

Greater Sudbury Local Immigration Partnership Presentation Part 2

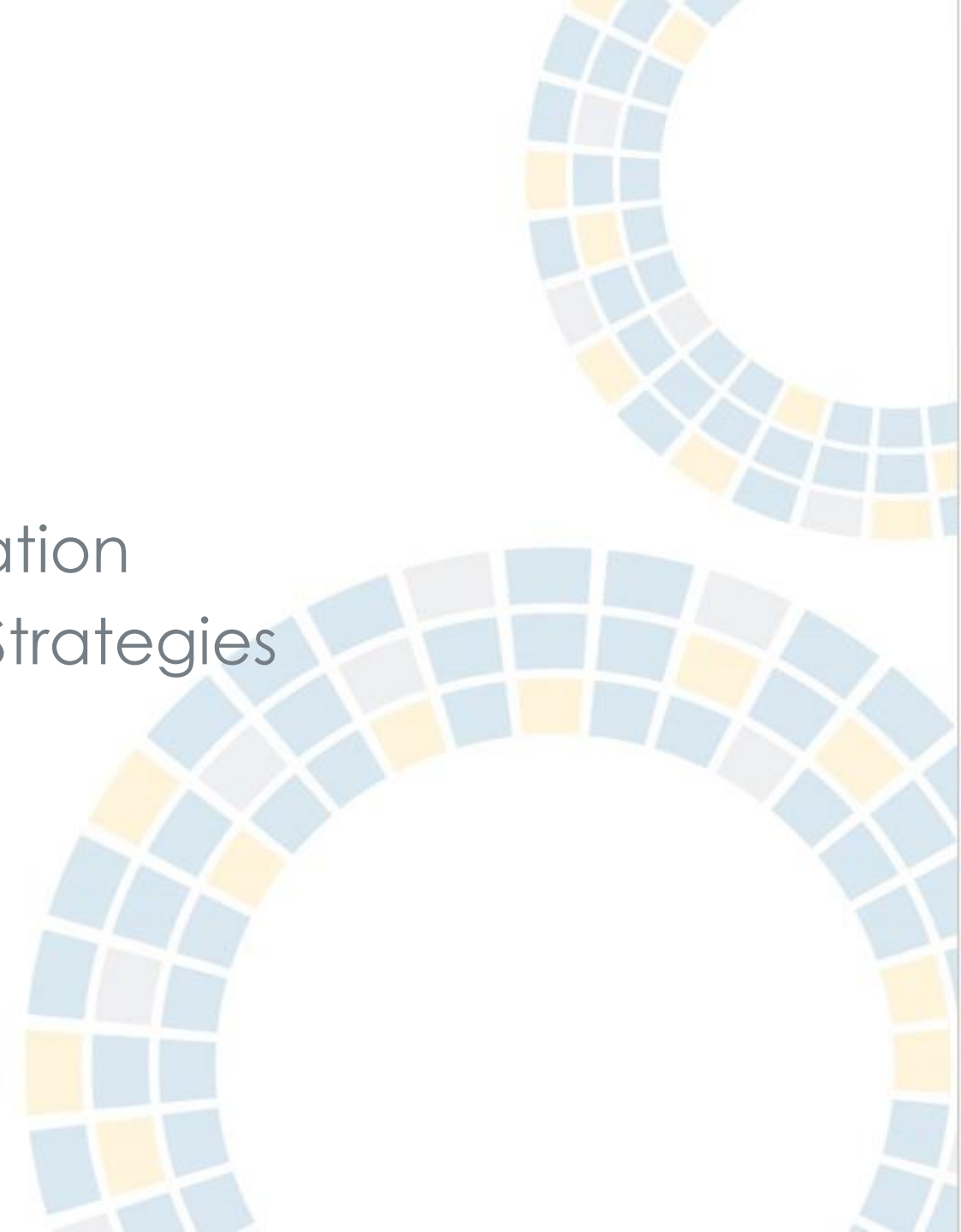
Immigration and Migration in Greater Sudbury: Attraction and
Retention Strategies

Christina Zefi, Research Analyst (Sudbury)



Agenda

1. Introduction
2. Re-Cap
3. Migration Trends
4. Recent News in Immigration
5. Attraction & Retention Strategies
6. Discussion
7. Conclusion





Introduction

What is Northern Policy Institute?

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Northern Policy Institute is a **think tank** that conducts **independent** policy work, to provide **evidence-based solutions** to sustain and grow Northern Ontario.

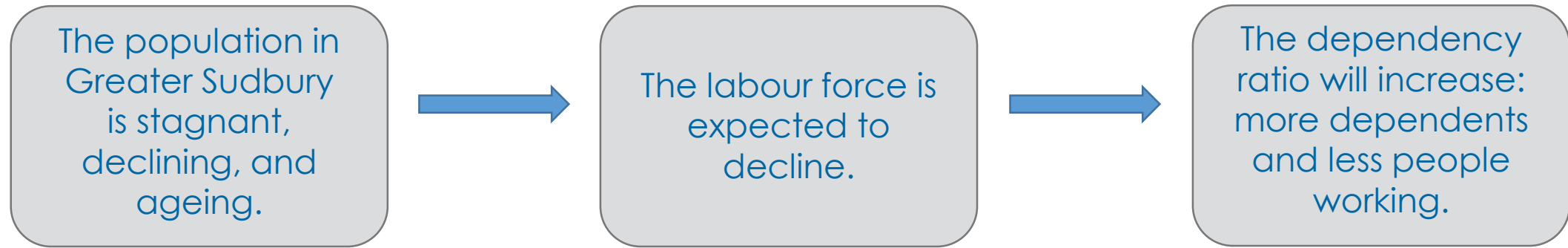
- **Independent** – authors are free from interference from everyone, including us
- **Non-partisan** – we do not take “sides”
- **Evidence based** – we collect, measure and interpret data
- **IN the North** – we deal with local, regional, provincial, national and international issues from a northern perspective



Re-Cap

Why does Greater Sudbury Need Migration?

