 numbers show that number to be down to ~63%, indicating that the share of OINP immigrants going to Toronto has decreased



Carving out a piece of the PNP: Morden's example (the MCDII)

- Morden is a small town in Manitoba with a population of approximately 8000
- They successfully established a local immigration program under the MPNP which allows them to select 50 families a year to immigrate to Morden
- Municipality screens people for the PNP
- Conditions
 - Have to do an exploratory visit—1 week long where they get to explore lifestyle, employment, health and housing options
 - Have no connection to other parts of Canada
- Results: tremendous population growth and they're able to fill local employment needs and grow



Lessons from Morden

- Community needs to be receptive
- Jobs need to exist
- Morden is unique to the MPNP program, OINP would have to be modified before a similar program could be established
- Community needs to have a good relationship with the PNP administrators

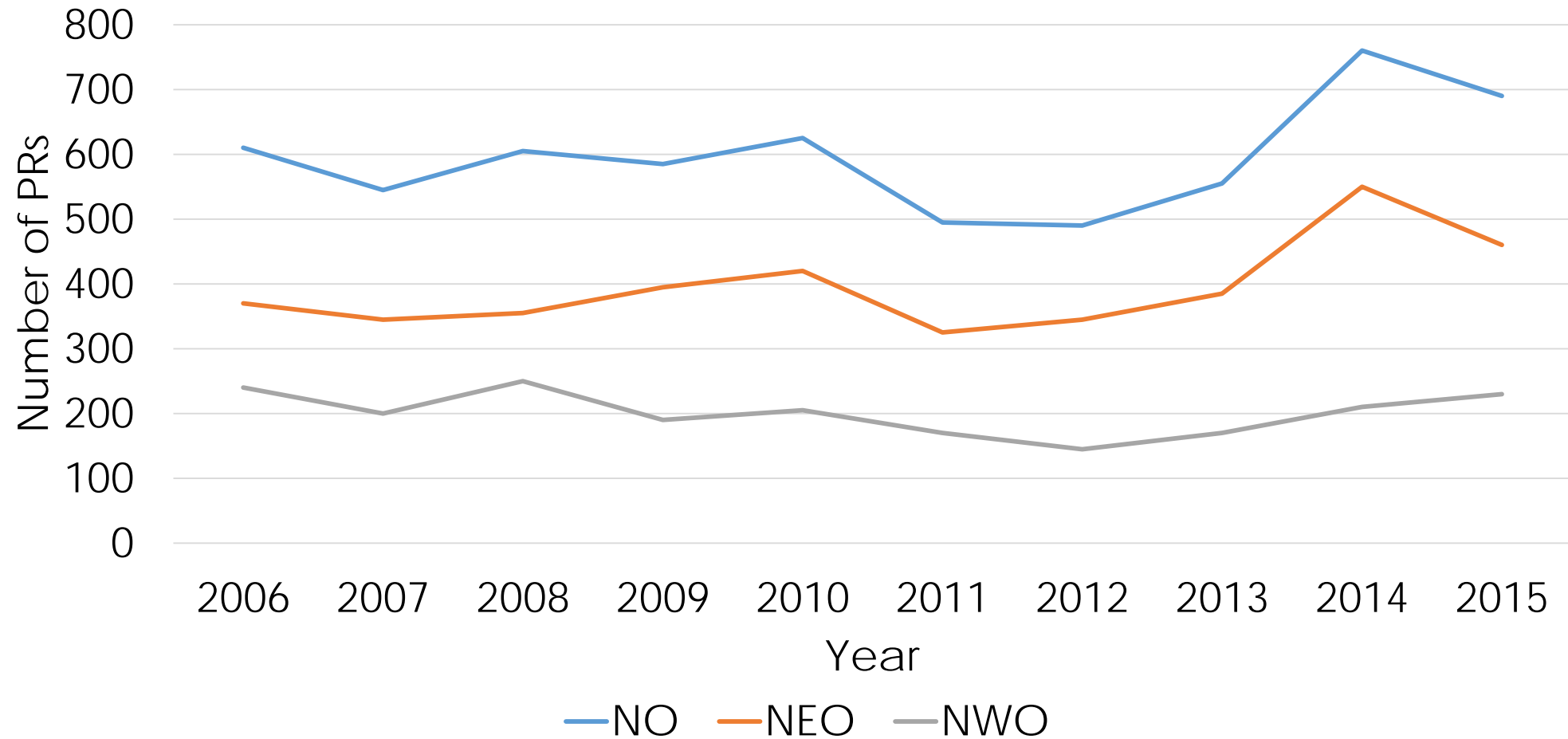


Quantifying Immigration in Northern Ontario

Primary Immigration

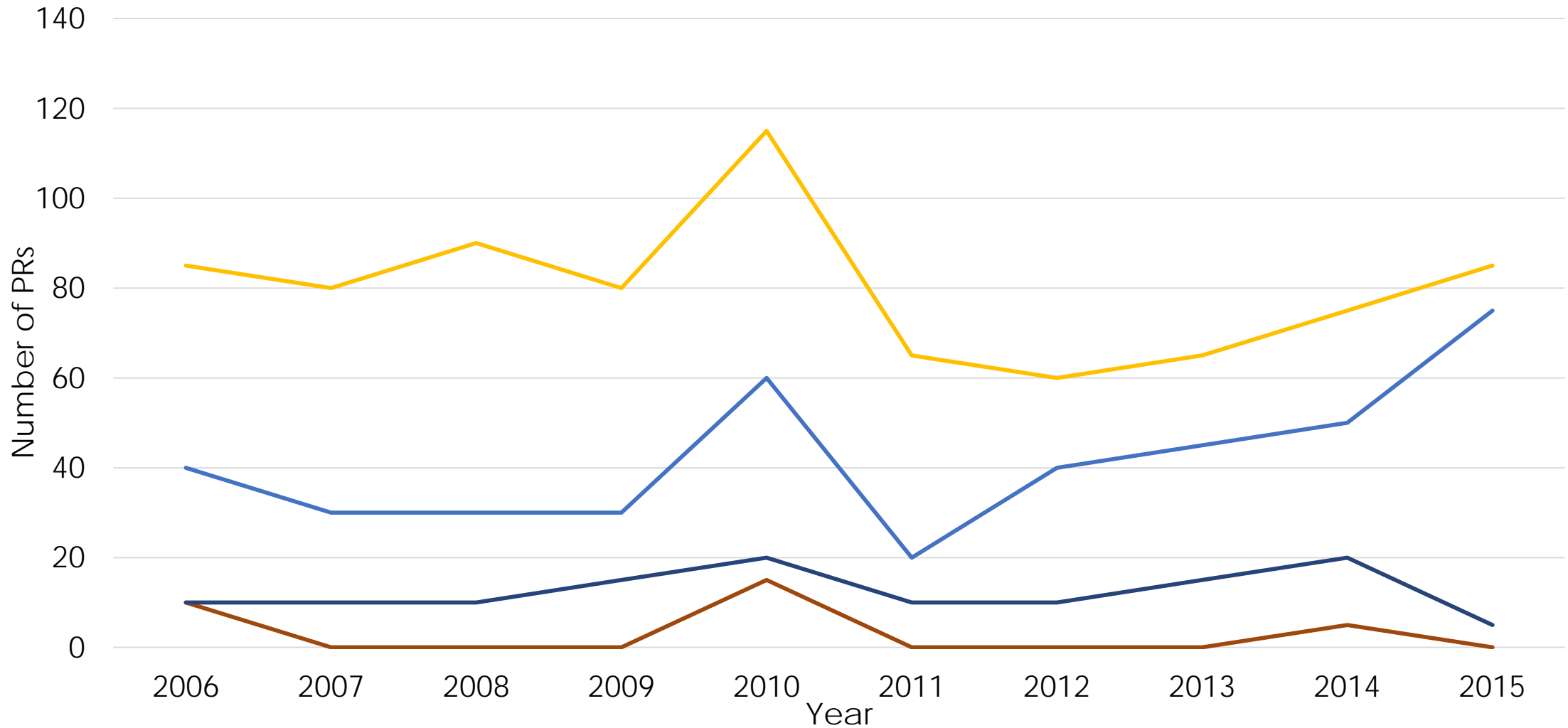
- Measures immigrants who immigrated directly to a community
- Statistics collected by the IRCC on stated intended destination at port-of-entry

Permanent Residents Intended Destination Annually (NO, NEO, NWO)



