

Northern Attraction Series

Research Findings, Policy Options,
and Community Strategies

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Agenda

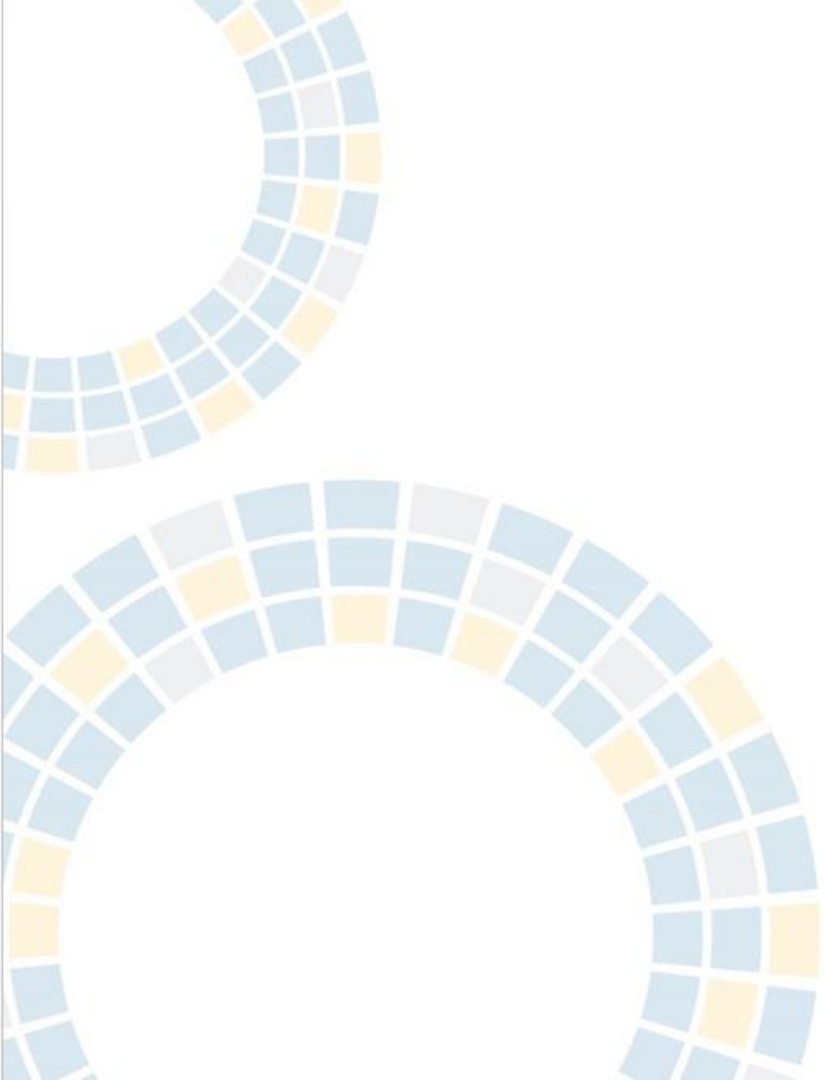
1. Introduction: What is Northern Policy Institute?

1. Why do we need a Northern Newcomer strategy?

1. Research Results:

- a. Regional Approach
- b. Ontario Immigrant Nominee Program (OINP)
- c. Business Community