Re-Cap



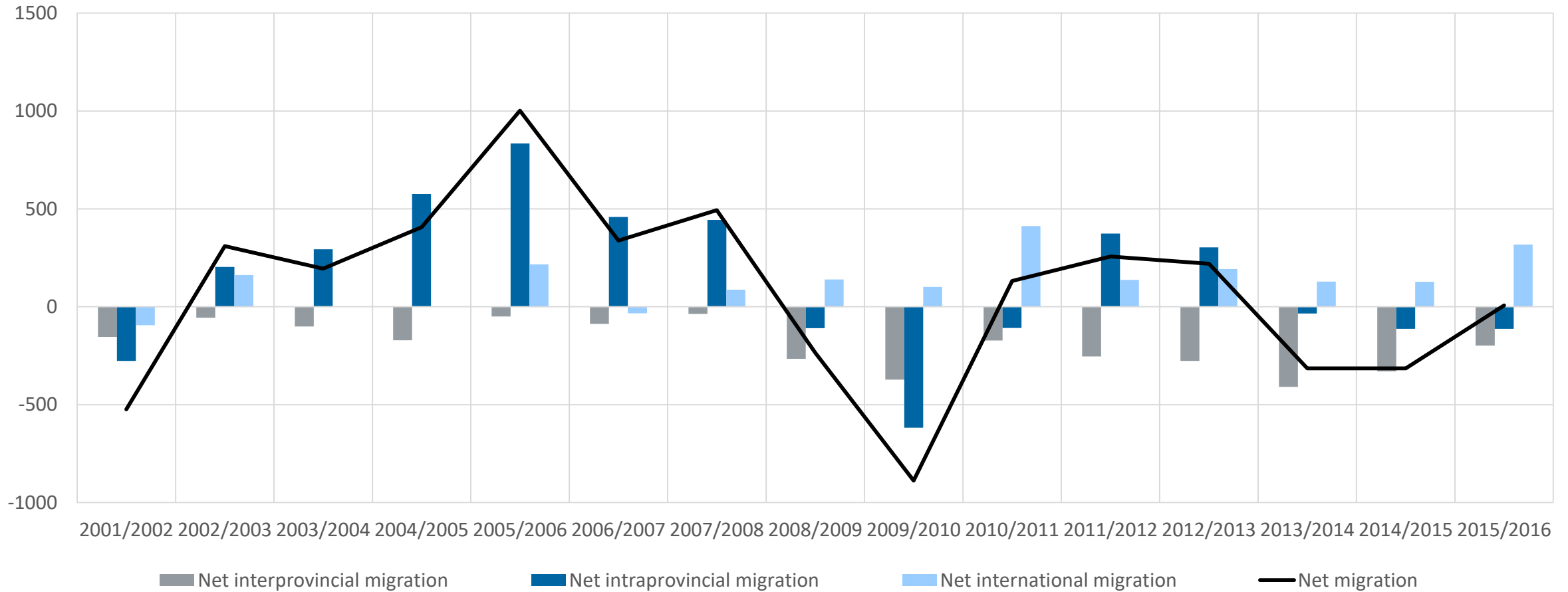
What are the Socioeconomic Effects?

- An increasing dependency ratio impacts consumption, saving rates, and investment
- A lower tax base, which will affect the delivery of necessary services
- A decrease in productivity and a skills shortage as workers retire