Source: IRCC

Permanent Residents Intended Destination NEO by CD



Source: IRCC

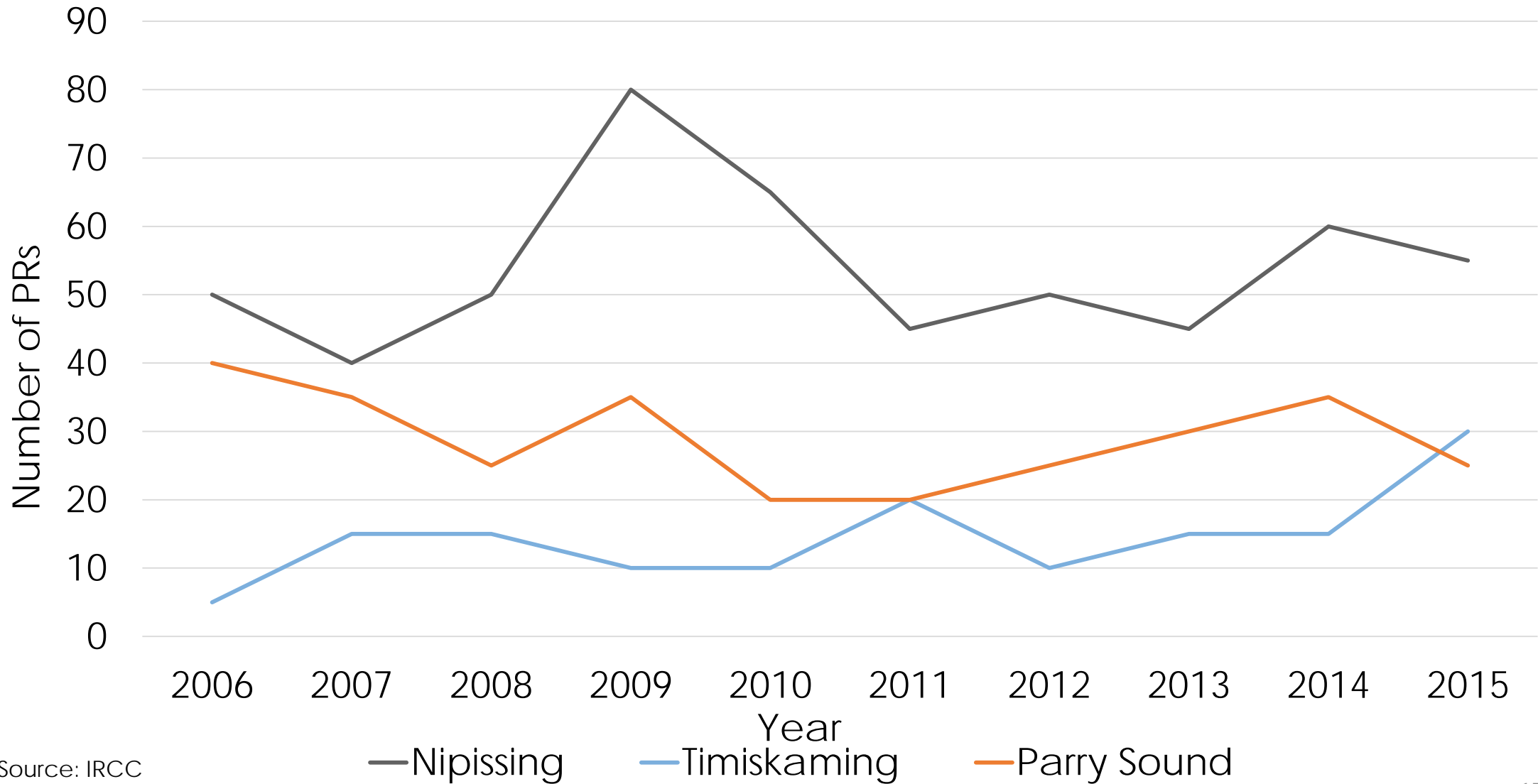
— Algoma

— Cochrane

— Manitoulin

— Sudbury

Permanent Residents Intended Destination NEO by CD



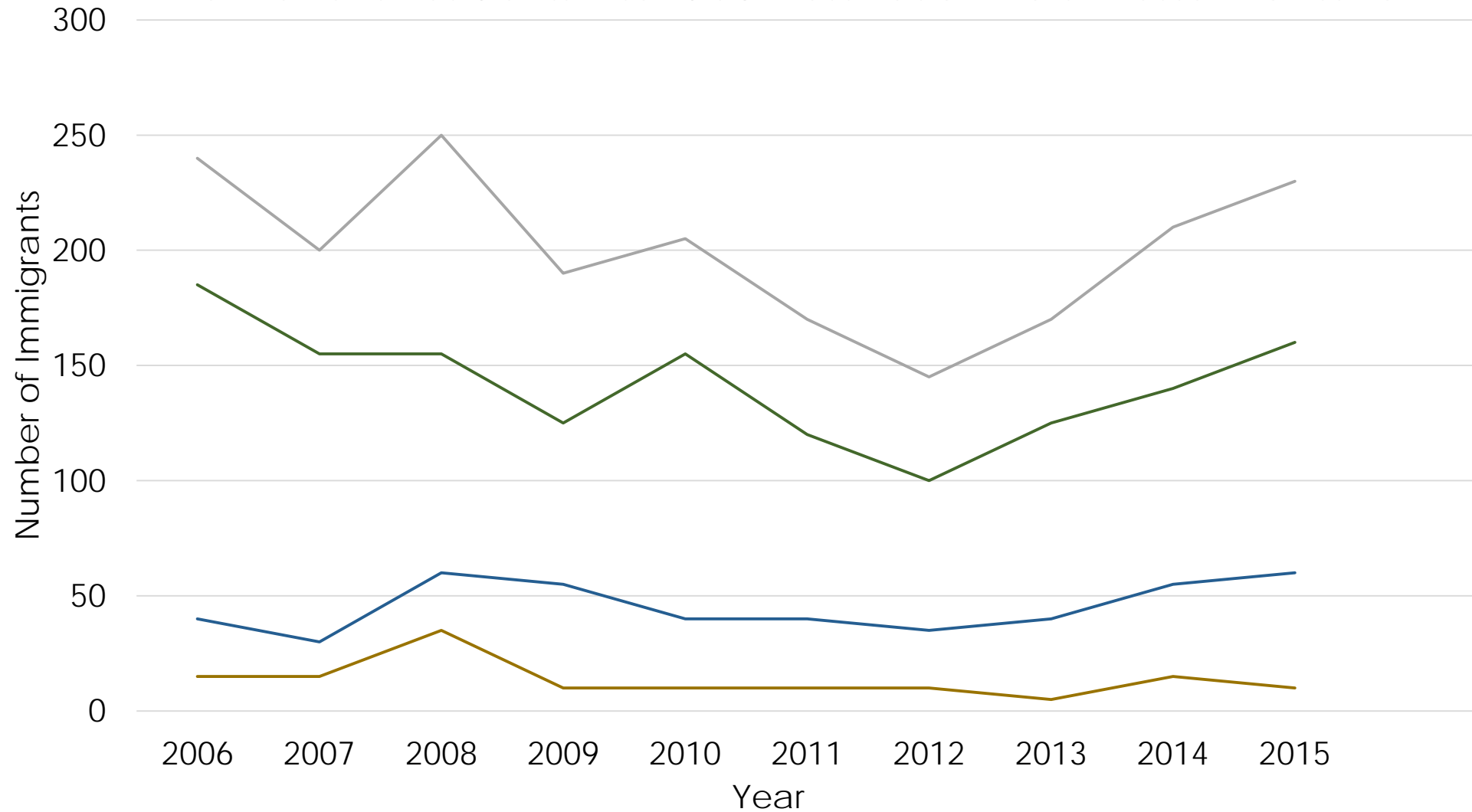
Source: IRCC

Permanent Residents Destined for Greater Sudbury



Source: IRCC

Permanent Residents Intended Destination Northwestern Ontario



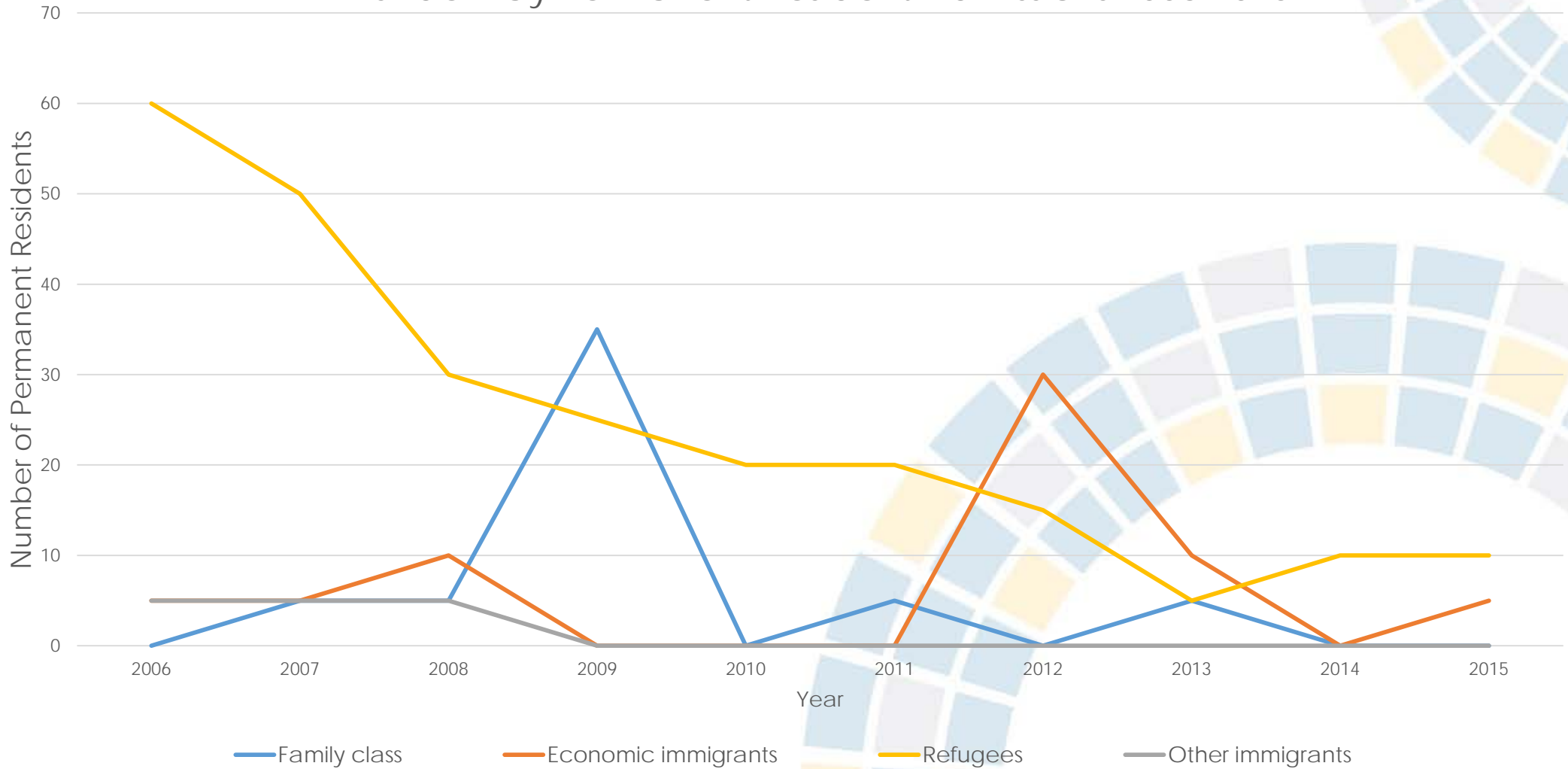
Source: IRCC

— NWO — Kenora — Rainy River — Thunder Bay

Primary Immigration by Categories



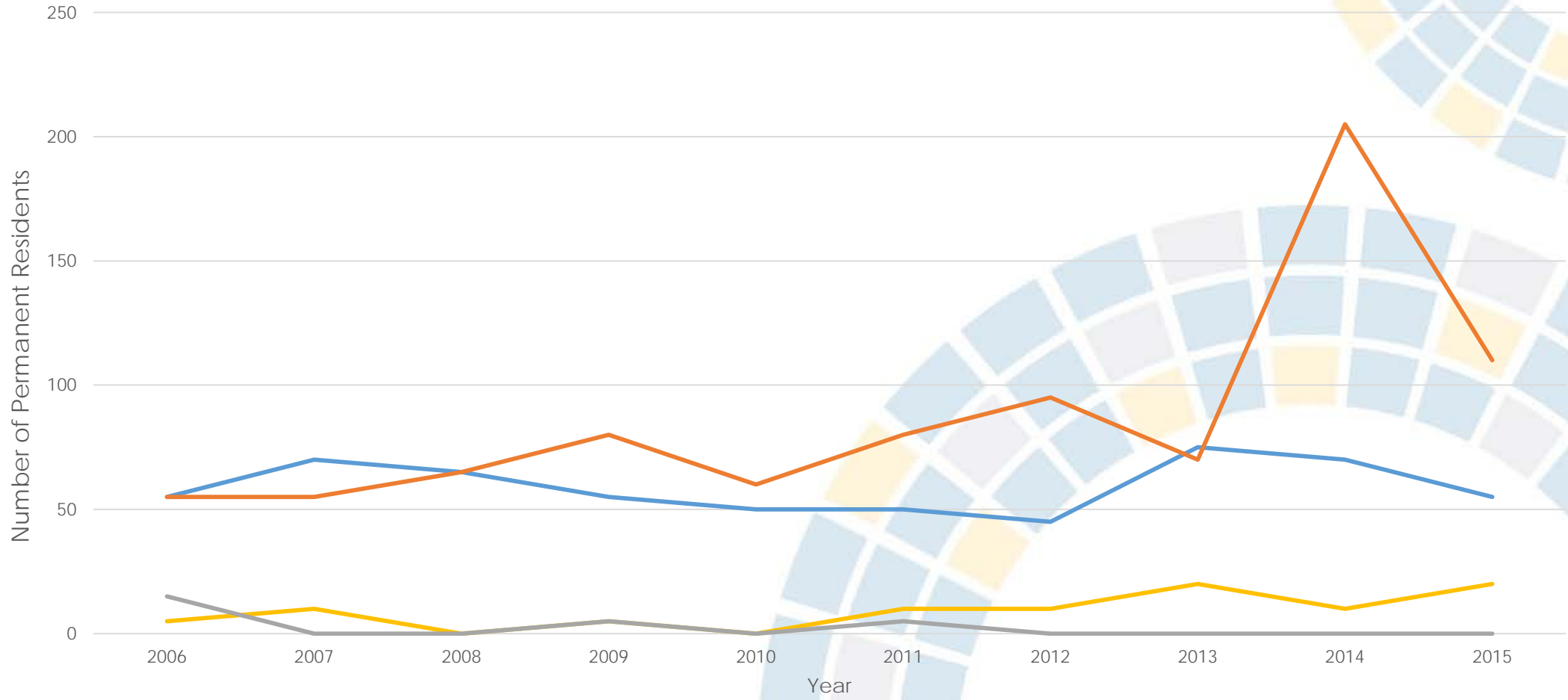
Thunder Bay Permanent Resident Admissions 2006-2015



Source: IRCC

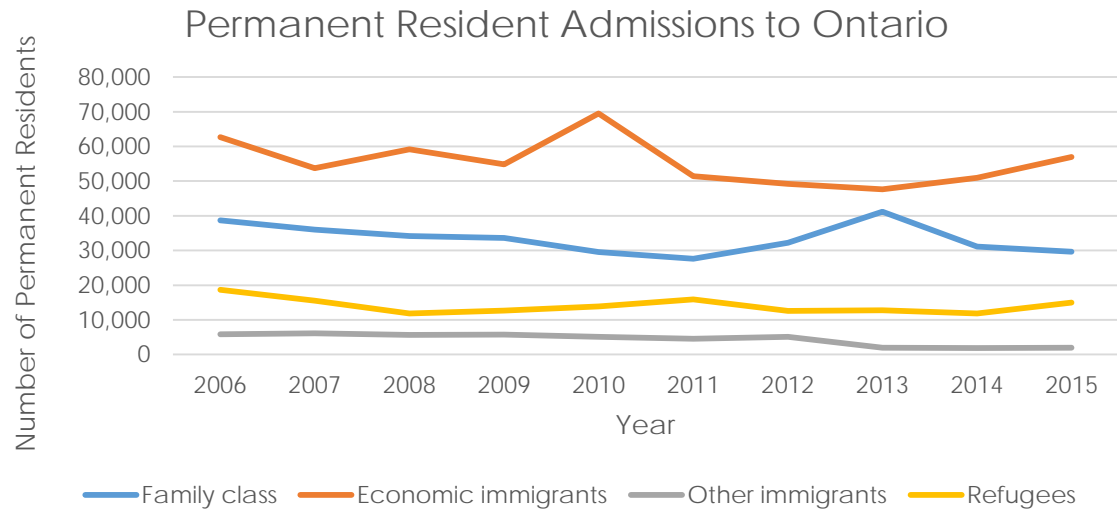


Greater Sudbury Permanent Resident Admissions 2006-2015

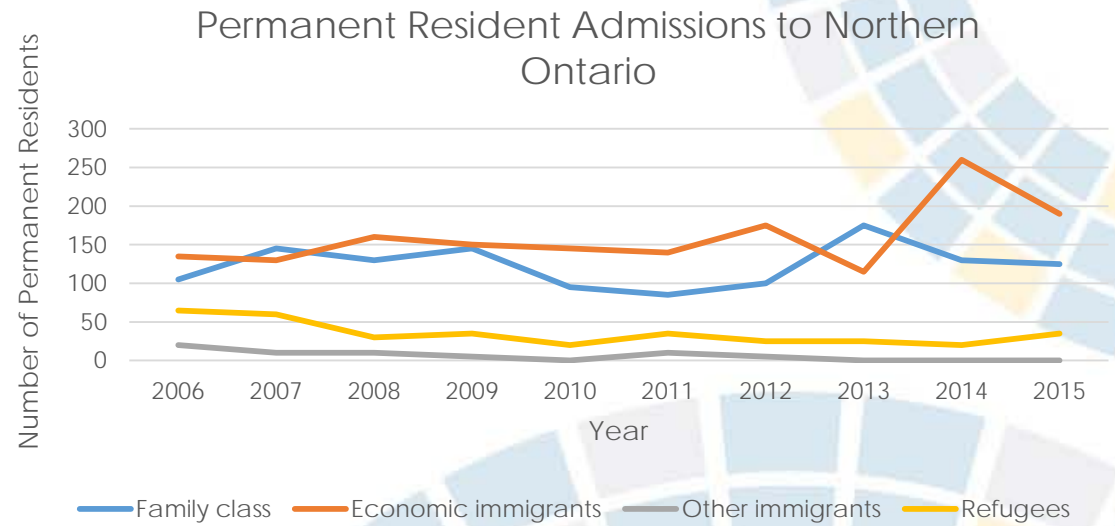


Source: IRCC

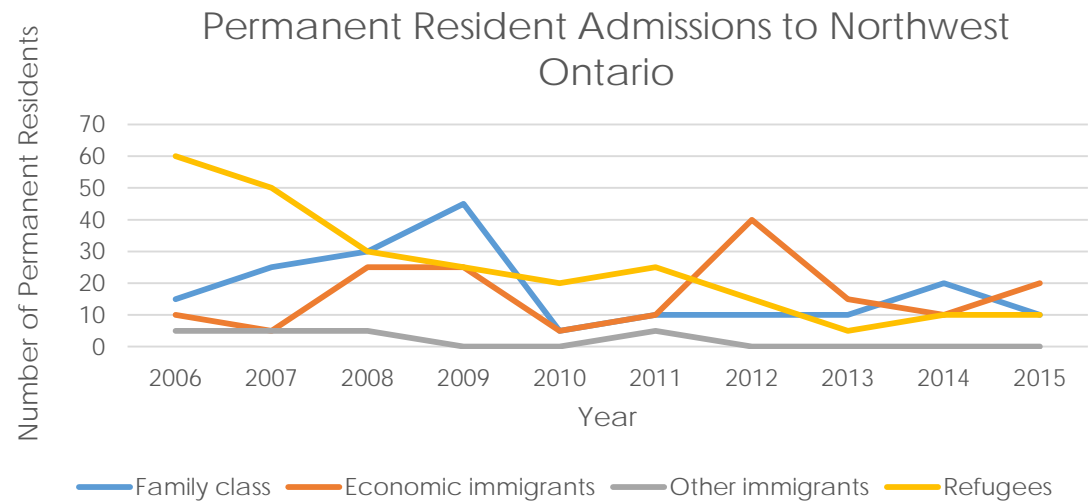
— Family class — Economic immigrants — Refugees — Other immigrants



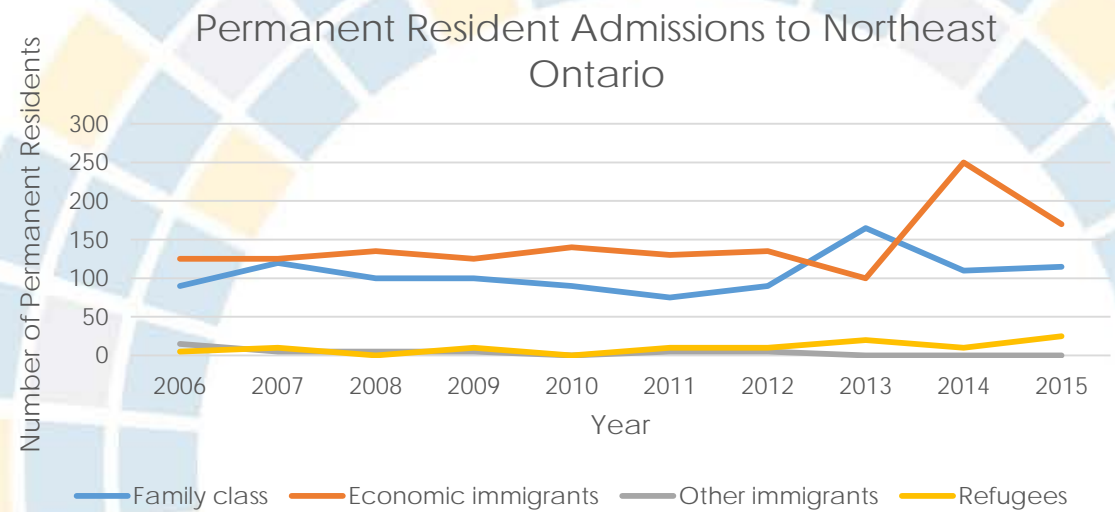
Source: IRCC



Source: IRCC



Source: IRCC



Source: IRCC

Secondary Migration



High Rates of Secondary Migration

Table 2.6: Over-time Secondary Migration Trajectories of Original Landing Cohort to Ontario, as Percentage of Original Cohort, 2001-2009 (odd years) (%)

		Same CSD	Intraprovincial move	Interprovincial move
2001	Initial Cohort	100.0	0.0	0.0
	3yrs Since Landing	60.2	31.3	2.6
	5yrs Since Landing	49.3	38.3	3.9
	10yrs Since Landing	36.8	43.7	5.1
2003	Initial Cohort	100.0	0.0	0.0
	3yrs Since Landing	62.1	28.5	3.7
	5yrs Since Landing	52.2	34.5	5.0
2005	Initial Cohort	100.0	0.0	0.0
	3yrs Since Landing	64.4	25.7	4.4
	5yrs Since Landing	54.3	32.7	5.1
2007	Initial Cohort	100.0	0.0	0.0
	3yrs Since Landing	66.2	25.2	2.9
	5yrs Since Landing	56.2	31.6	3.9
2009	Initial Cohort	100.0	0.0	0.0
	3yrs Since Landing	66.7	24.8	2.9

Source: IMDB

After 10 years over 40% of immigrants who landed in Ontario in 2001 had moved municipalities

Approximately 90% of that movement was in Ontario.