2. Conclusion



Introduction

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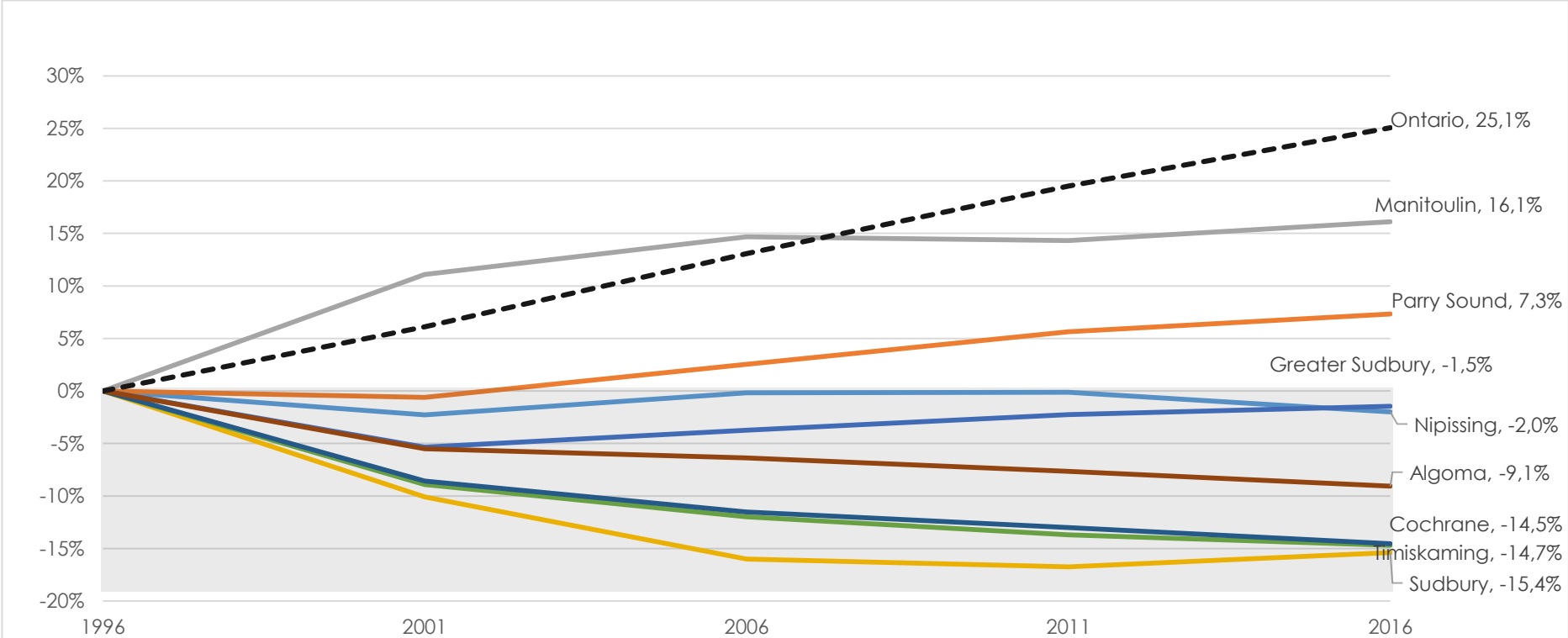
What is Northern Policy Institute?