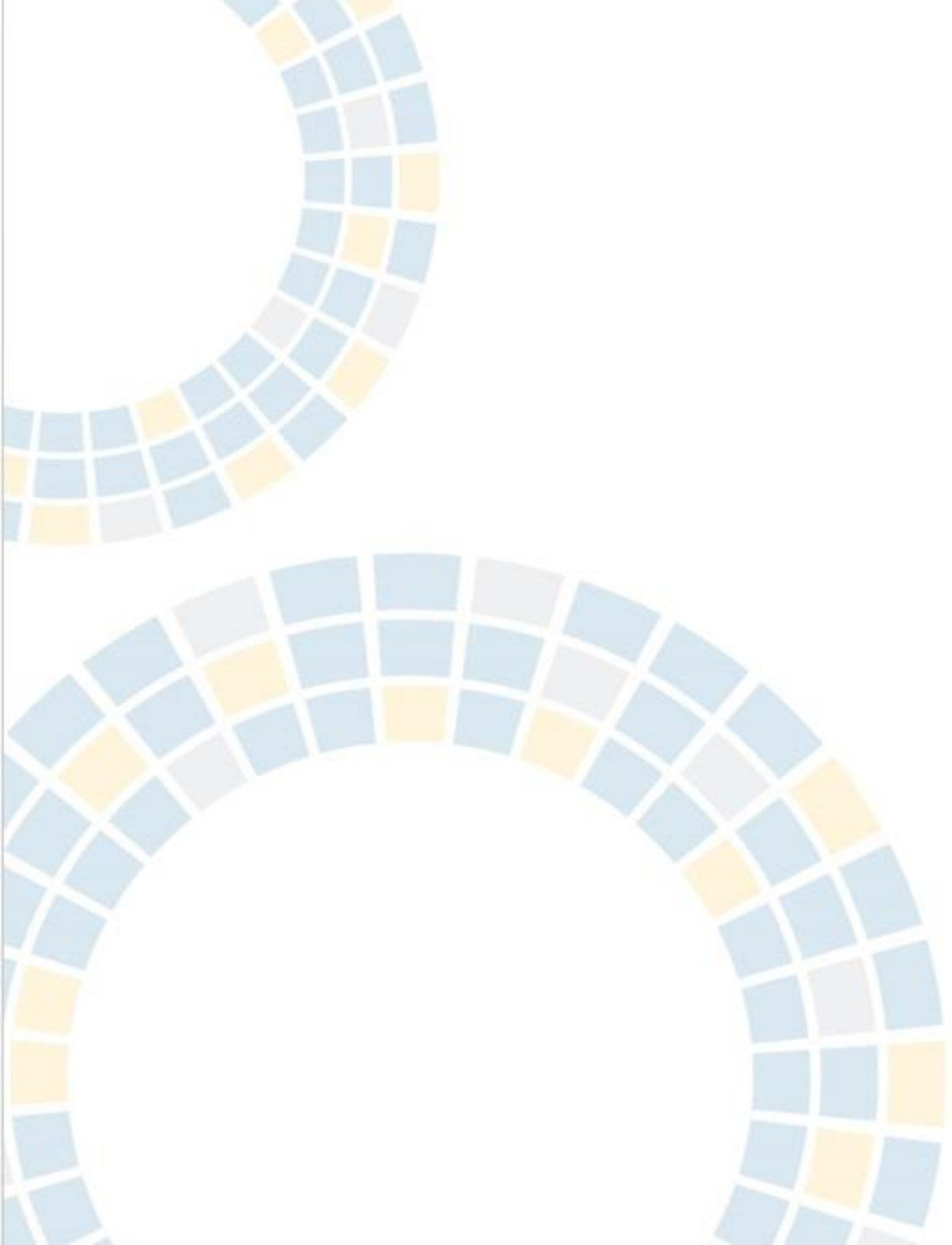
Re-Cap

Immigration & Migration: A Source of Population Growth

NET MIGRATION - GREATER SUDBURY



Source: author's calculations based on Statistics Canada. Table 051-0063 - Components of population growth by census division, sex and age group for the period from July 1 to June 30, based on the Standard Geographical Classification (SGC) 2011, annual (persons)