40% of skilled newcomers say that they are willing to consider relocation to small/rural towns—Attracting Immigrants to Ontario’s Non-Urban Communities

Estimating Secondary Migration in Northern Ontario

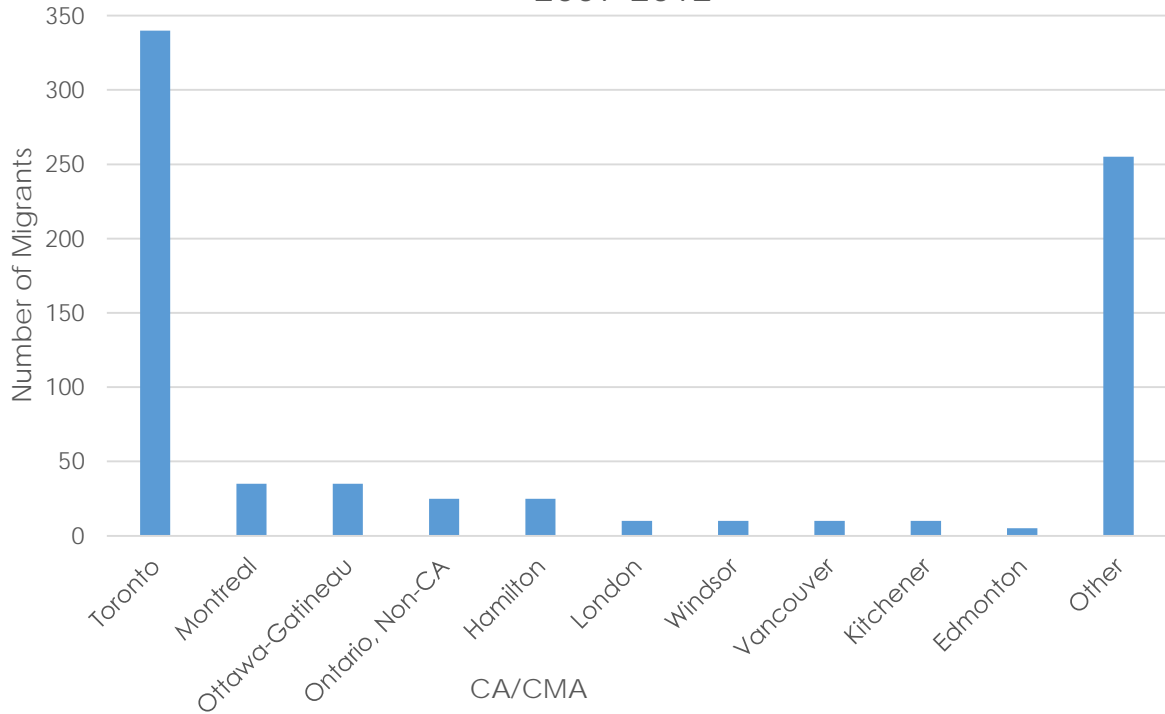
Community	% of Secondary Migrants Served in 2015
Sault Ste. Marie	~58%
Thunder Bay	~52%
North Bay	~43%
Timmins	~33%

Source: Multicultural Centre Data



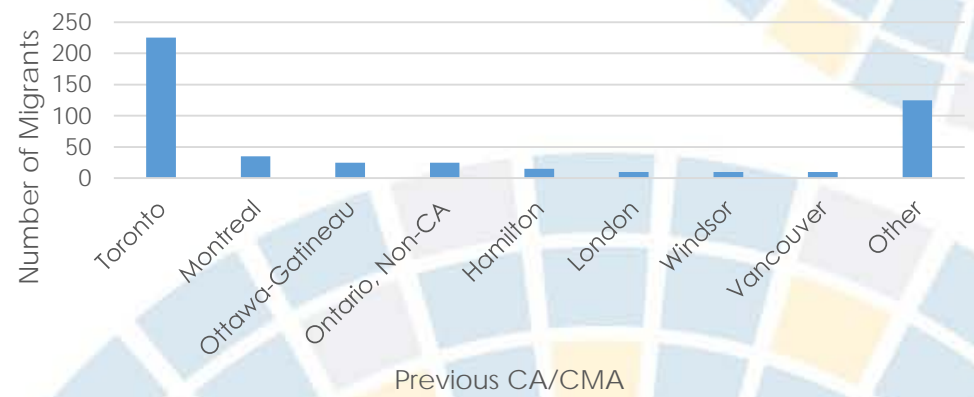
Where are secondary immigrants coming from?

Migrants To Northern Ontario by Previous CA/CMA 2007-2012



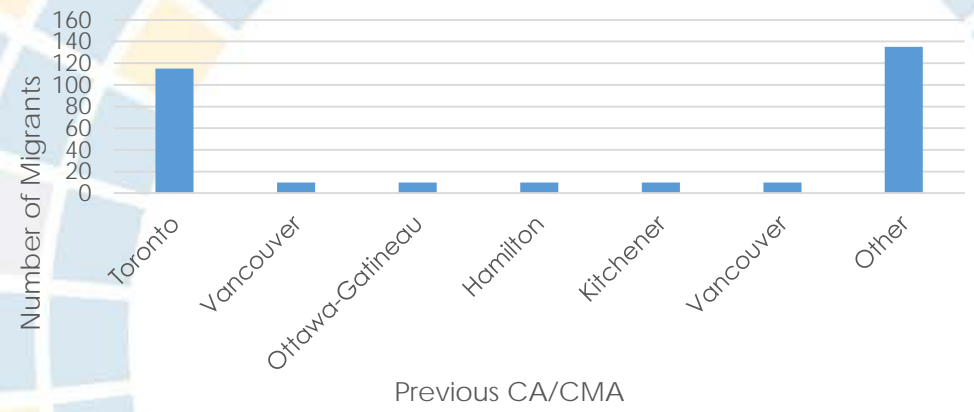
Source: Northern Ontario Immigration Report, 2015

Migrants to Northeastern Ontario Based on Previous CA/CMA 2007-2012



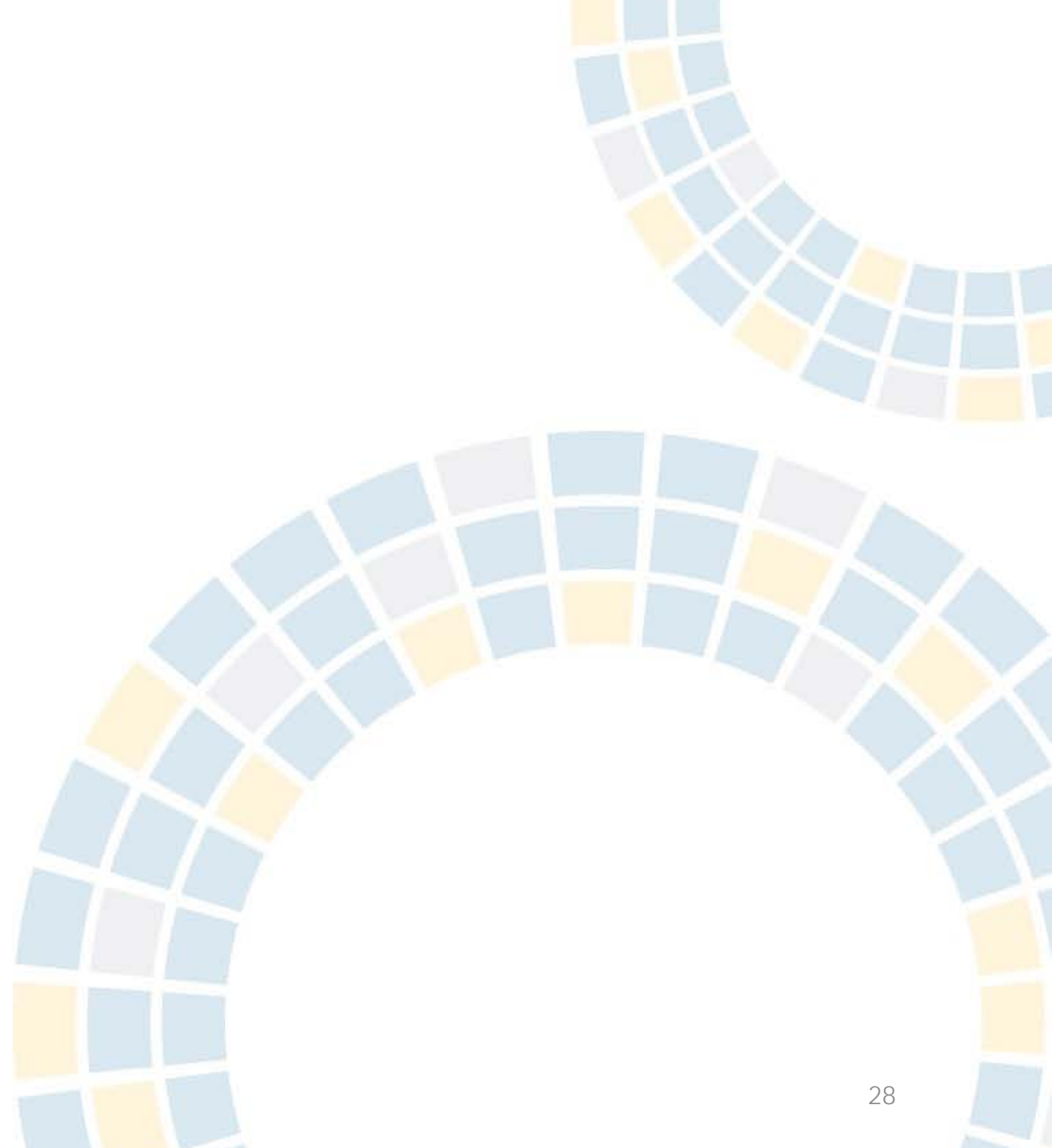
Source: Northern Ontario Immigration Report, 2015

Migrants to Northwestern Ontario Based on Previous CA/CMA 2007-2012



Source: Northern Ontario Immigration Report, 2015

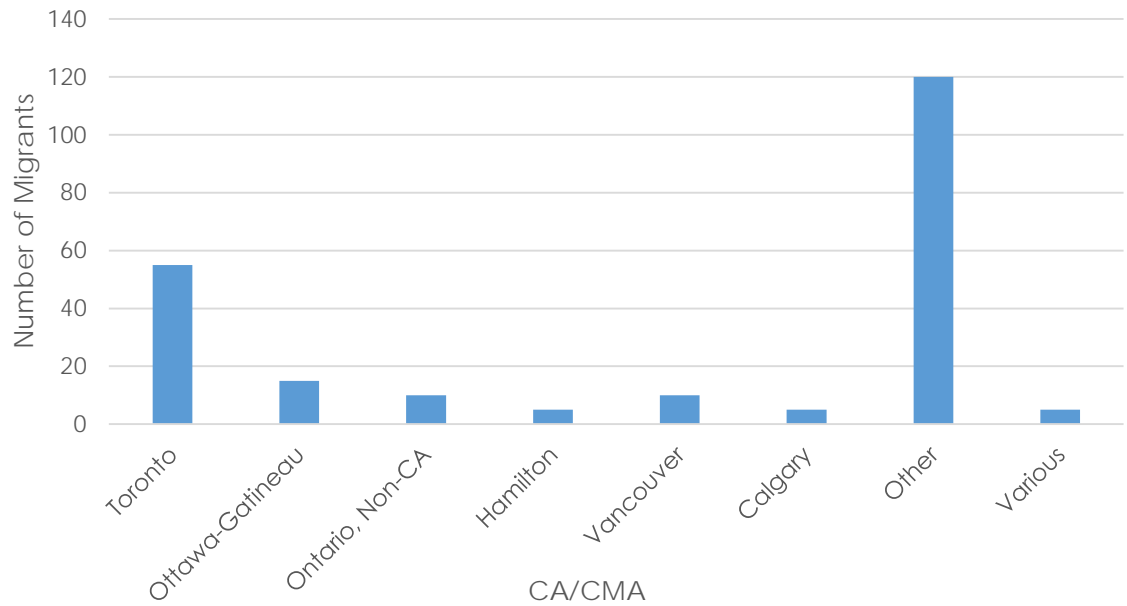
Retention





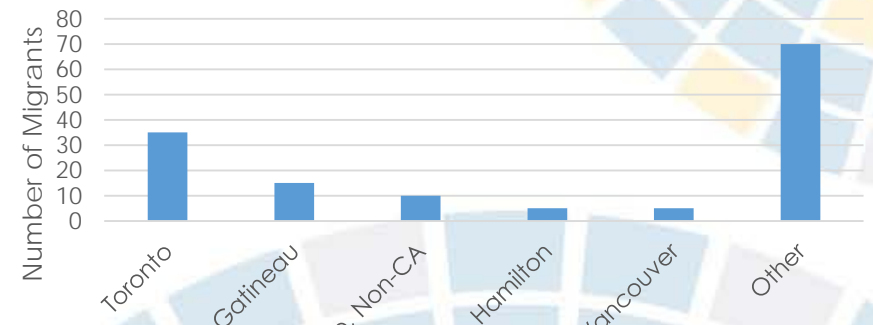
Retention: Where are immigrants leaving for?

Migrants From Northern Ontario To CA/CMA 2007-2012



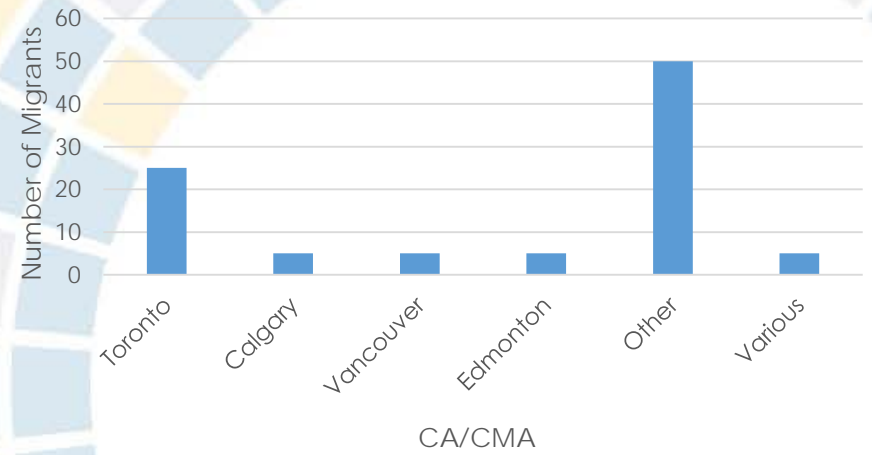
Source: Northern Ontario Immigration Report, 2015