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

Cumulated Population Growth Since 1996 by District

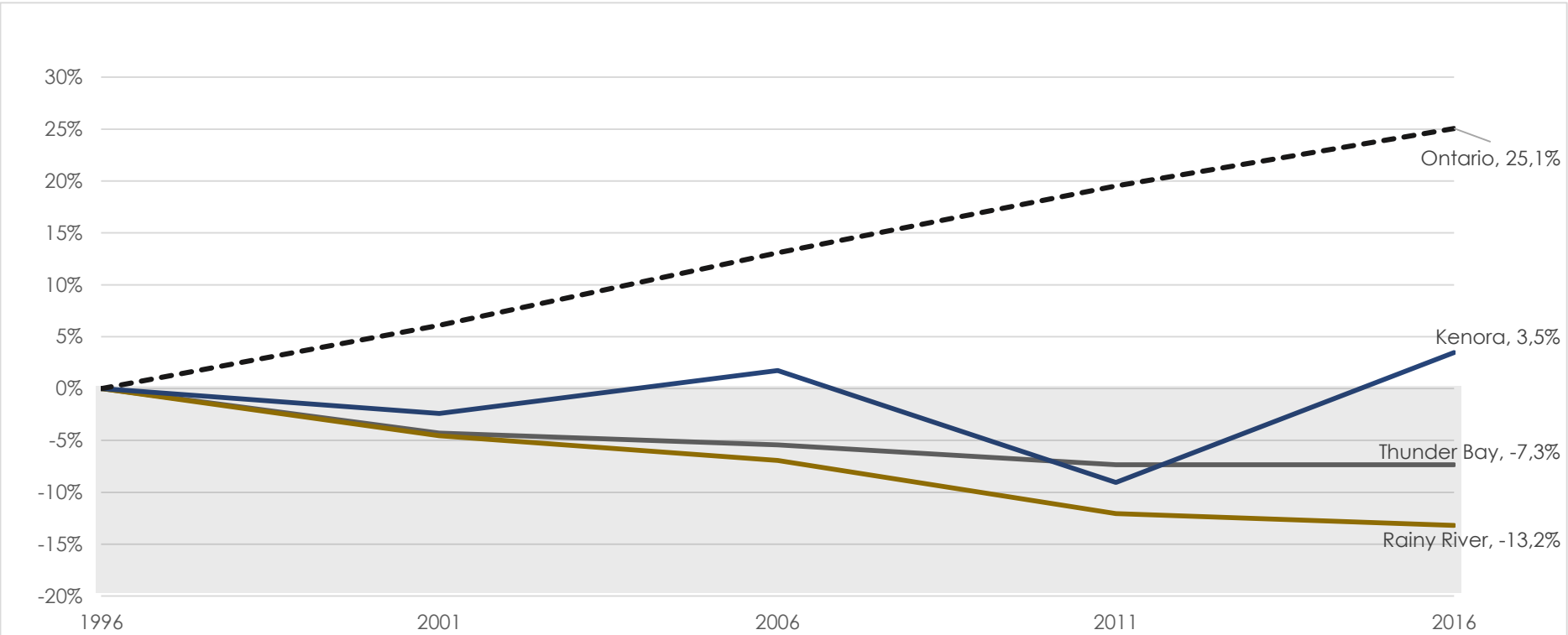
NORTHEASTERN ONTARIO



Source: Statistics Canada, Census, various years

Cumulated Population Growth Since 1996 by District

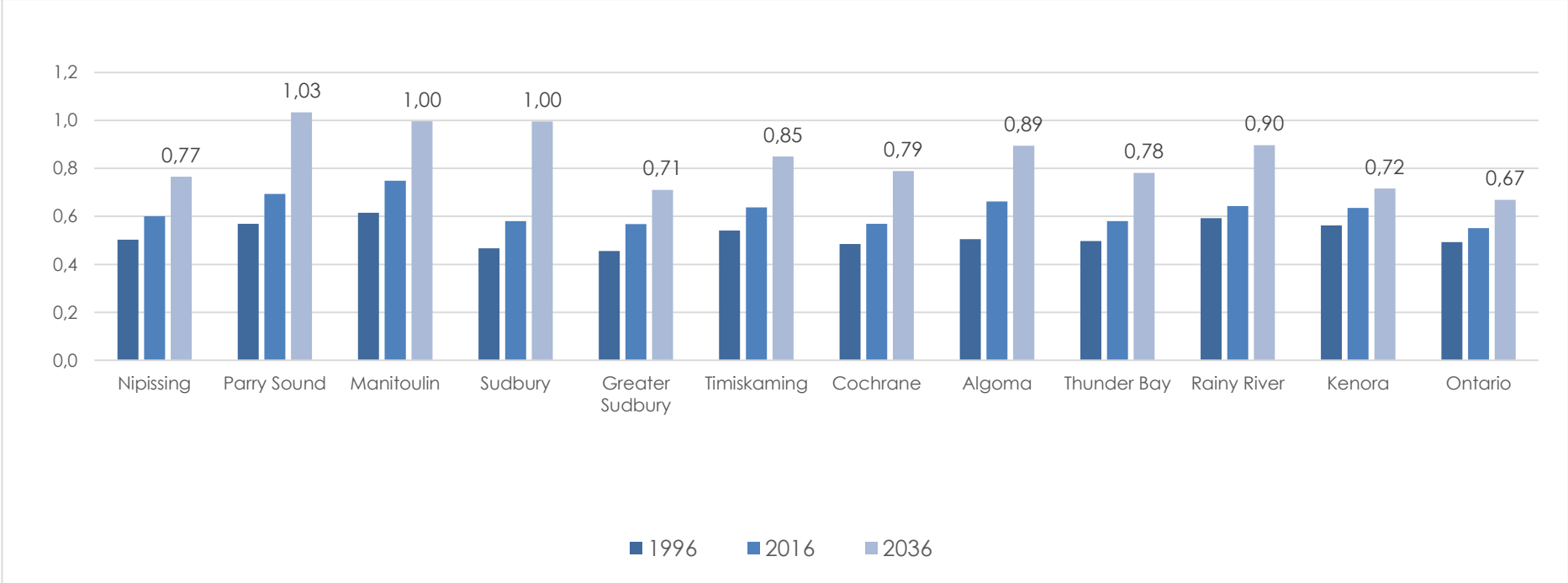
NORTHWESTERN ONTARIO



Source: Statistics Canada, Census, various years

Demographic Dependency Ratio

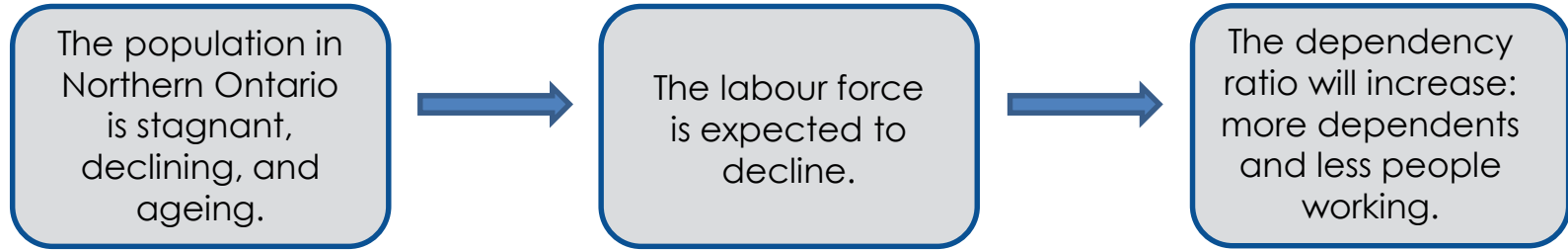
Dependency Ratio for Northern Ontario Districts and Province, 1996-2036