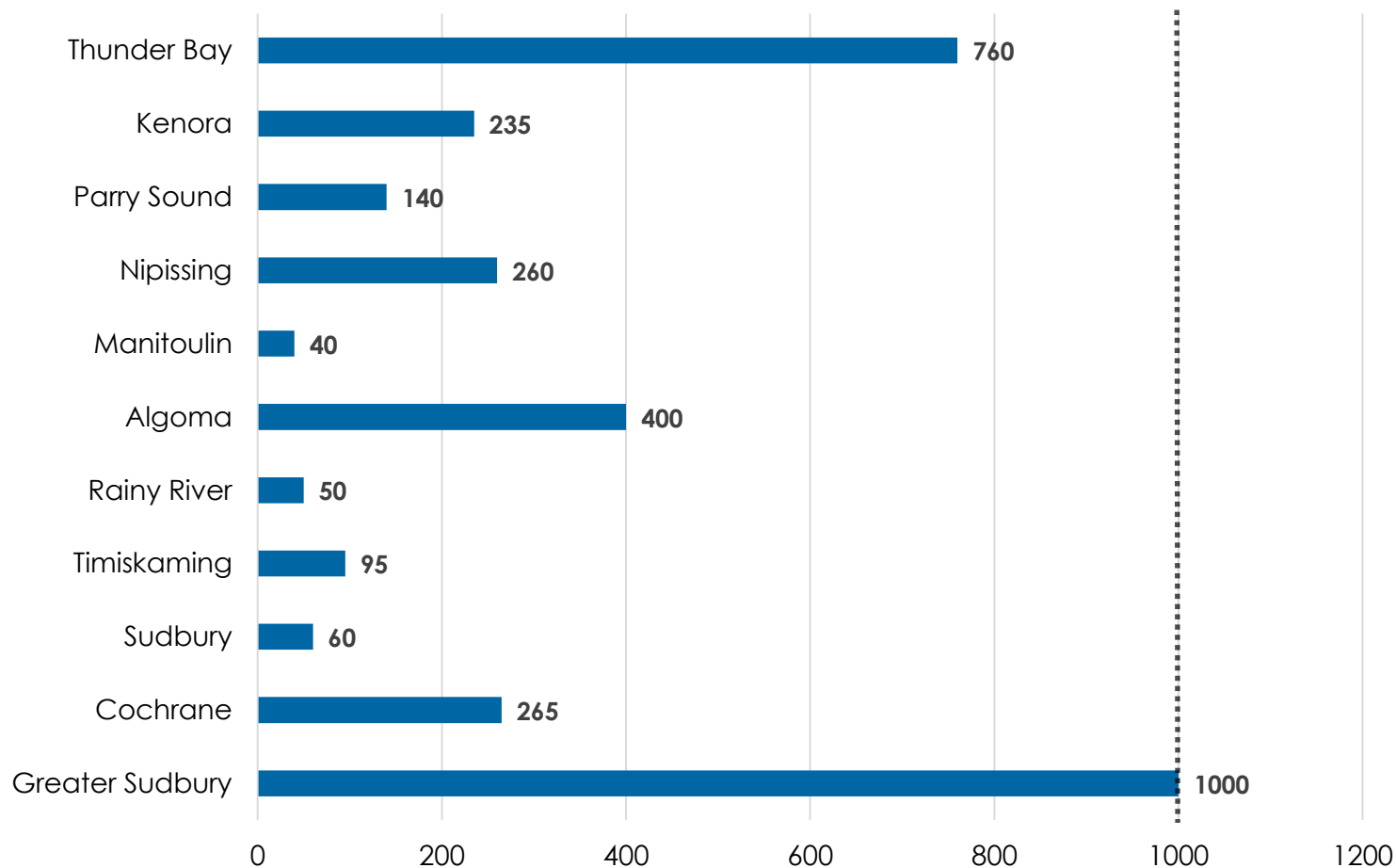
Migration Trends

How is Greater Sudbury doing?

Immigration and Migration

Greater Sudbury had the highest number of immigrants in the 11 northern districts

NUMBER OF IMMIGRANTS, PER DISTRICT, 2011-2016



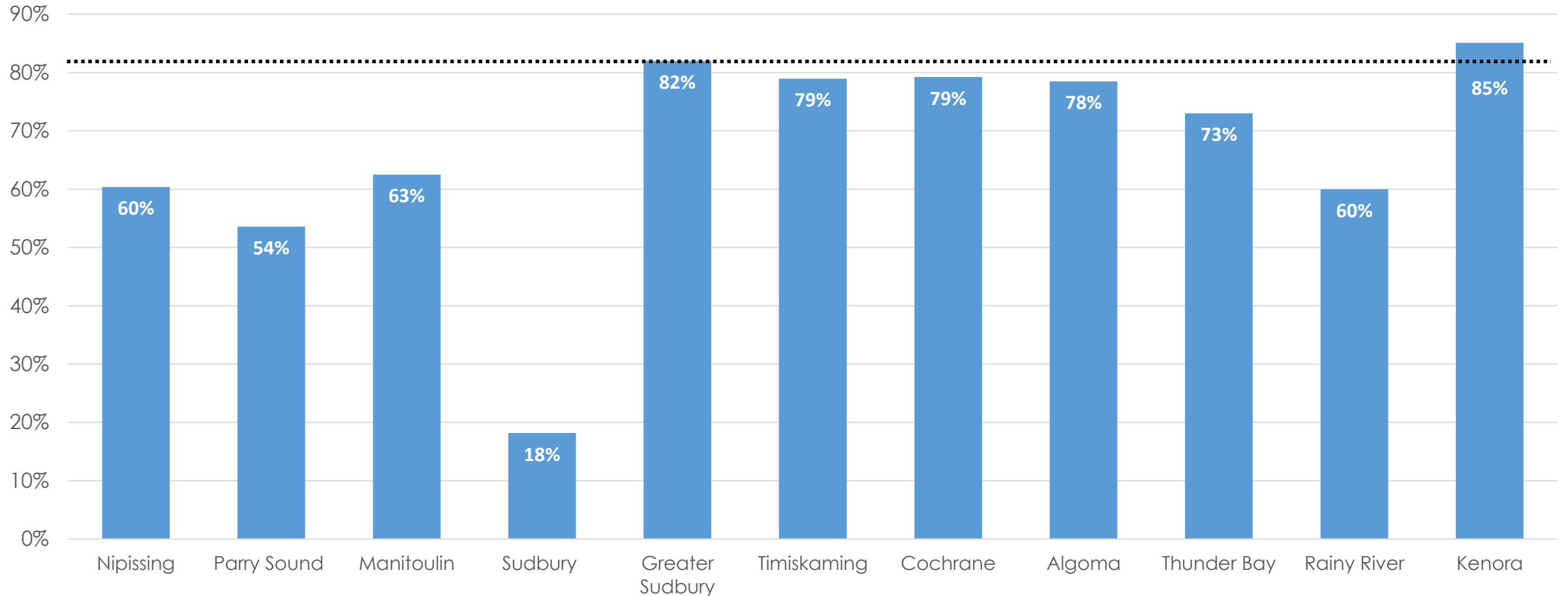
From 2011-2016, of the **472,170** immigrants that arrived in Ontario, **3,305** came to the northern districts.