Migrants From Northeastern Ontario To CA/CMA 2007-2012



Source: Northern Ontario Immigration Report, 2015

Migrants From Northwestern Ontario To CA/CMA 2007-2012

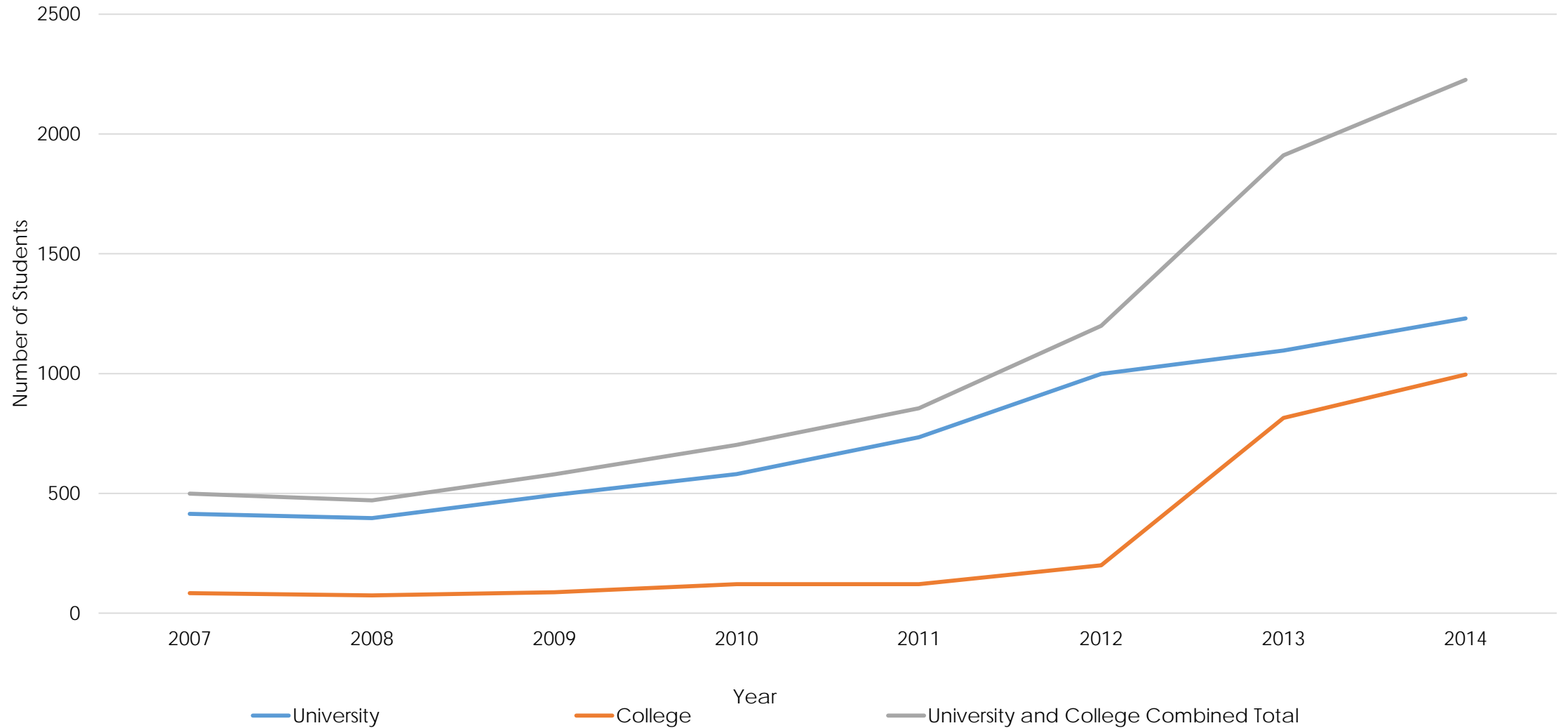


Source: Northern Ontario Immigration Report, 2015

International Students

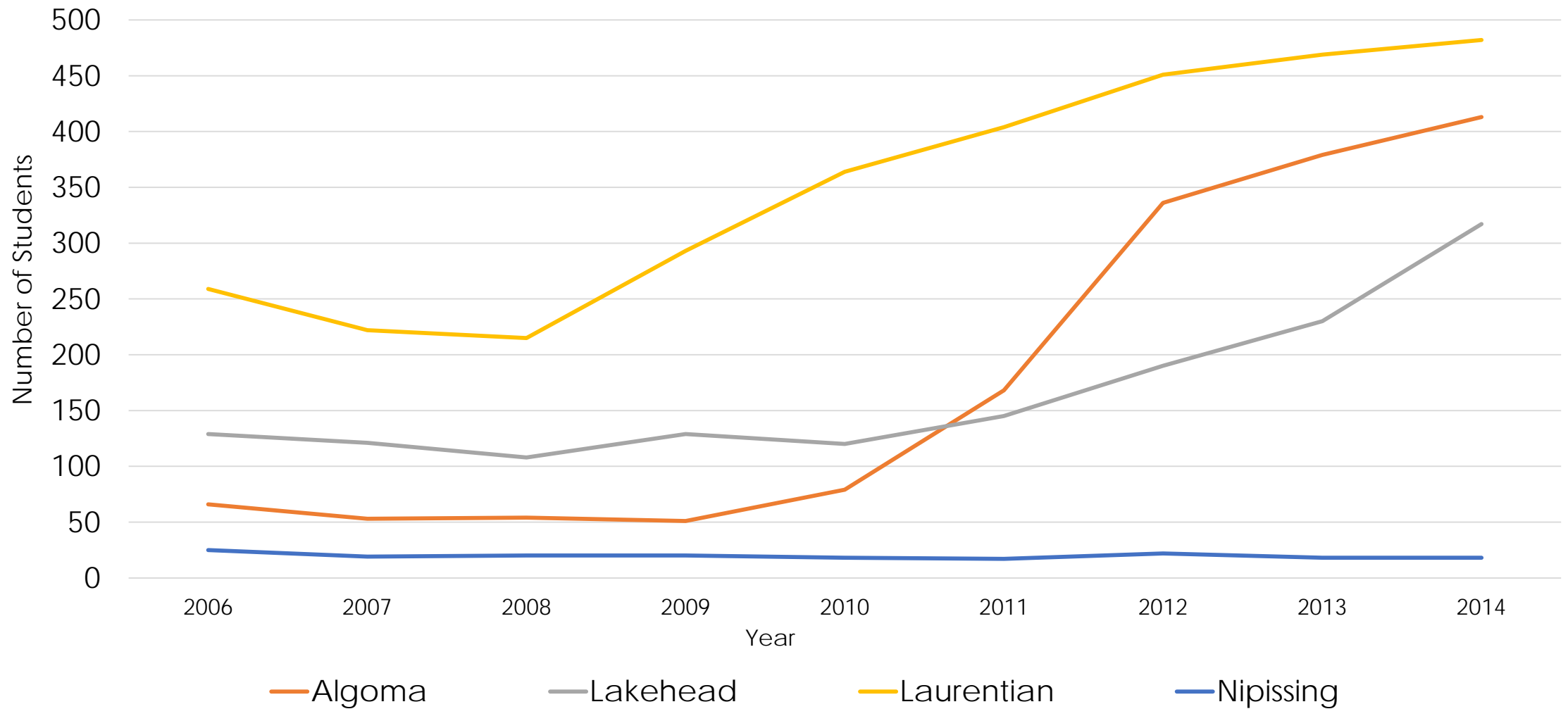


International Students Studying at Northern Ontario Post-Secondary Institutions



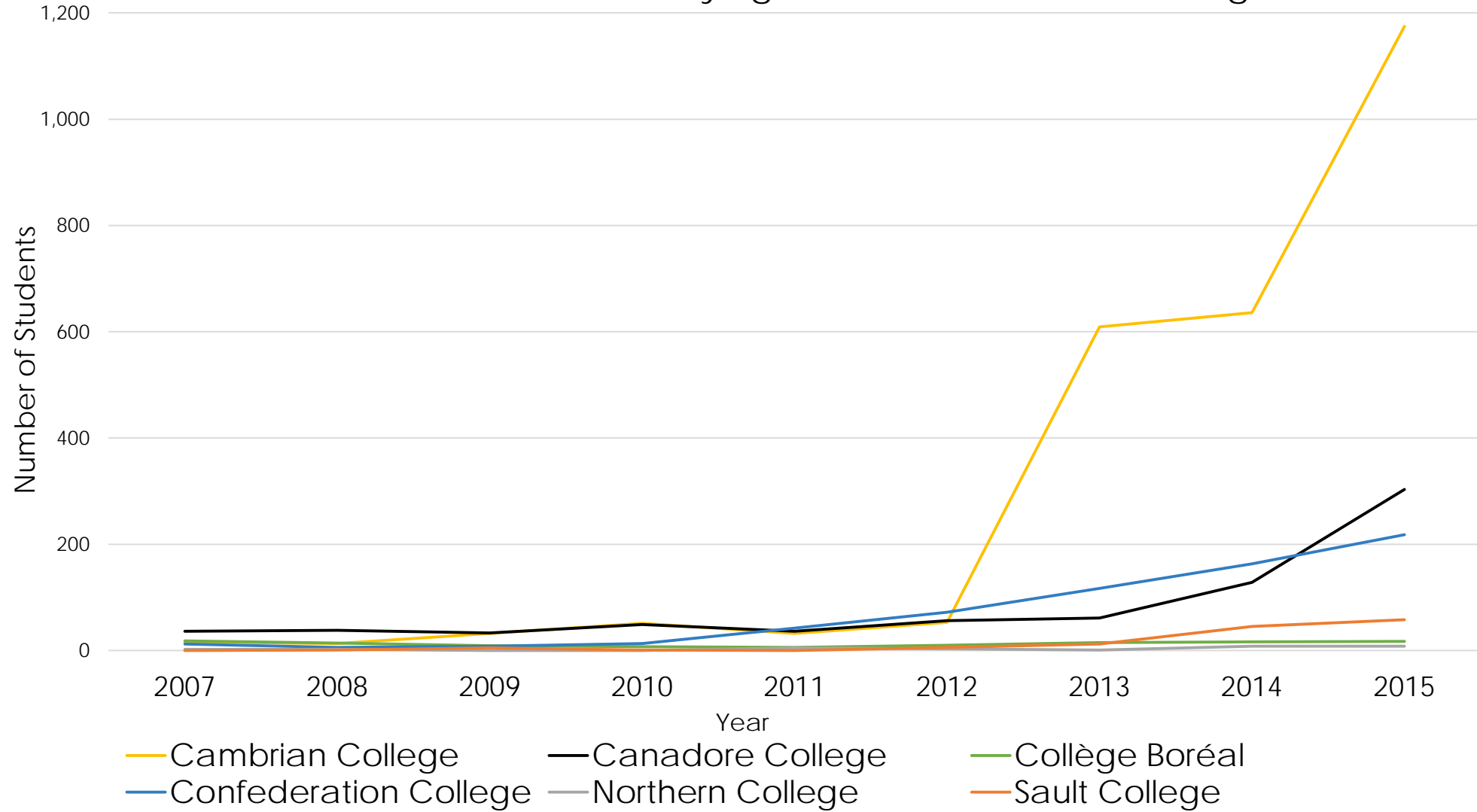
Source: CUDO and OCAS

International Students Studying at Northern Ontario Universities



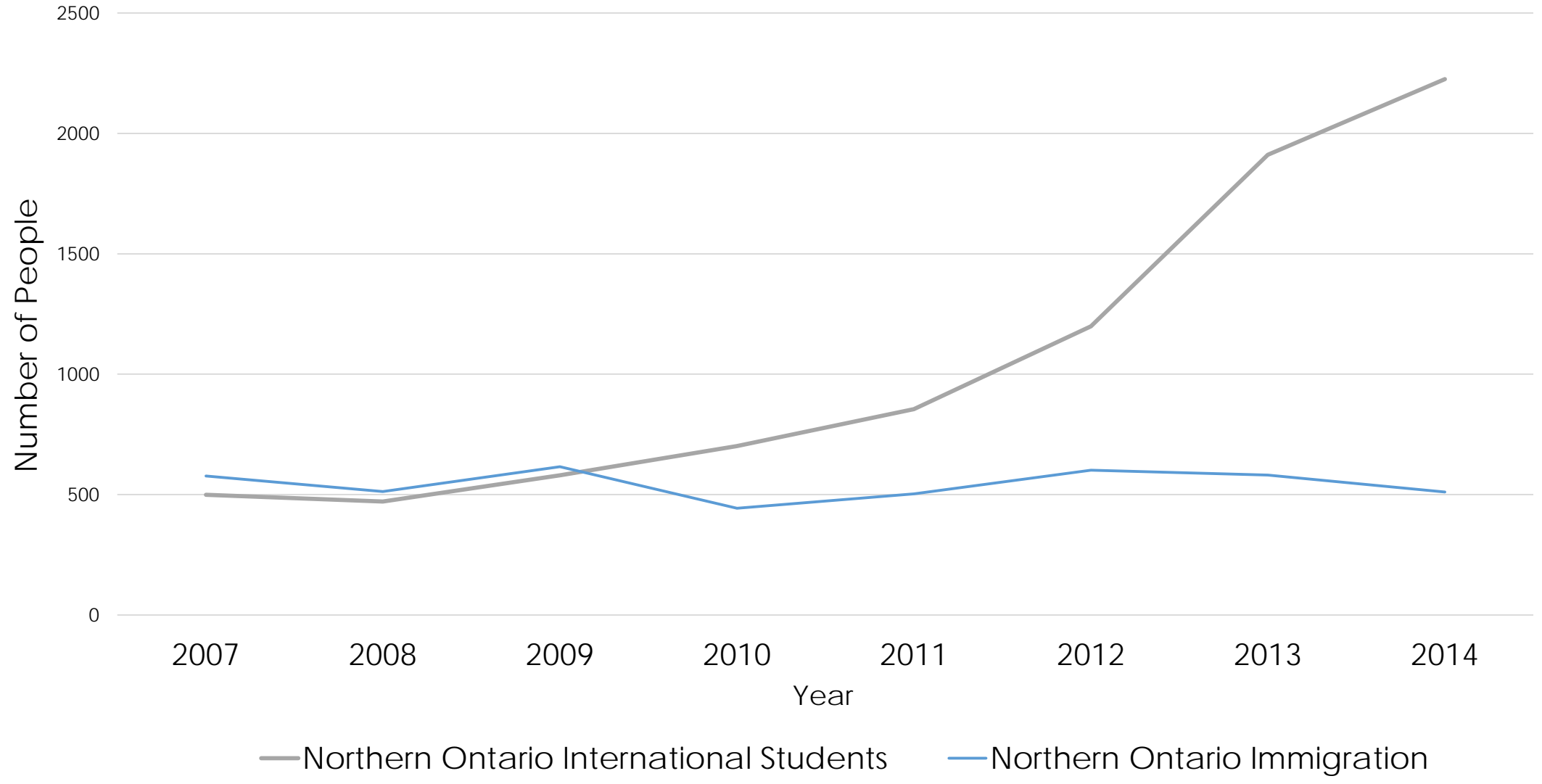


International Students Studying at Northern Ontario Colleges





Comparing International Student Growth to Northern Ontario Immigration



Source: CUDO, OCAS and CANSIM 051-0063



International Students

International Students: A Gold Mine for Canada's Economy



THE GLOBE AND MAIL

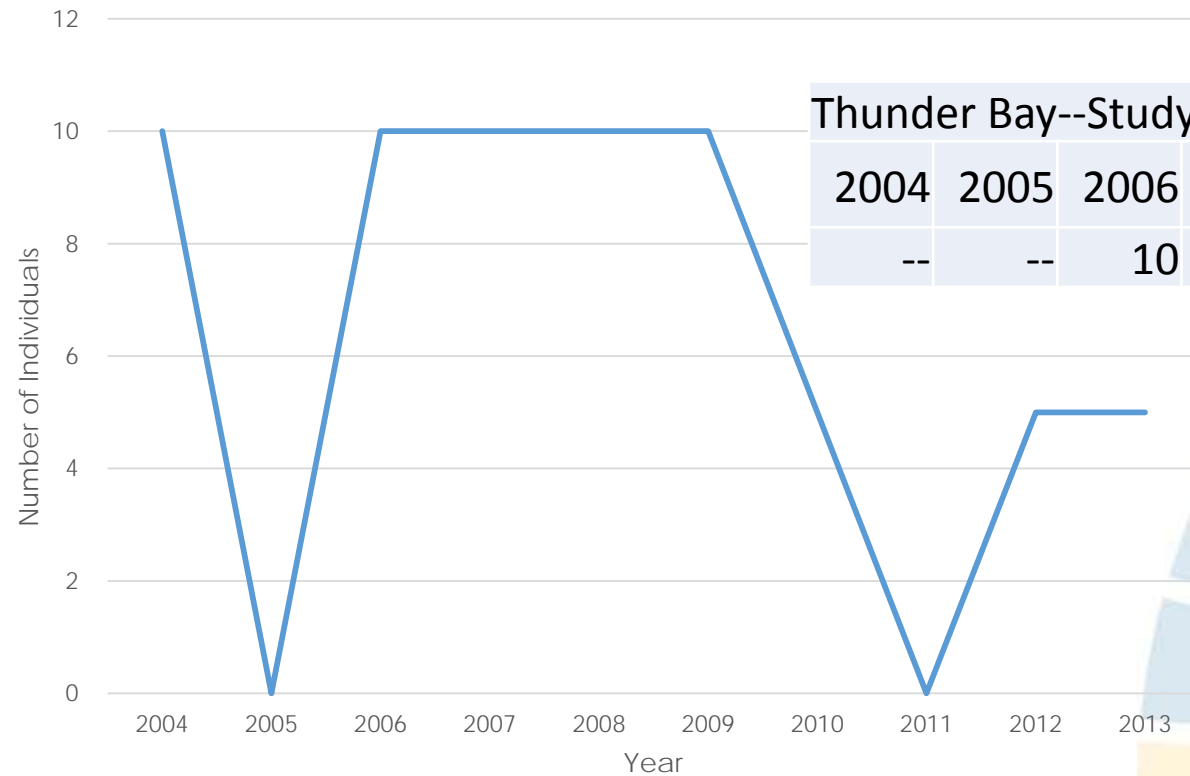
Ottawa looks to ease international students' path to permanent residency

“I believe international students are among the most fertile source of new immigrants for Canada. By definition, they are educated. They speak English or French. They know something about the country, so they should be first on our list of people who we court to come to Canada.”