Source: Statistics Canada, 2016 Population Census

Immigration and Migration

For the most part, immigrants stay in the community and Greater Sudbury has the second highest retention rate

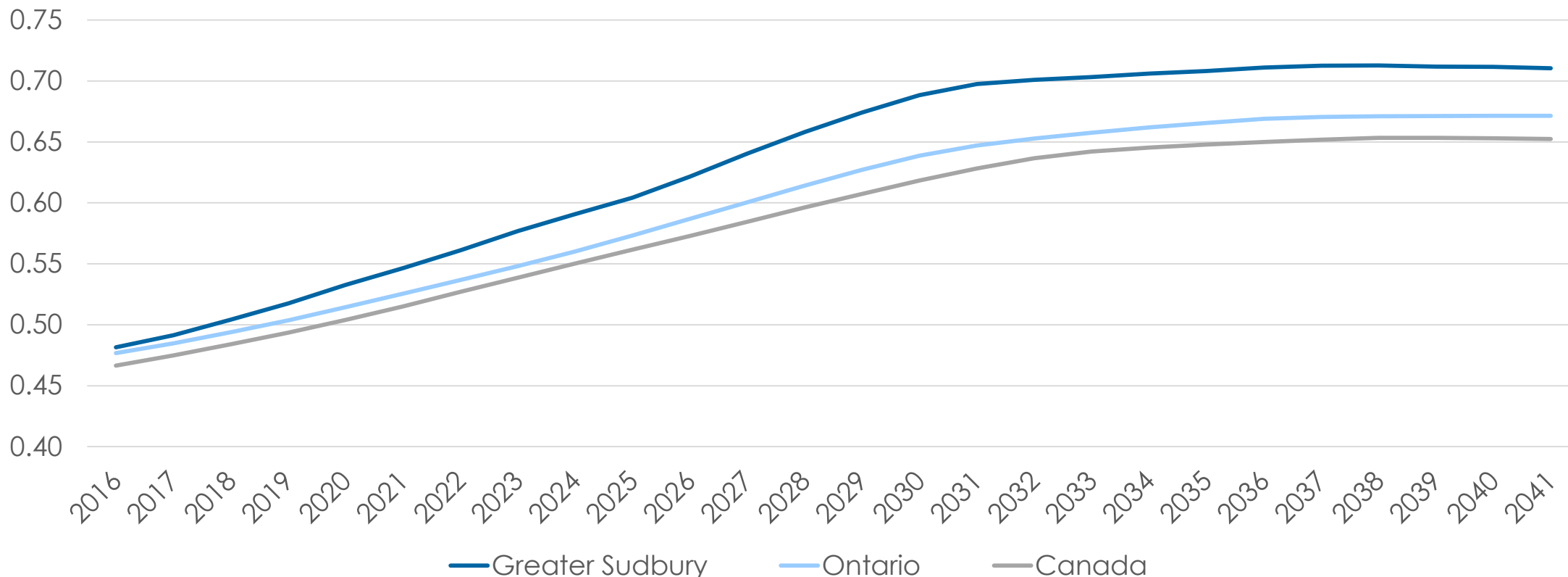
PERCENTAGE OF IMMIGRANTS WHO HAVE BEEN LIVING IN THEIR COMMUNITY FOR MORE THAN 5 YEARS, BY DISTRICT, 2016



Immigration and Migration

Although Greater Sudbury is doing great, there is still work to be done

DEMOGRAPHIC DEPENDENCY RATIO (DDR)

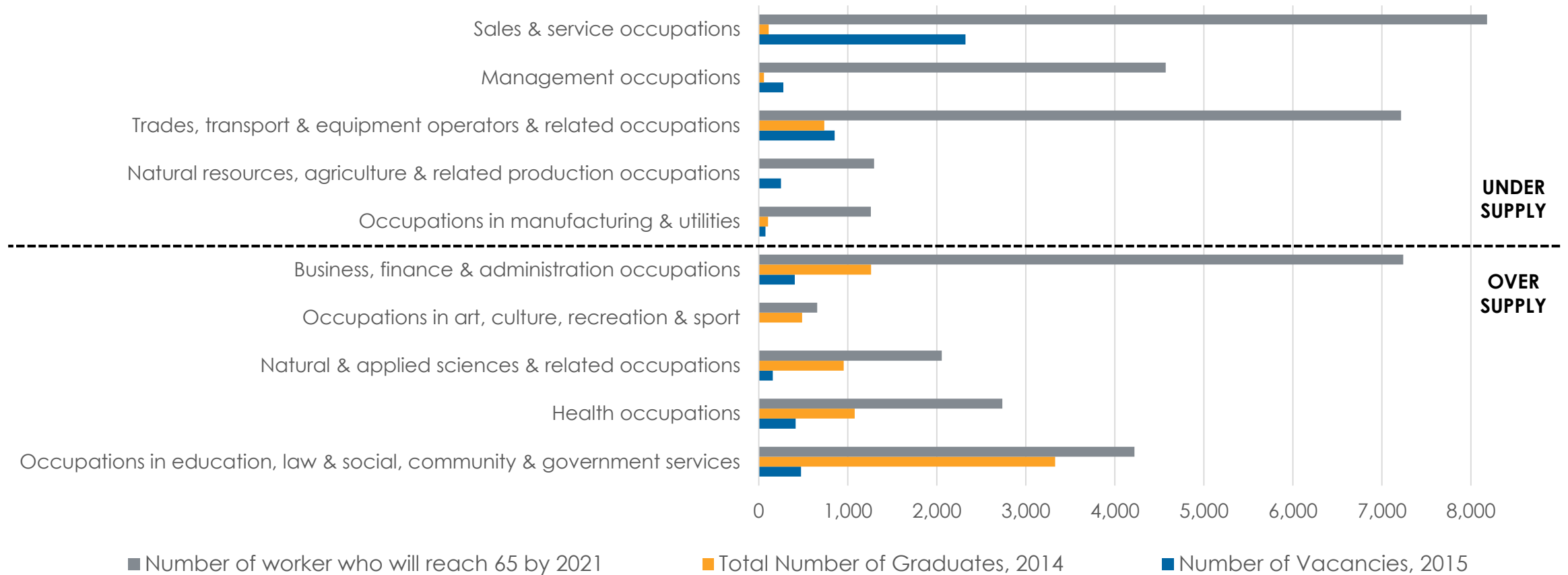


$$\text{DDR} = \frac{(\text{Population 0-14} + \text{Population 65+})}{(\text{Population 15-64})}$$

Source: Author's calculations based on Ontario Ministry of Finance population projections – Spring 2016

Replacement Demand Not Enough Workers to Replace Those Who Will Retire

JOB VACANCIES IN **NORTHEASTERN ONTARIO**, NUMBER OF WORKERS REACHING RETIREMENT AGE BY 2021
AND GRADUATES BY OCCUPATION

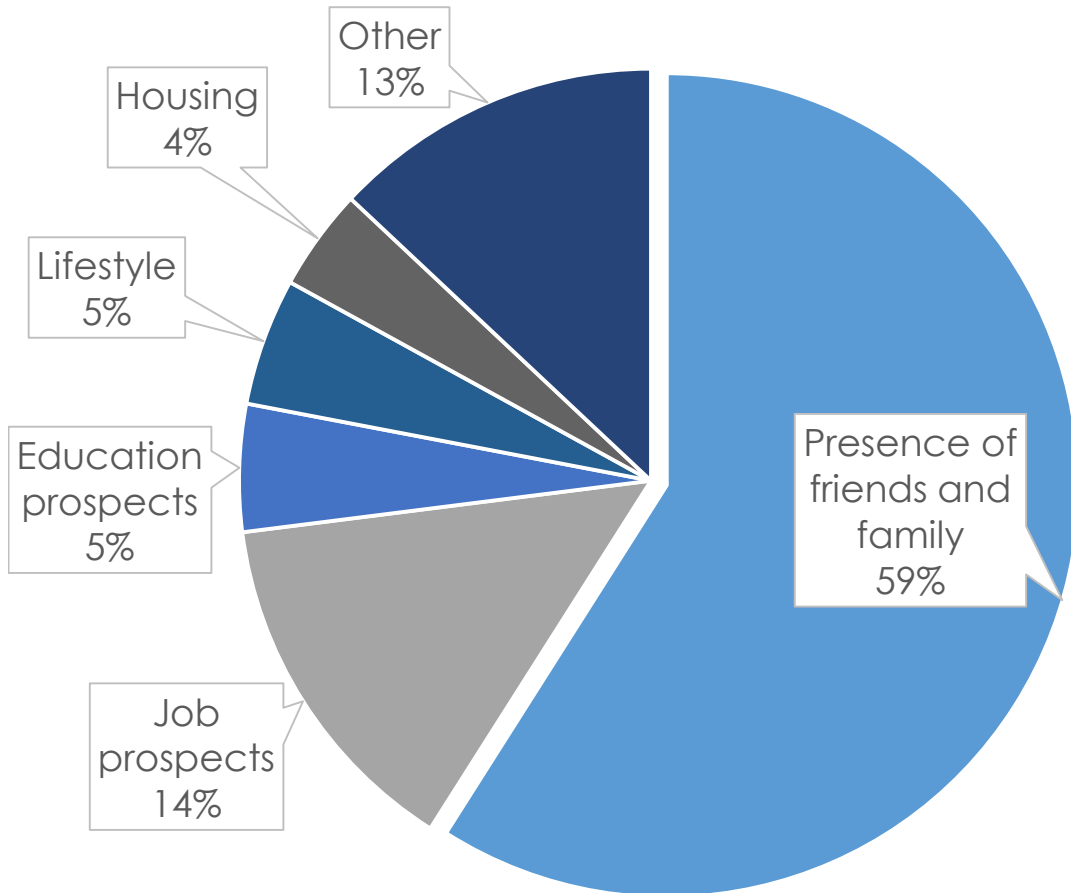


Sources: Jarrod Sundmark, "Labour Market Alignment: Education in the North" Northern Policy Institute, based on Statistics Canada Job Vacancies and Wages Survey, and CUDO/data provided by Colleges; Statistics Canada, National Household Survey, 2011.