-Immigration Minister John McCallum

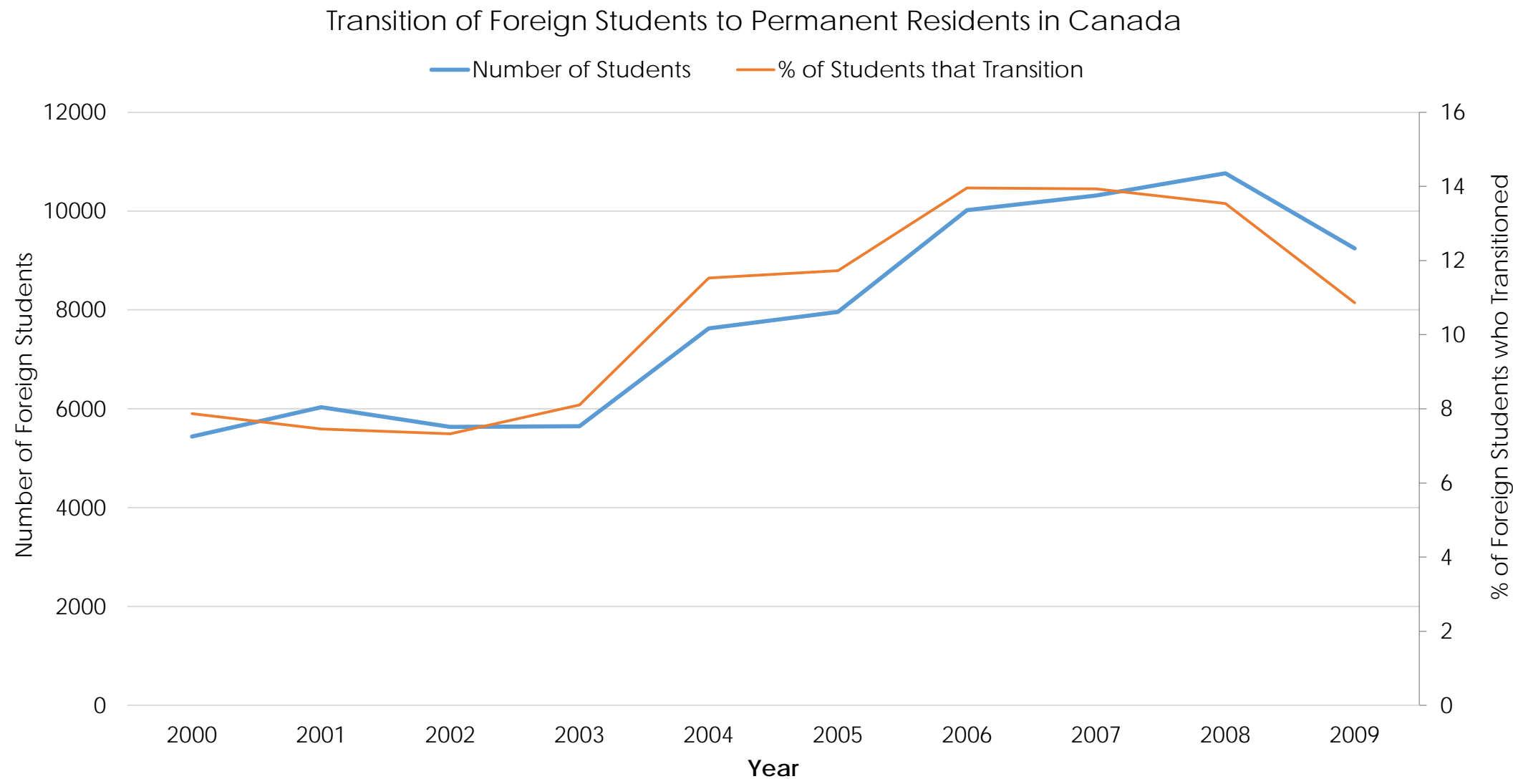
Current International Student Retention Rates (An Estimate)

Thunder Bay Study Permit Holders who Became PRs



2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
--	--	10	--	10	10	10	10	5	--	5	5

Source: IRCC



Source: *Facts and Figures 2009*



Current Initiatives to Welcome International Students to Communities

- Immigration system needs to be changed to make it easier for international students to immigrate but, there are things that can be done on the community side too
- Laurentian University Police ride-along
- Sudbury post-secondary institutions market Sudbury as a destination when they hand out international acceptances
 - “admit to Sudbury”
 - Developed packages with the city



Initiatives to Watch: Global Hamilton

- Global Hamilton Connect
 - Vision: “enable international students and young newcomers to be fully aware of and have access to opportunities in order to live, work and play in Hamilton”
 - Organize events, help international students navigate the immigration process, connect international students and newcomers to the Hamilton community and employers

Group-Based Recruiting

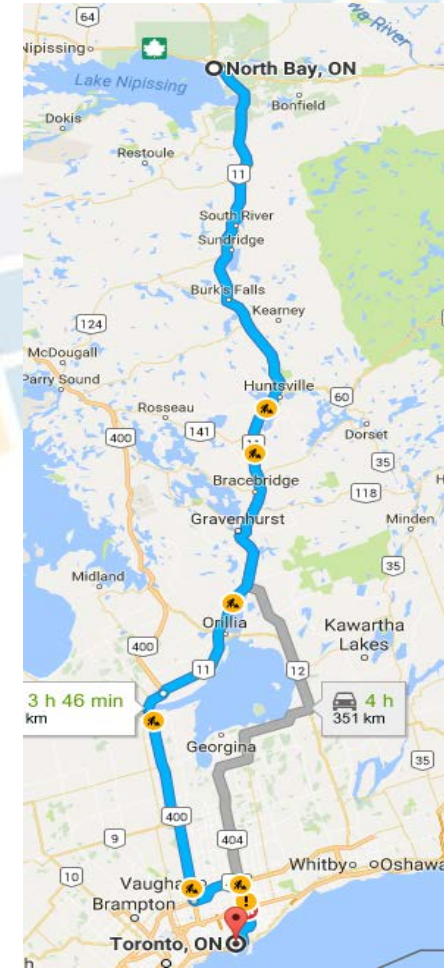
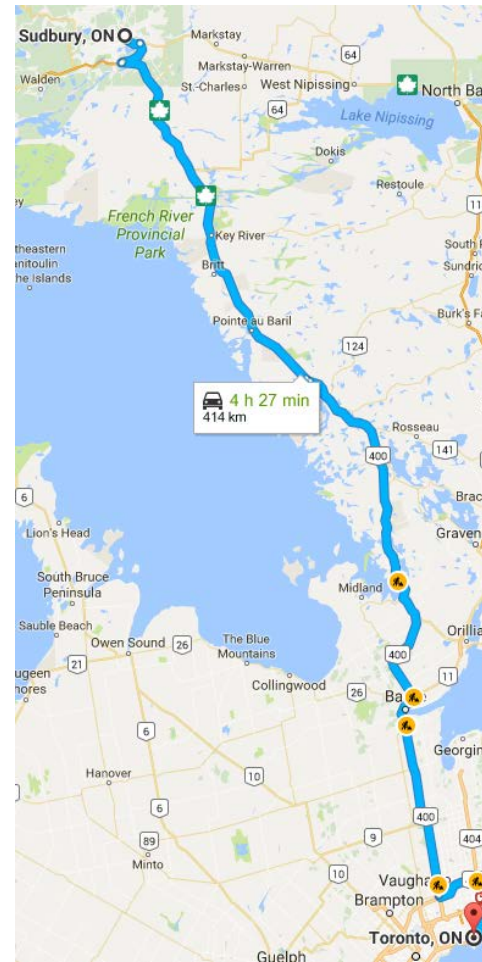
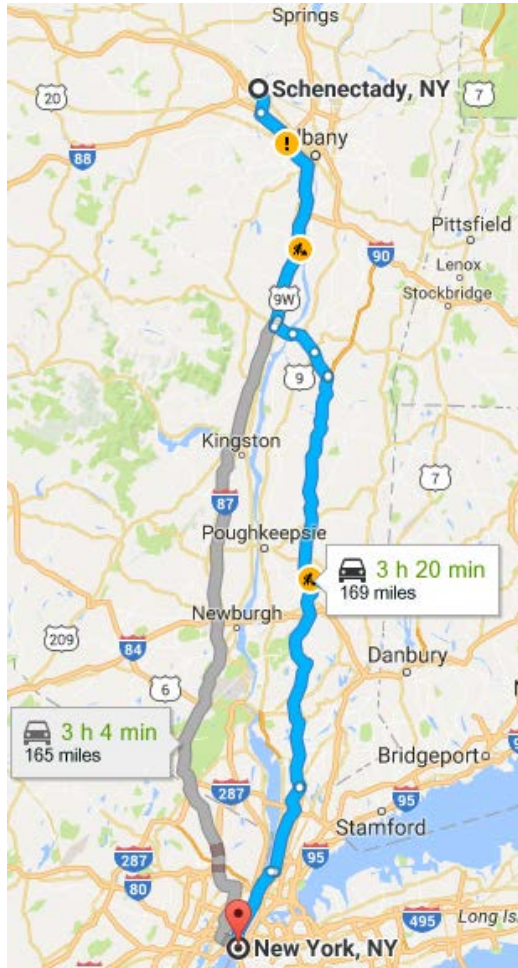




Schenectady: Targeting an Ethnic Community

- Mayor decided to target the Guyanese immigrant community in New York to reverse population decline
- He ran bus trips from New York to Schenectady for the Guyanese community and acted as the tour guide
- Targeted Guyanese immigrants through Guyanese radio in NY
- Sold off cheap demolition houses
- Increased Guyanese population from 200 in 2001 to 10,000 in 2016

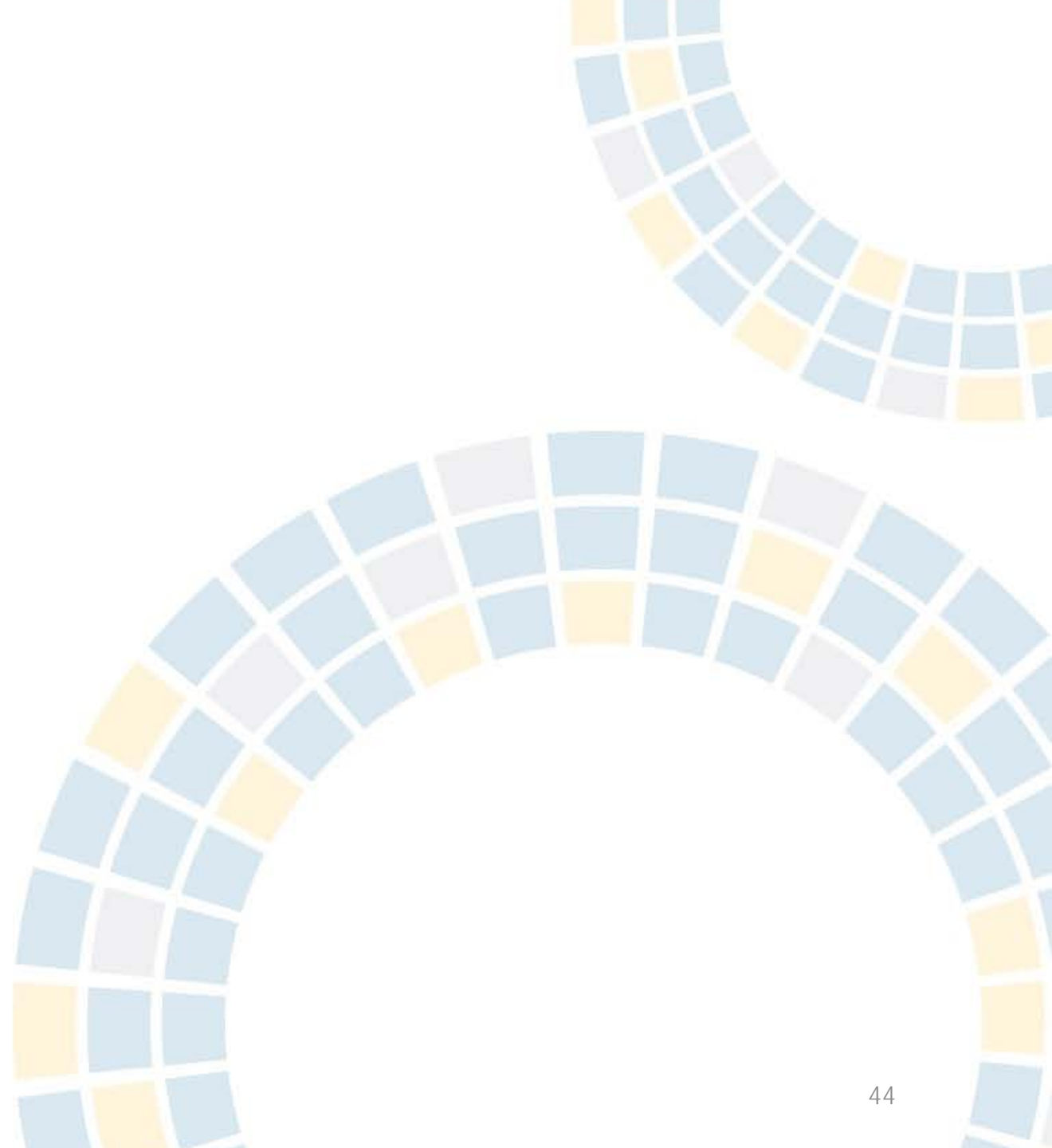
Similar Distances: Schenectady in Northern Ontario



Winkler and Steinbach Mennonites

- Towns in Manitoba with histories of strong Mennonite communities
- Mennonite Center in Winkler and Steinbach used to attract Mennonites from Germany, Mexico and South America
- City representatives also went to Germany and Moscow primarily to recruit Mennonite Immigrants
- Northern Ontario Mennonites
 - Some from Southern Ontario are already moving up (Mennonites in Timmins)—maybe it's time to start recruiting internationally

Marketing



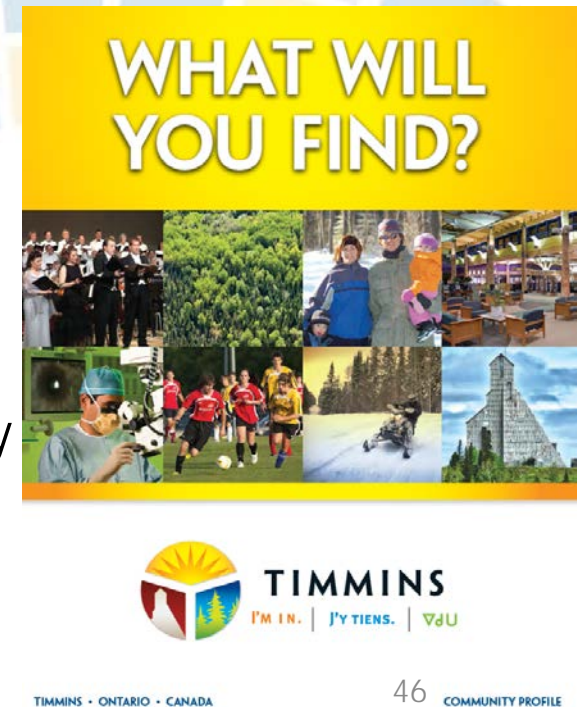
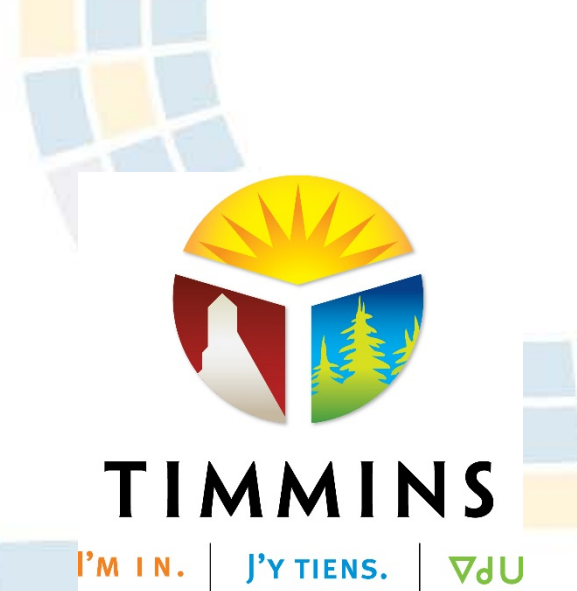


Marketing

“The greatest source of information for the newcomers and international students for making decision to arrive in their respective province was from family, friends and university alumni. Hence, words of mouth are very important in attracting immigrants.” —*Attracting and Retaining Immigrants to Newfoundland and Labrador*

Marketing in Northern Ontario

- Community branding
 - Timmins “I’m in” campaign
- Immigration web portals
 - One for all of Northwestern Ontario
 - Fractured basis for Northeastern Ontario
 - Cities have separate immigrant portals
 - North Bay
 - Sault Ste. Marie
 - Greater Sudbury
 - Timmins—section of EDC website
 - But, a Northeastern Immigration Portal is underway lead by Timmins





Marketing for Inclusion

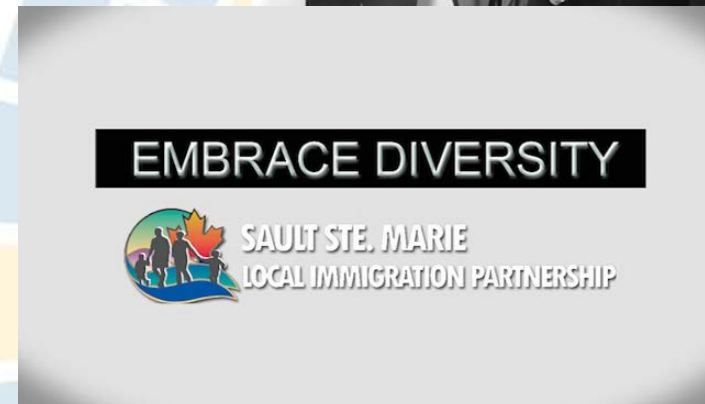
- Important for retention and integration purposes that immigrants are welcomed by communities. This involves measures taken to combat racism and promote acceptance.
- Sault Ste. Marie created a TV spot that won an award in Paris building on the themes of diversity
- Nebraska also had a good marketing campaign for inclusion

Marketing for Inclusion

Nebraska



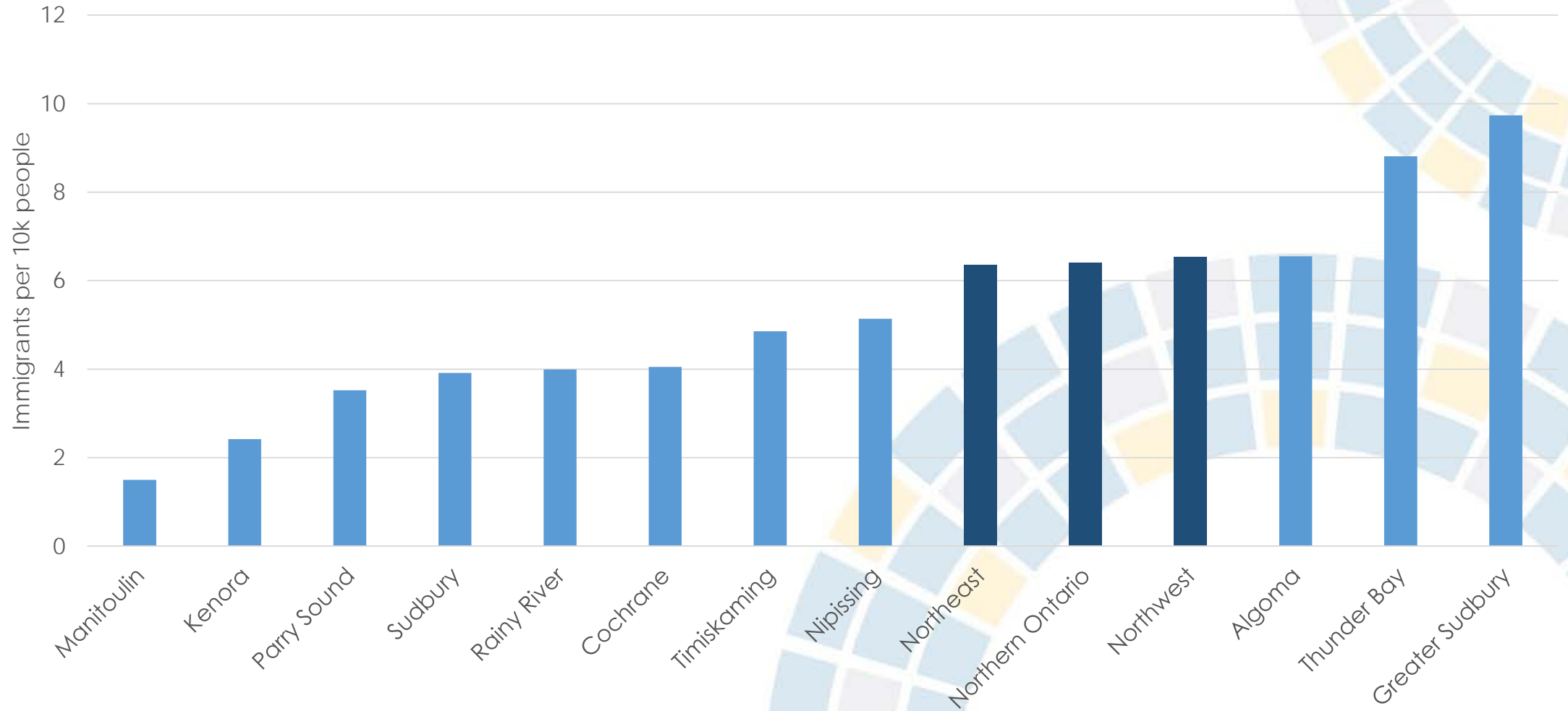
Sault Ste. Marie



Per Capita Comparison



Immigrants per 10k people, 2015

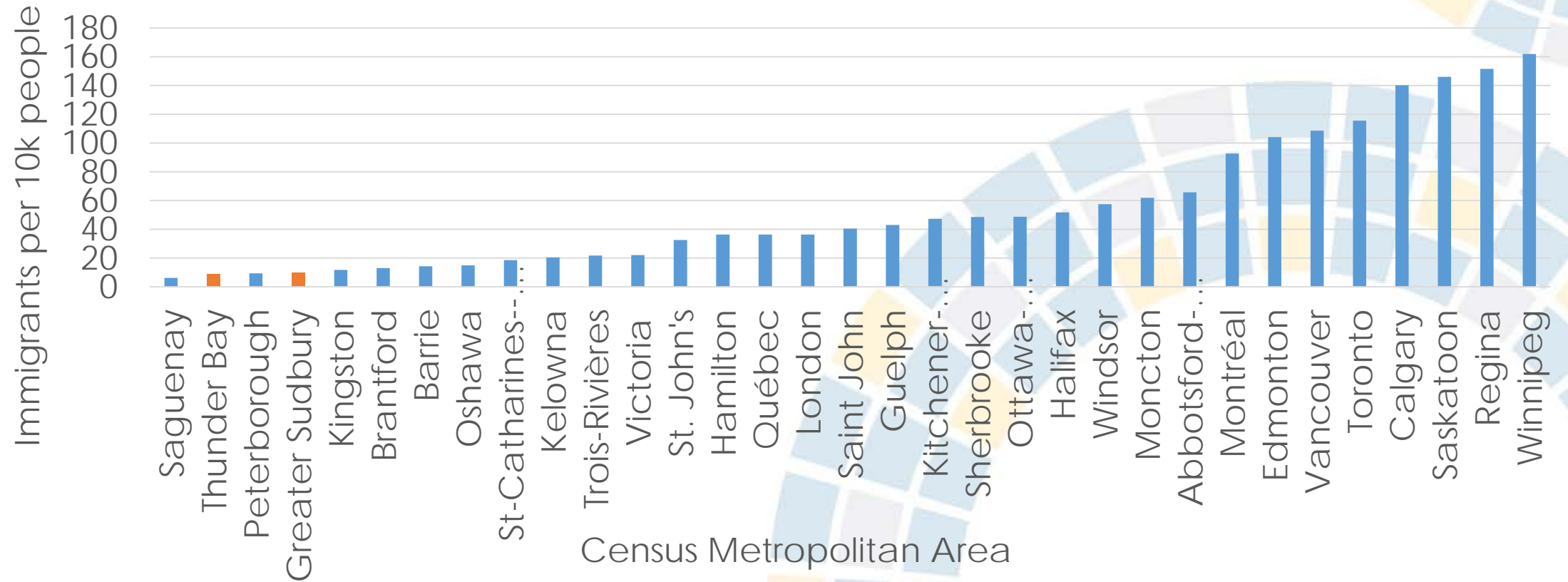


Source: CANSIM 051-0063

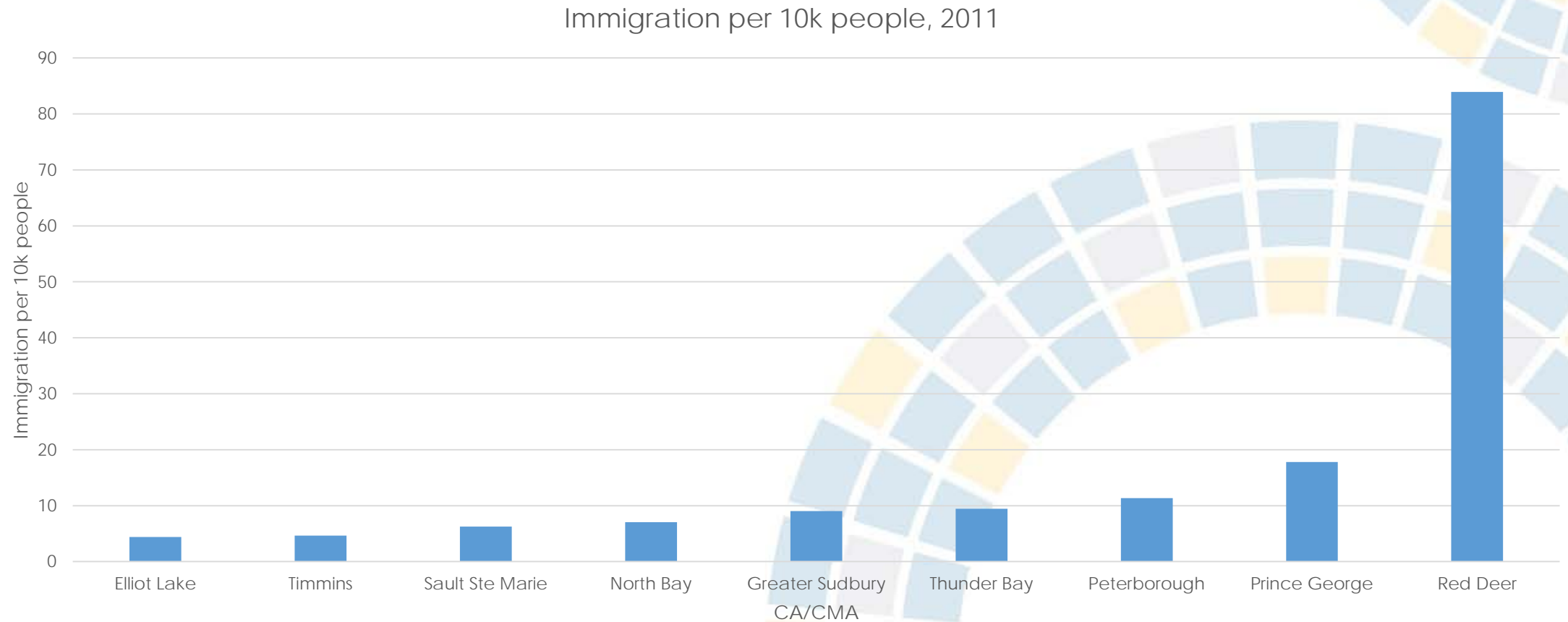
Geographic Area

CMA Comparison Across Canada

Immigrants per 10k people, 2015



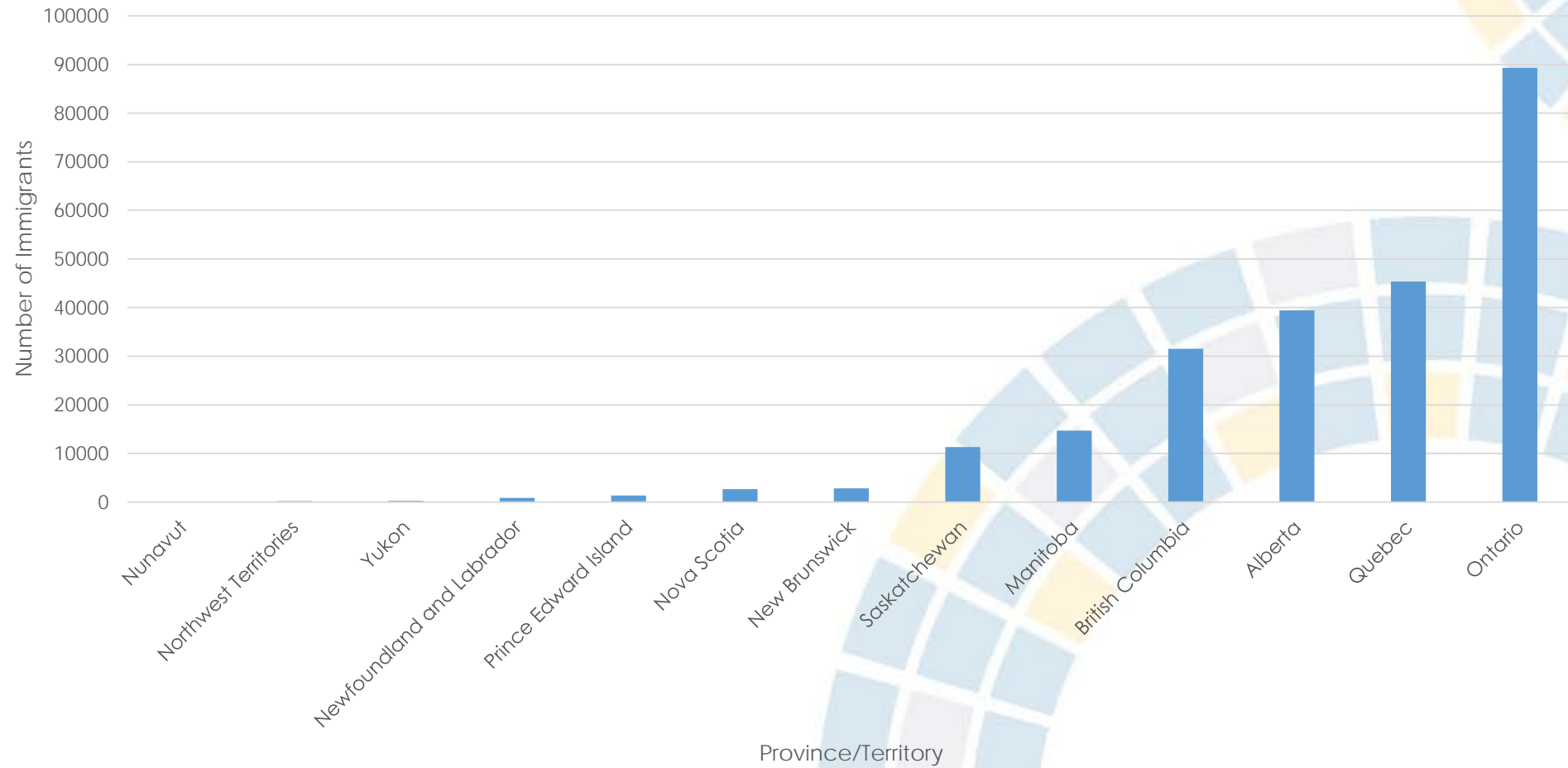
CA/CMA Comparison Across Canada



Provincial Immigration Comparison



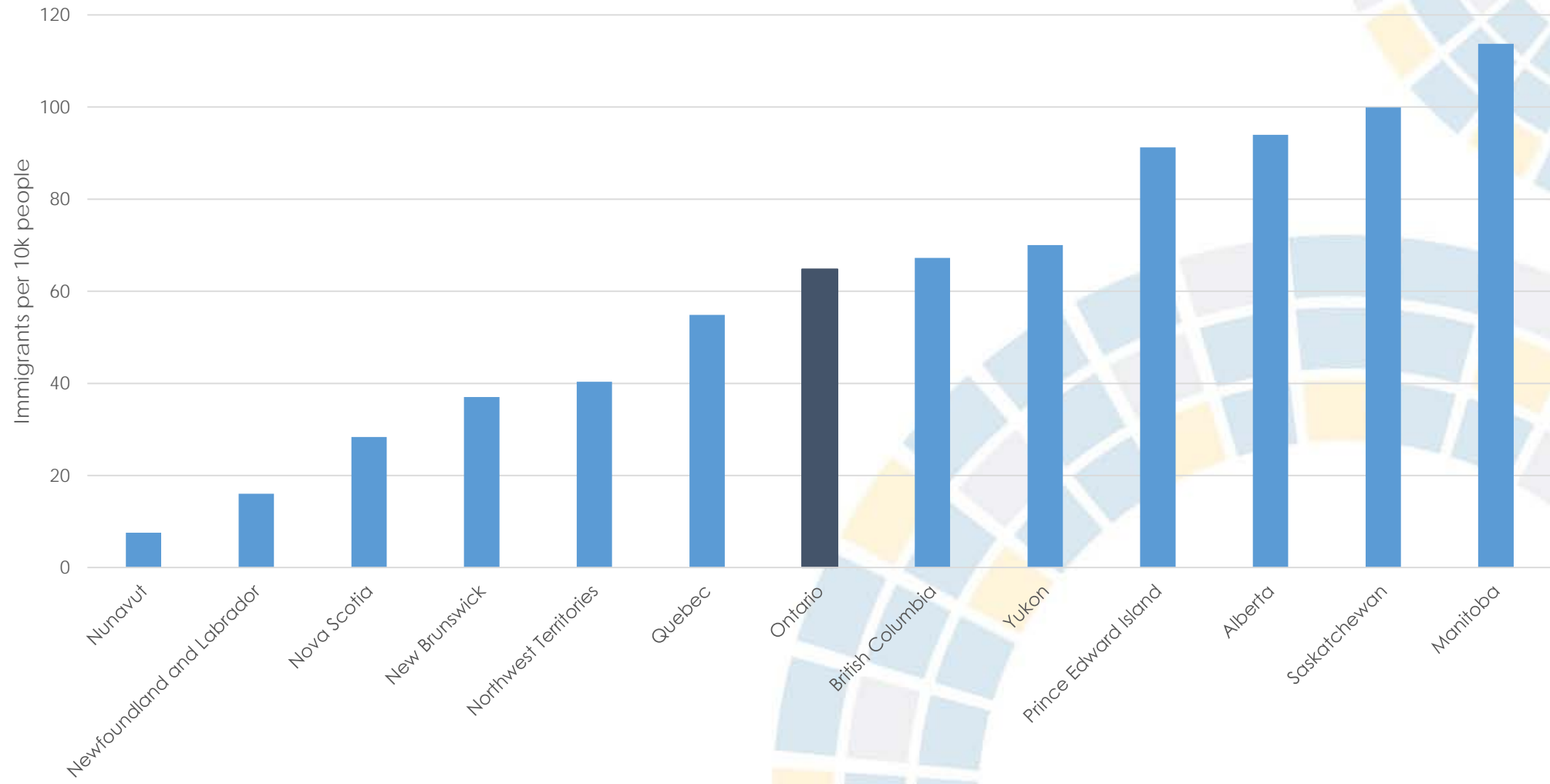
2015 Immigration for the Provinces and Territories