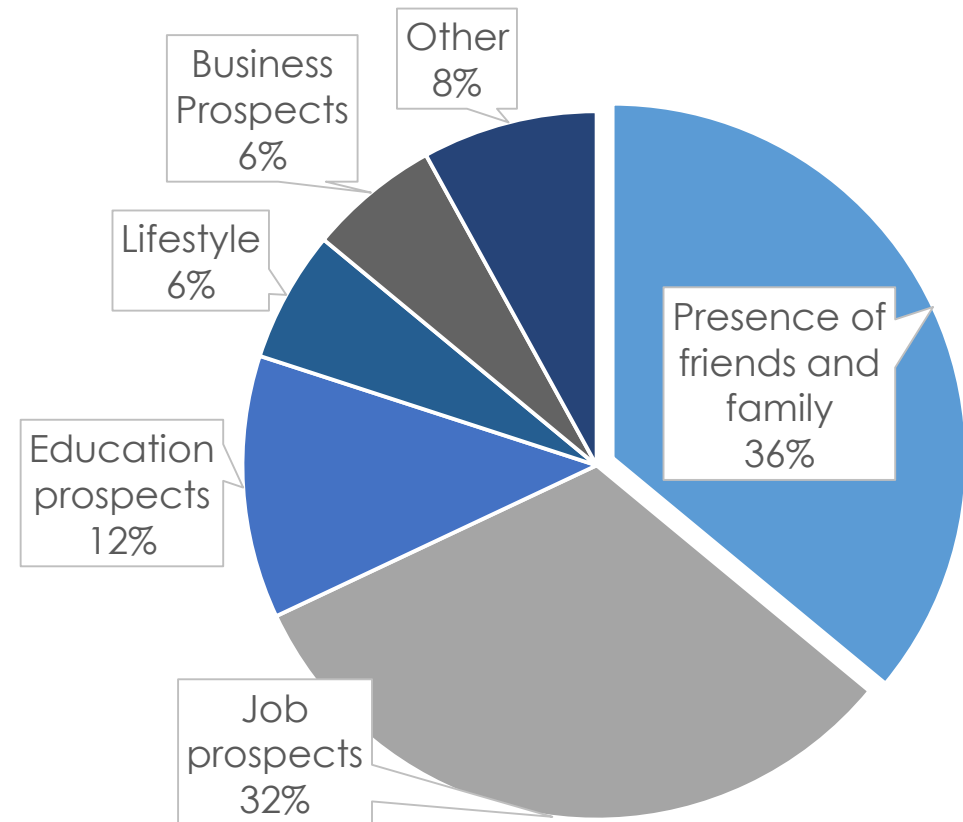
Why do Immigrants move?

For different reasons

PRIMARY REASON FOR CHOOSING DESTINATION (**CMA**)



PRIMARY REASON FOR CHOOSING DESTINATION (**OUTSIDE TMV**)





Recent News in Immigration

What's new for 2018?

Recent News in Migration

The *Ontario Immigration Act, 2015* came into effect January 1, 2018

- For the Ontario Immigrants Nominee Program (OINP), the job offer streams are now a **one stage application process** and no longer require a pre-screen of the employer or position.
- The employer must submit a completed and signed employer form and through this, the employer attests that the OINP criteria has been met.
- The Act also creates a number of penalties for violations of the OINP. For example, penalties include both administrative and monetary up to \$150,000 for each contravention of the OINP and bans from using the OINP.
- **Ideally, with these changes, the process should be easier.**

Recent News in Migration

Ontario announces increased allocation for 2018 OINP

- The OINP is now accepting 6,660 immigrants in 2018 (600 more than the 2017 allocation), making it the largest in Canada.
- The OINP is accepting applications for the following streams: Employer job offers for Foreign Worker, International Student, and In-Demand Skills; Ontario's express entry through human capital priorities, French-speaking skilled worker, and skilled trades; and through the corporate and entrepreneur stream.
- The OINP Notifications of Interest (NOI) will resume:
 - This allows for Ontario to search the federal express entry pool and select candidates in the federal skilled worker class and Canadian experience class for applicants who qualify for the human capital priorities stream.
 - Anyone who receives an NOI interest now has 45 days to submit their application.

Opportunity:

Taking Advantage of the OINP?

Ontario can better utilize the OINP

In 2016, Ontario only selected 3.6% of immigrants through the OINP while the rest of Canada selected 39%

Easier to Use!

With the new changes, the utilization of the OINP should be a more simple process.



Attraction and Retention Strategies

How can Greater Sudbury attract and retain more migrants?

Attraction Strategies

Pre-Migration



Community Driven Immigration Initiative (Morden, Manitoba)

Pilot Project (2012)

- Needs
- Opportunities
- Recruitment
- Attraction plans
- Community input
- Integration
- Support

Marketing Strategies



Program Steps

1. Apply for Pilot
2. Visit Morden
3. Apply for MPNP

Exploratory Visit



Attraction Strategies

Rural communities and growth

A case study done by the Rural Development Institute (Brandon University, 2015)

“Identifying assets and making them the foundation for planning initiatives is more successful than starting a foundation based on problems and perceived deficiencies.”

Asset-Based Approach

- Financial Capital
- Built Capital
- Social Capital
- Human Capital
- Natural Capital
- Cultural Capital
- Political Capital

Growth Strategies

- Retaining / Attracting People
- Retaining / Attracting Businesses
- Tourism
- Regional Cooperation
- Community Capacity
- Health and Well-Being
- Recreation
- Culture

Growing Communities

- Attracting / Retaining people
- Attracting / Retaining Businesses
- Regional Cooperation
- Social Capital
- Political Capital

Declining Communities

- Health and Well-Being
- Recreation
- Culture
- Built assets
- Natural assets
- Cultural capital

Attraction Strategies

A study done by Rural Development Institute:
Examples of Working Initiatives

Retaining/Attracting People

- Annual dinners to welcome new residents;
- International recruitment of immigrants and provision of settlement services;
- Development of housing and housing incentives; and
- Rebranding marketing materials and marketing the community at local, regional, provincial, and national tradeshows.

Retaining/Attracting Businesses

- Main street revitalization;
- Bursaries for students to learn skills and return home;
- Incentive programs to attract customers or support existing local businesses; and
- Low taxes.

Regional Cooperation

- Establishing the cooperation itself;
- Regional strategic planning;
- Regional Economic Assessment Process;
- Business retention and expansion strategy; and
- Overseas immigration recruitment.

Attraction Strategies

Secondary Migration

Greater Sudbury

- Great quality of life.
- Beautiful, safe, and quiet city. Perfect for raising a family!
- Many activities to do in both the winter and the summer.
- Very vibrant and full of social events.
- Close to many national parks – great way to explore Ontario!
- Same amenities as any central city hub.
- Cheaper cost of living.