Source: CANSIM 051-0063

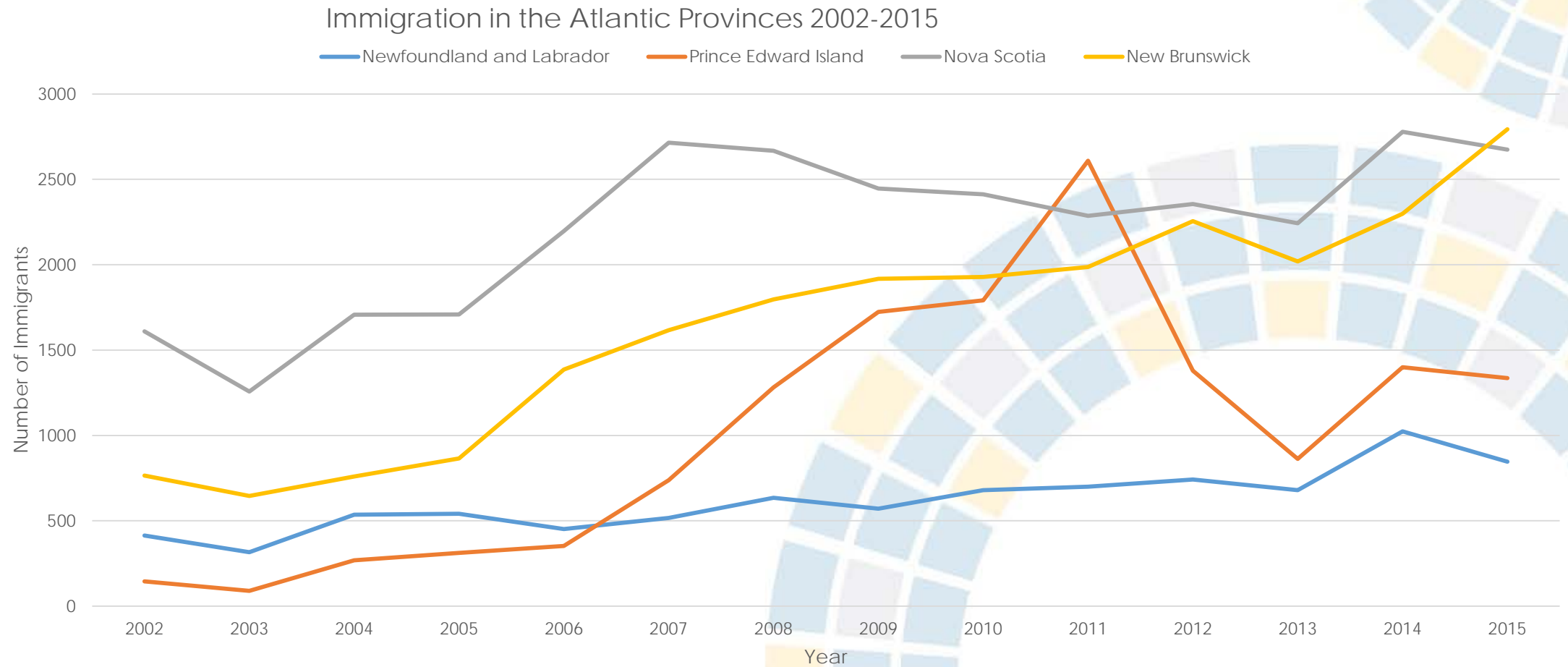


Immigrants per 10k people, 2015



Province/Territory

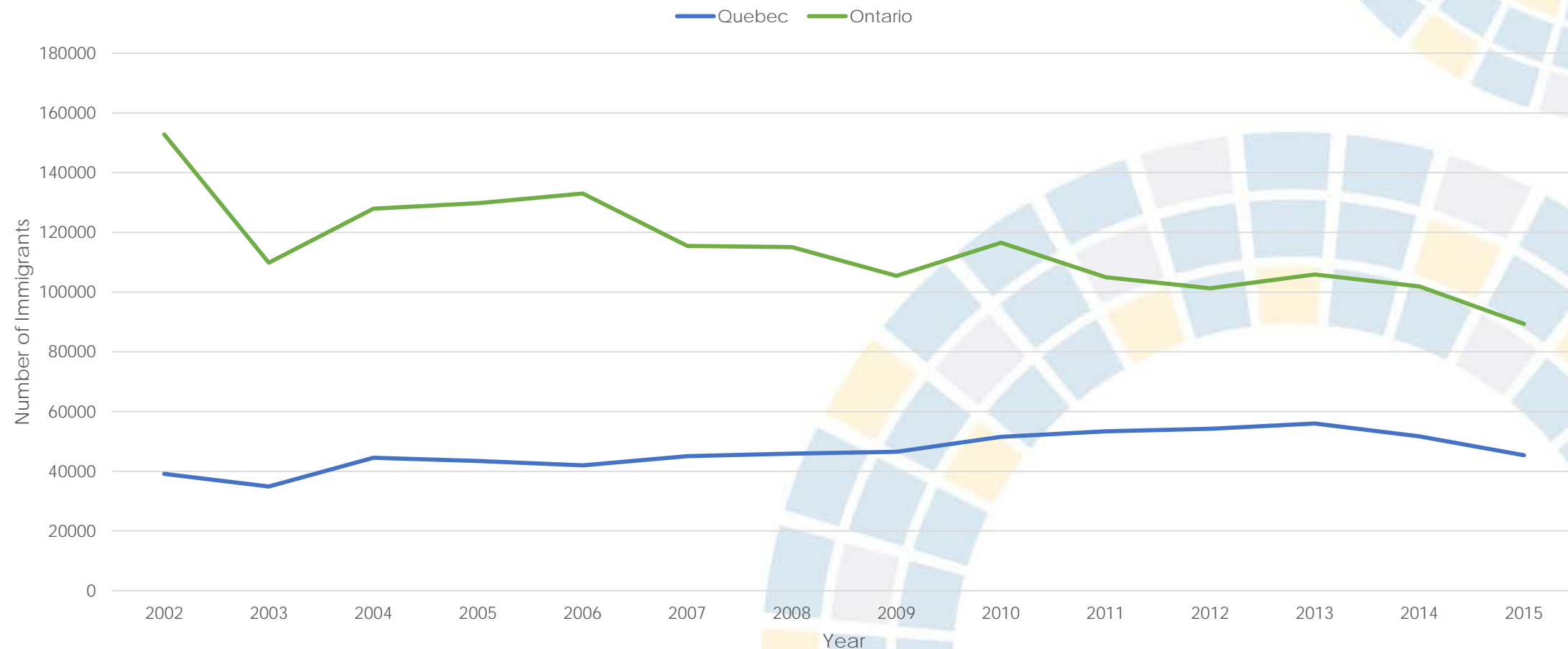
The Atlantic Provinces



Source: CANSIM 051-0063

Quebec and Ontario

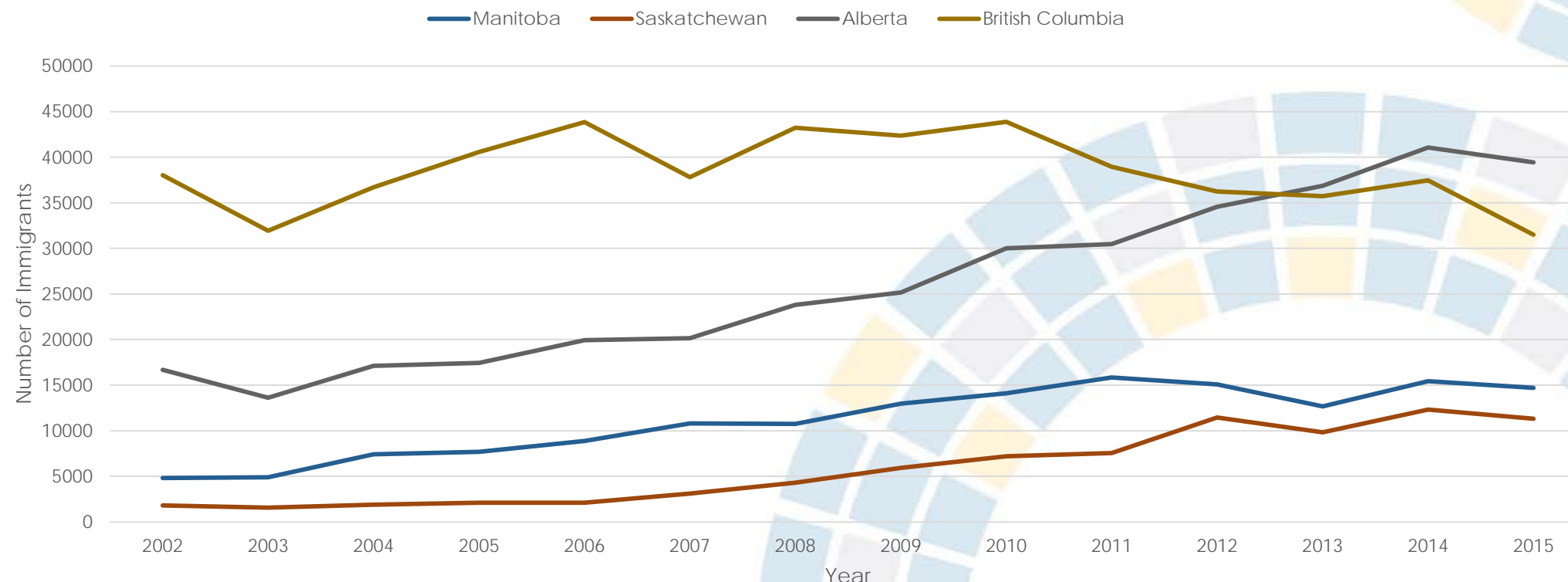
Immigration in Quebec and Ontario 2002-2015



Source: CANSIM 051-0063

Prairies and B.C.

Immigration in the Prairies and B.C. 2002-2015

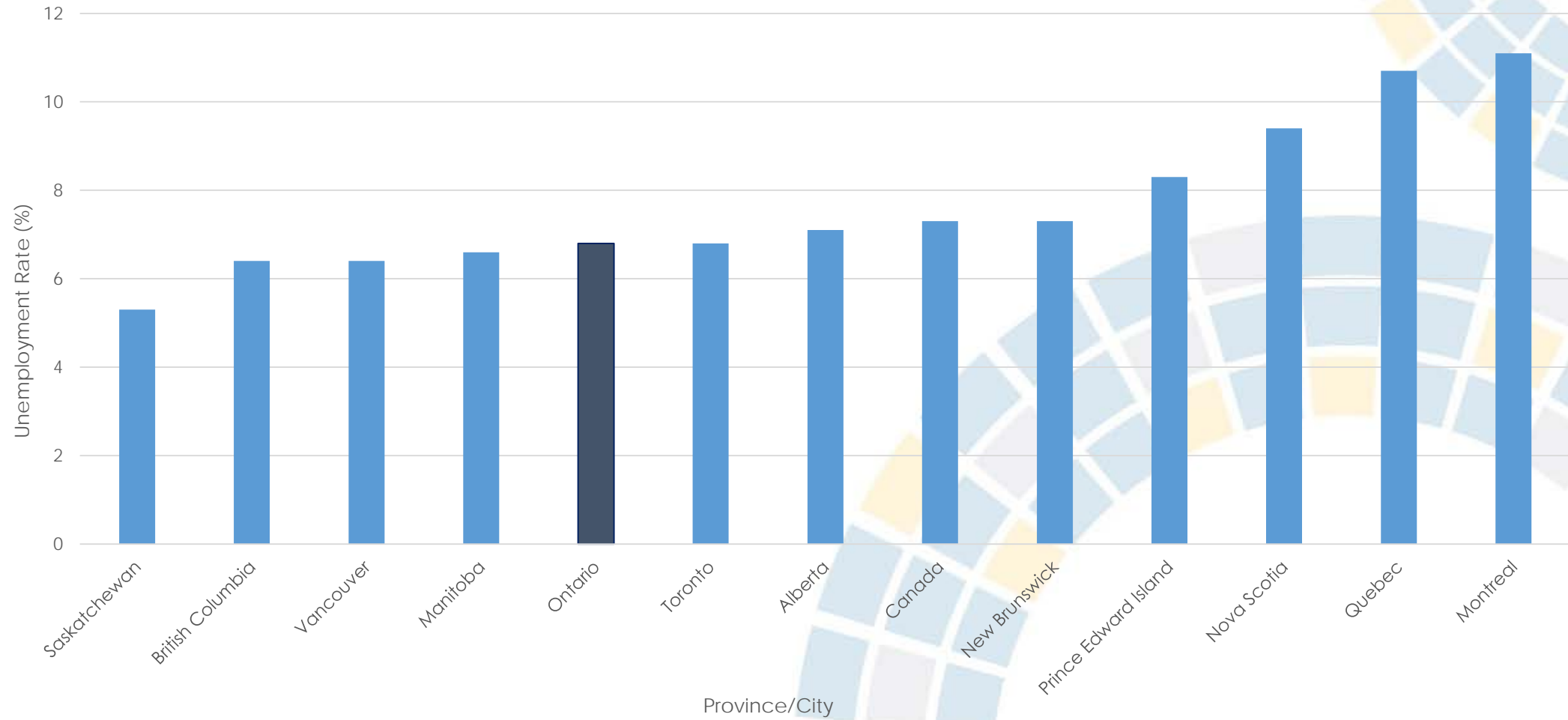


Source: CANSIM 051-0063

Immigrant Employment Success



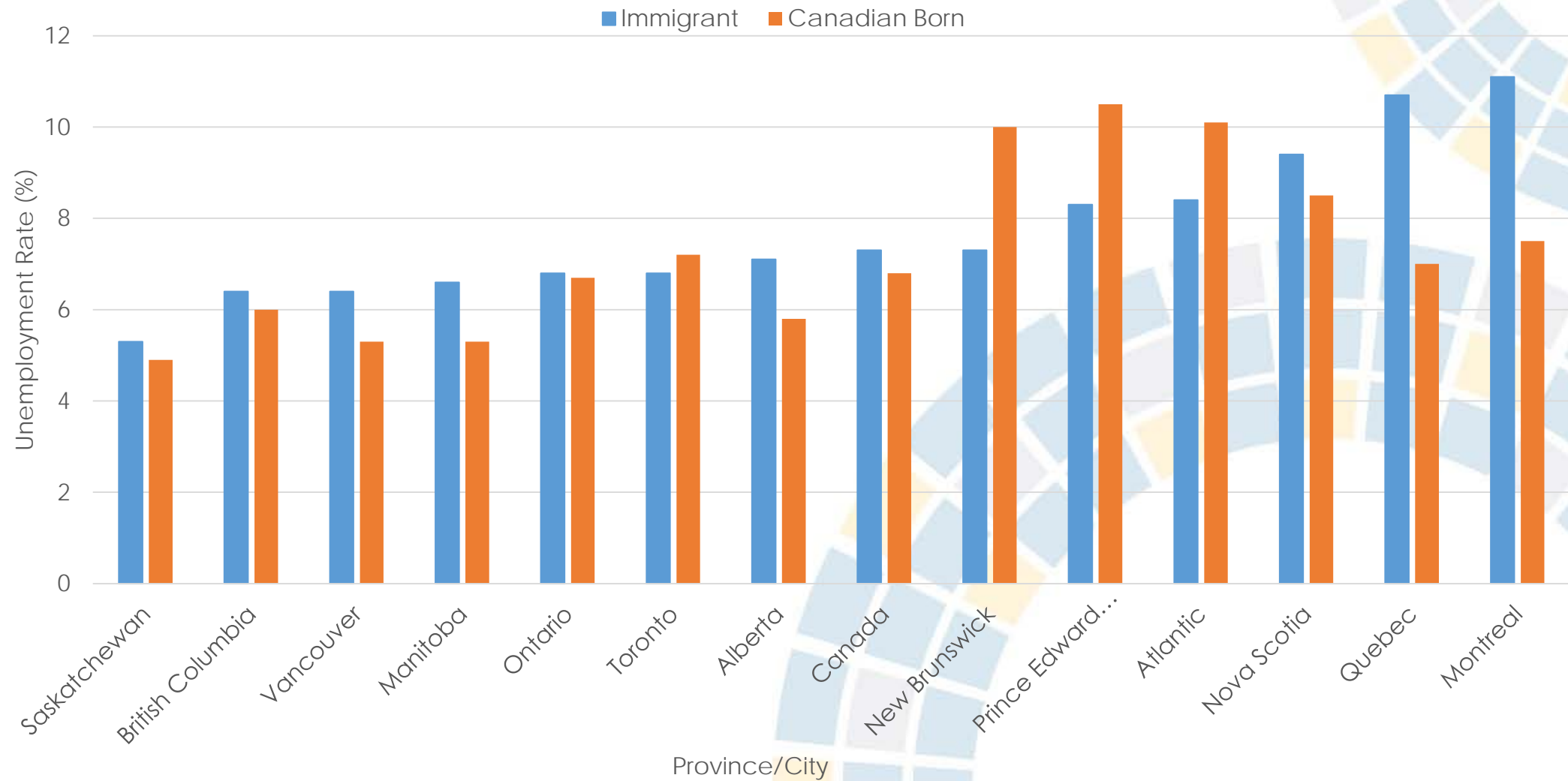
Landed Immigrant Unemployment Rate Across Canada, 2015



Source: CANSIM 282-0102



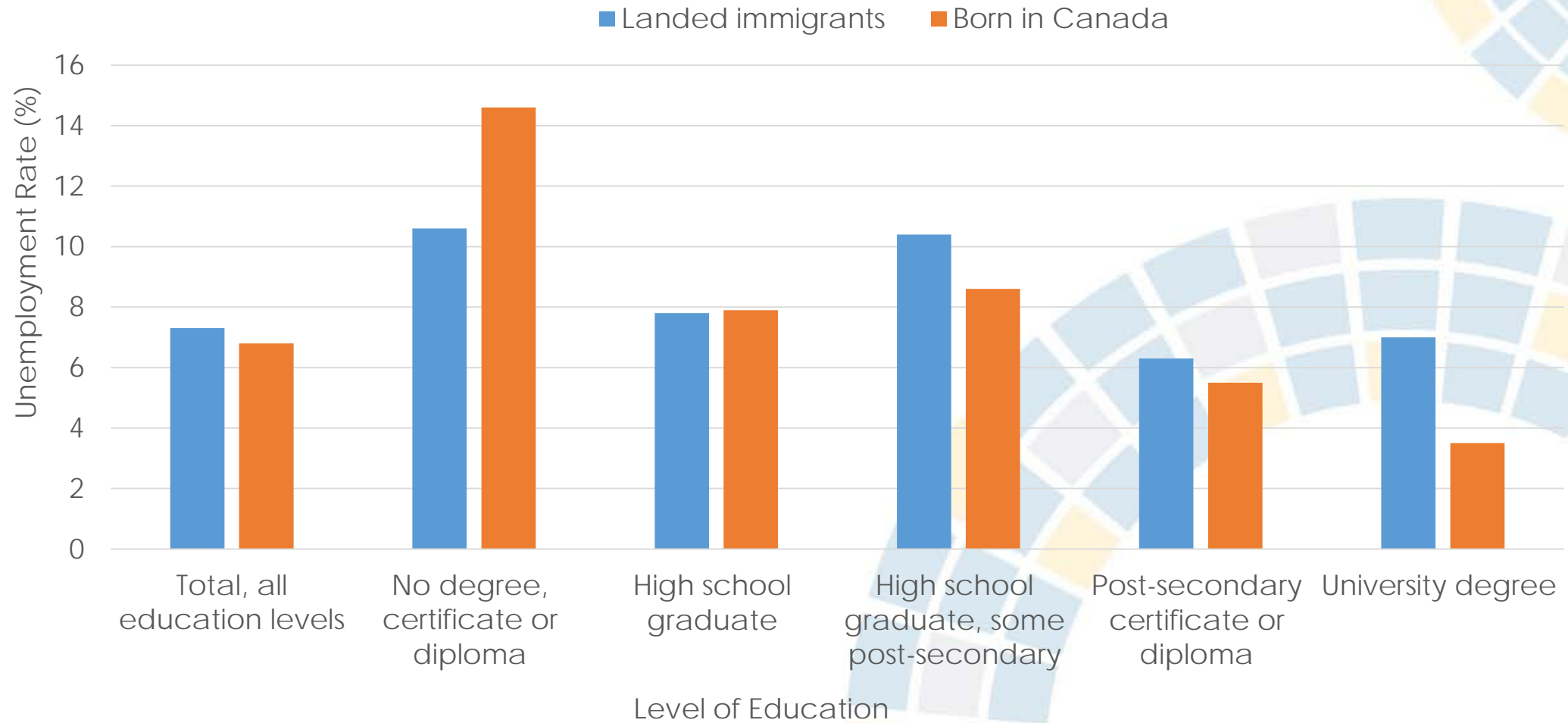
Unemployment Rate Across Canada, 2015



Source: CANSIM 282-0102



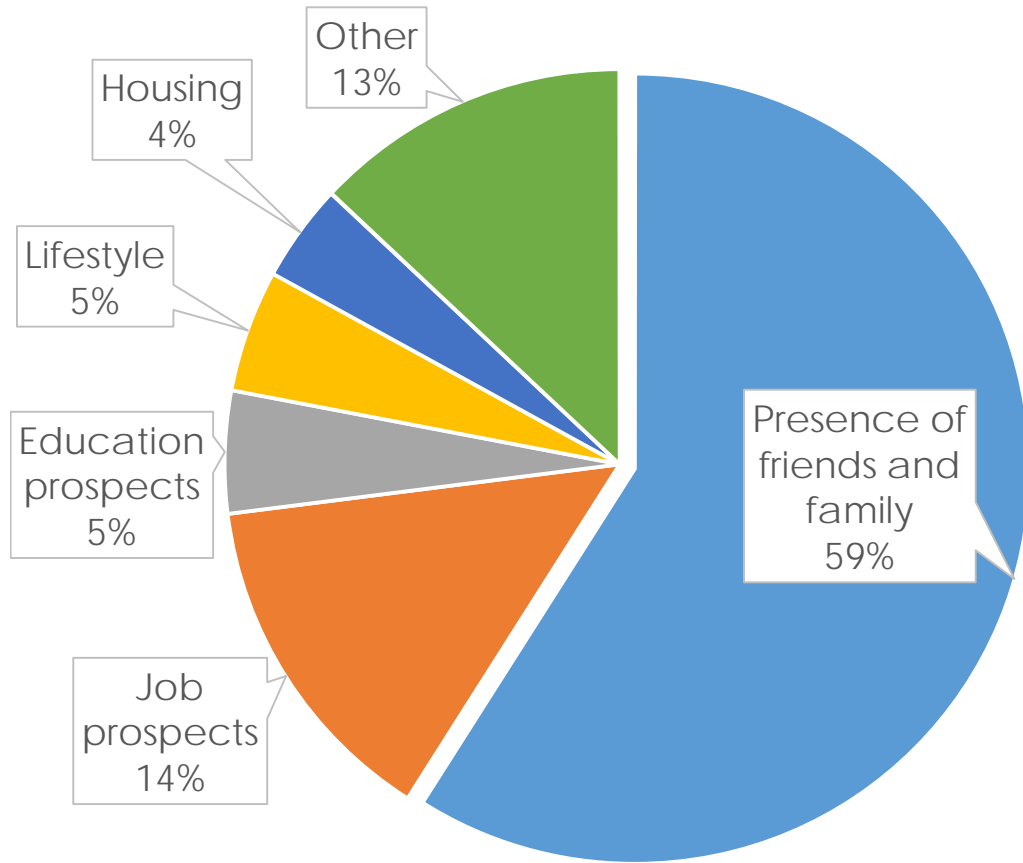
Comparing the Unemployment Rate by Education Level in Canada, 2015



Source: CANSIM 282-0106

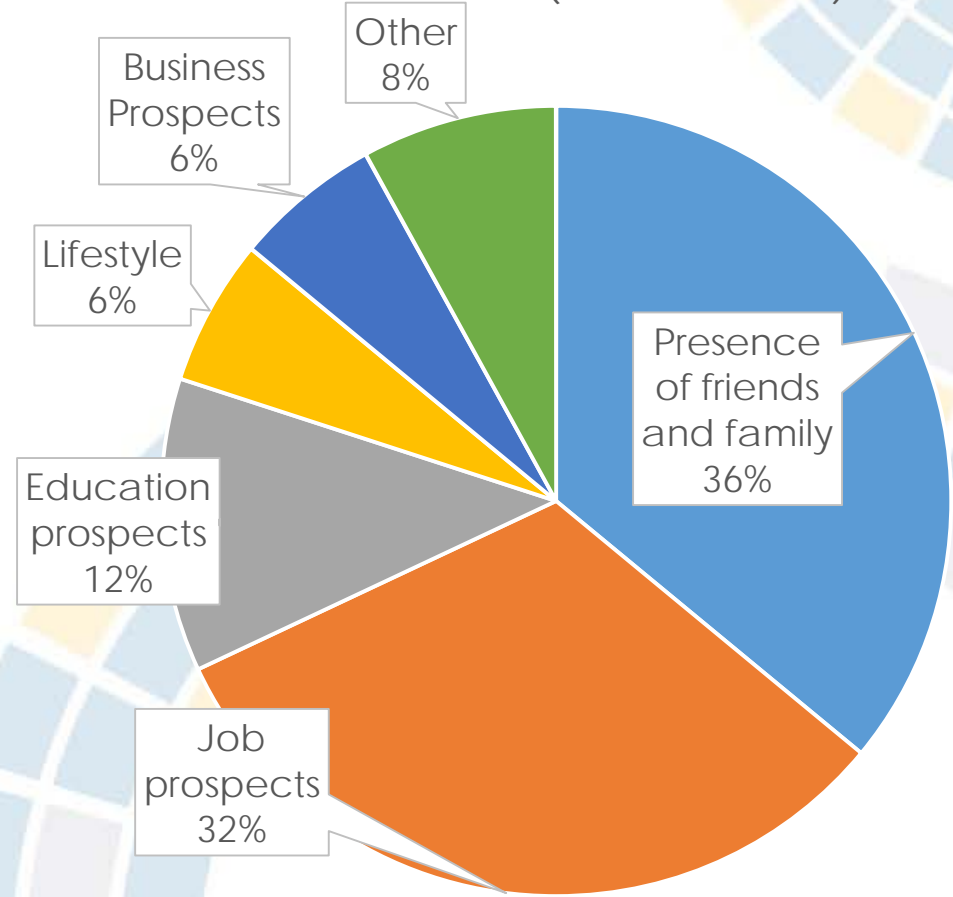
Attraction Factors

Primary Reason for Choosing Destination (CMAs)



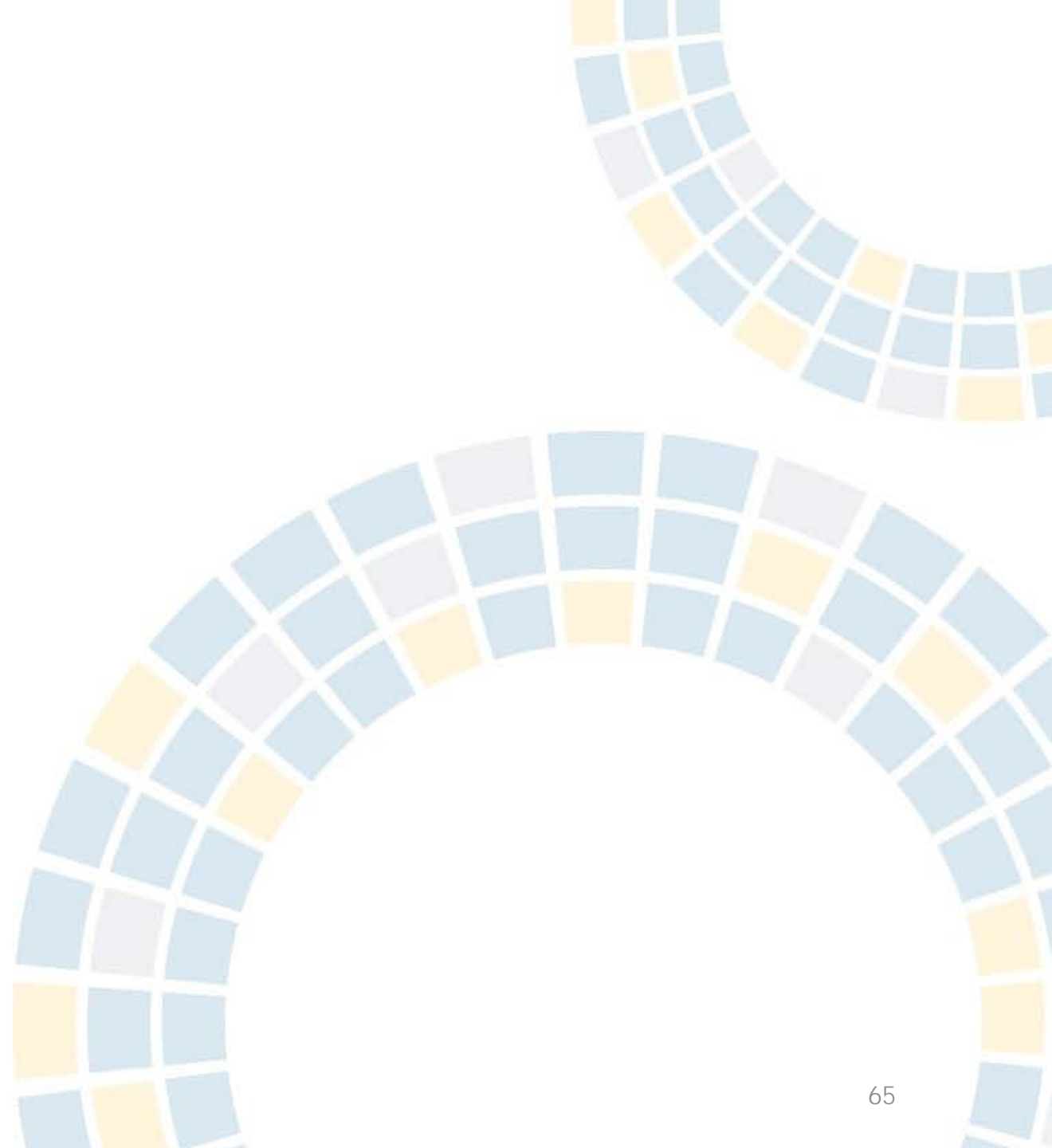
Source: Longitudinal Survey of Immigrants to Canada, 2001.

Primary Reason for Choosing Destination (Outside TMV)



Source: Longitudinal Survey of Immigrants to Canada, 2001.

Summary



Play to strengths

- Target secondary migration – GTA campaign?
- Jobs that ARE here
- Understand what migrants want
- Brand to match that
- Target groups and populations: friends and family
- Students – ambassadors, not residents
- Rules need to change:
 - PNP – regional allocations (federal or provincial change)
 - Data access – CIC, MPAC
 - Students – work while learn etc.