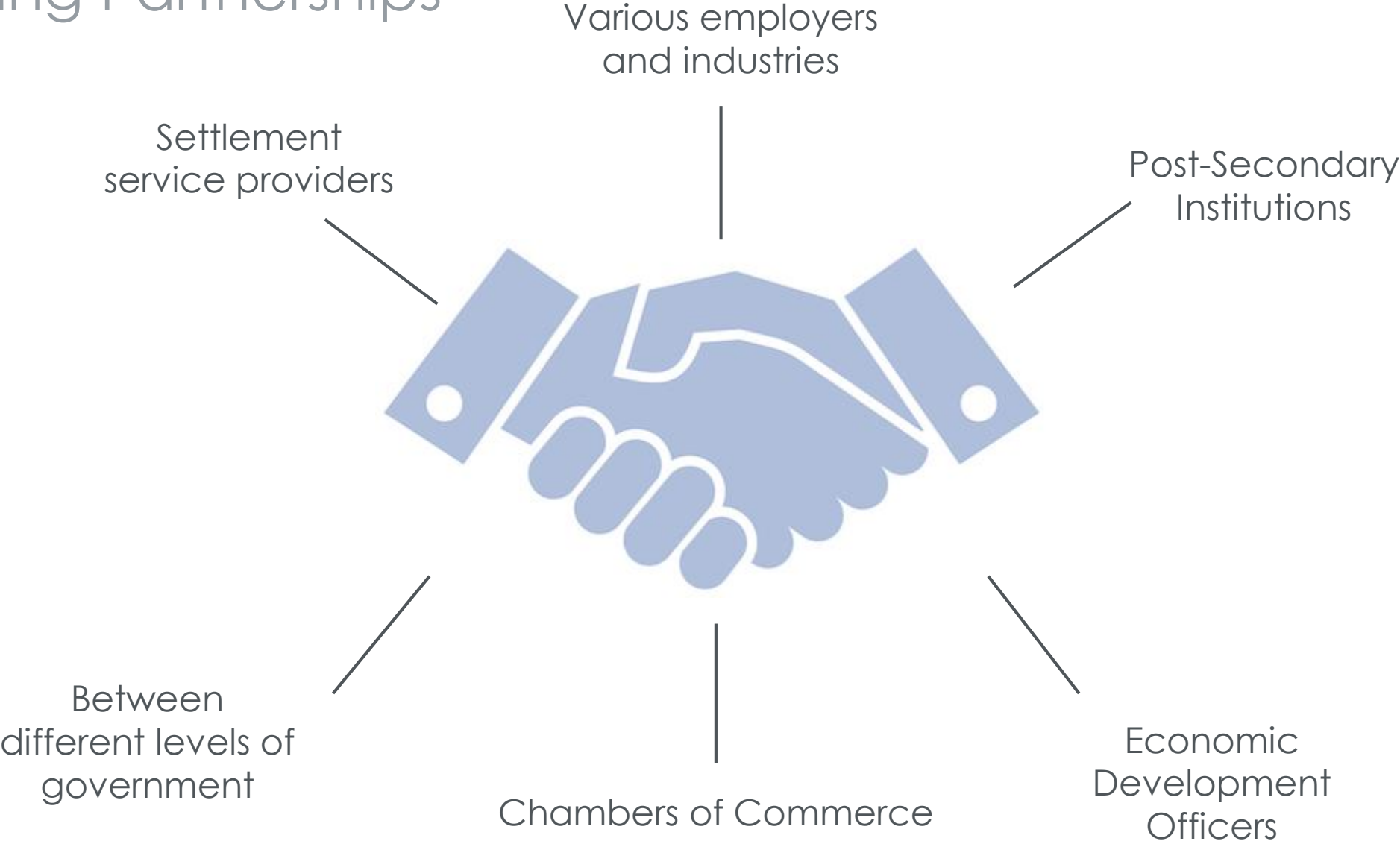


Rural Employment Initiative



Attraction Strategies

Building Partnerships



Retention Strategies

Immigrant Center Inclusion Approach



Retention Strategies

Engaging the Community and Local Businesses

Engaging the Community

- Have town hall meetings to discuss the need for newcomers.
- Involve the community in coming up with attraction and retention ideas.
- Debunk any negative ideologies about newcomers.
- The more involved the community is, the more successful integration and retention will be.



Engaging Local Businesses

- Engage with local businesses to understand their concerns with hiring newcomers and find out what can be done to mitigate these concerns.
- Important to reach out and find out what jobs and skills need to be filled so that the attraction strategy can be targeted. The community, employer, and newcomer will benefit from this.

Conclusion

A targeted and collaborative approach works best when attracting and retaining newcomers.

Strong partnerships between various parties should be made and constant communication is key for success.

Northern Ontario should work together to talk about broader initiatives and join resources.

Discussion Questions

1. How can we apply these attraction and retention strategies in Greater Sudbury?
2. What actors should be involved in the efforts of attracting and retaining newcomers?
3. What can be done to leverage the students in post-secondary institutions?
4. What challenges and opportunities are there currently when looking at attraction and retention strategies in Greater Sudbury?
5. If you had to imagine the perfect pilot program for a northern newcomers strategy, what would that look like?

Thank you. Merci. Miigwetch.

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