Source: Statistics Canada, Census, various years

Introduction:

Why do we need a Northern Newcomer Strategy?



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

Introduction:

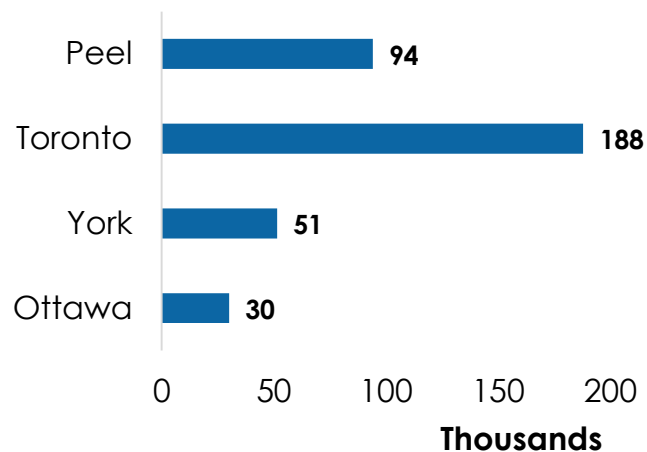
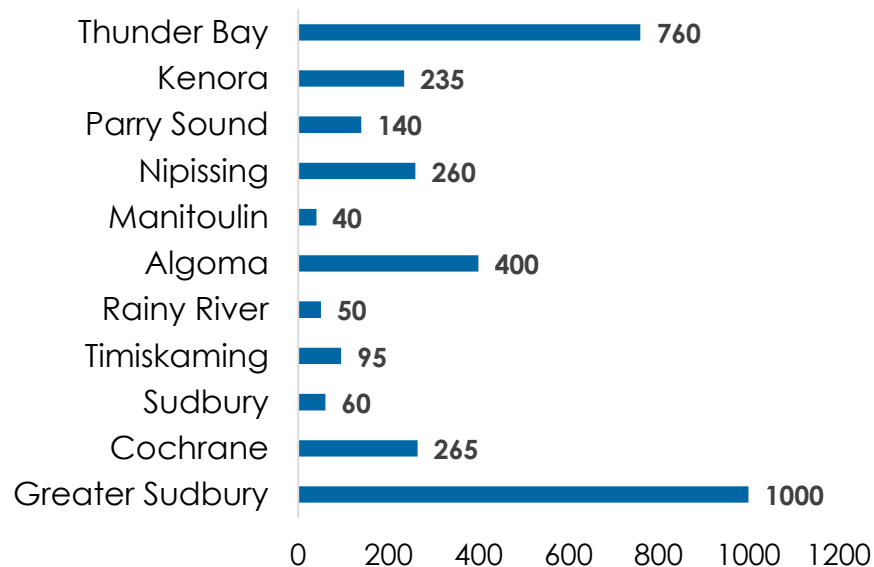
Why a Northern Newcomer Strategy?

ALL of Northern Ontario: 0.7%

VS

4 Southern Ontario Areas: 77%

NUMBER OF IMMIGRANTS, PER DISTRICT, 2011-2016





Research Results

Research Results:

Key players expressed a shared interest for a *collaborative* and *regional approach* to newcomer attraction

Regional Approaches to Immigration:

The Southwest Regional Immigration Committee by Laurie Block,
Rural Development Institute, 2010

Towns in Manitoba:	Community Leaders:	Identified Challenges:
<ul style="list-style-type: none">➤ Virden➤ Melita➤ Boissevain➤ Rivers➤ Souris➤ Pipestone➤ Deloraine	<ul style="list-style-type: none">➤ Economic Development Officers➤ Community Development Corporations➤ City Councilors➤ Manitoba Agricultural, Food and Rural Initiative	<ul style="list-style-type: none">➤ Each community has unique challenges to overcome and goals to achieve➤ Defensive postures or “home turf” issues

Research Results:

Regional Approaches to Immigration:

The Southwest Regional Immigration Committee by Laurie Block,
Rural Development Institute, 2010

1 Prepare for newcomers

2 Raise awareness in your community about any initiative to bring newcomers to increase knowledge base and support

3 Disseminate information through population growth strategies such as recruitment and marketing

4 Tap into existing populations of immigrants and create a “lessons learned” to address any issues for future immigrants

5 Assess the population growth strategies to find out what is working

6 Involve the business community

Research Results:

Regional Approaches to Immigration:

The Southwest Regional Immigration Committee by Laurie Block,
Rural Development Institute, 2010

Town	Population in 2016	Number of Immigrants from 2006 to 2010	Number of Immigrants from 2011 to 2016
Melita	1,042	20	45
Virden	3,322	30	65
Boissevain- Morton	2,353	40	25
Deloraine- Winchester	1,485	10	0
Souris- Glenwood	2,562	0	45
Riverdale	2,133	35	60
Pipestone	1,458	35	20

Source: Statistics Canada, Census Program, 2011 & 2016

Research Results:

The Ontario Immigrant Nominee Program (OINP) does not match Northern Ontario's unique economic challenges.

Comparing “In-Demands” Lists for Manitoba, Saskatchewan, and Ontario

Manitoba	Saskatchewan	Ontario
134 jobs on the list: <ul style="list-style-type: none">• 21 in skill type 0• 39 in skill type A• 74 in skill type B	33 jobs on the list: <ul style="list-style-type: none">• 5 in skill type 0• 10 in skill type A• 18 in skill type B	7 jobs on the list: <ul style="list-style-type: none">• 5 in skill type C• 2 in skill type D

Research Results:

Northwestern Ontario

7 out of 10 jobs based on **number of postings**

Economic Region	Vicinity Jobs Data # postings 2016-2018 (2yrs)	Job description	NOC	Skill Category	Covered by an Ontario immigration stream?
Northwest	953	Registered nurses and registered psychiatric nurses	3012	A	Yes
Northwest	739	Other customer and information services representatives	6552	C	No
Northwest	704	Other sales related occupations	6623	D	No
Northwest	700	Retail and wholesale trade managers	0621	0	Yes
Northwest	662	Retail salespersons	6421	C	No
Northwest	601	Sales and service (unidentified sub-category)	6000	N/A	No
Northwest	467	Home support workers, housekeepers and related occupations	4412	C	No
Northwest	464	General office support workers	1411	C	No
Northwest	447	Licensed practical nurses	3233	B	Yes
Northwest	366	Cashiers	6611	D	No

Research Results:

Northwestern Ontario

5 out of 10 jobs based on vacancies

Economic Region	Canada Job Bank Data # vacancies 2017-2018 (1 yr)	Job description	NOC	Skill Category	Covered by an Ontario immigration stream?
Northwest	177	Home support workers, housekeepers and related occupations	4412	C	No
Northwest	115	Drillers and blasters - surface mining, quarrying and construction	7372	B	Yes
Northwest	57	Food counter attendants, kitchen helpers and related support occupations	6711	D	No
Northwest	57	Other customer and information services representatives	6552	C	No
Northwest	41	Licensed practical nurses	3233	B	Yes
Northwest	38	Cooks	6322	B	Yes
Northwest	33	Social and community service workers	4212	B	Yes
Northwest	31	Registered nurses and registered psychiatric nurses	3012	A	Yes
Northwest	30	Food and beverage servers	6513	C	No
Northwest	29	Retail salespersons	6421	C	No

Research Results:

Northwestern Ontario

7 out of 10 jobs based on longest average posting

Economic Region	Canada Job Bank Data Avg Length (in days) of Posting 2017-2018 (1yr)	Job description	NOC	Skill Category	Covered by an Ontario immigration stream?
Northwest	88	Home child care providers	4411	C	No
Northwest	31	Light duty cleaners	6731	D	No
Northwest	29	Retail salespersons	6421	C	No
Northwest	28	Automotive service technicians, truck and bus mechanics and mechanical repairs	7321	B	Yes
Northwest	28	Education policy researchers, consultants and program officers	4166	A	Yes
Northwest	26	Hotel front desk clerks	6525	C	No
Northwest	26	Customer services representatives - financial institutions	6551	C	No
Northwest	25	Home support workers, housekeepers and related occupations	4412	C	No
Northwest	24	Security guards and related security service occupations	6541	C	No
Northwest	24	Program leaders and instructors in recreation, sport and fitness	5254	B	Yes

Research Results:

Northeastern Ontario

7 out of 10 jobs based on number of postings

Economic Region	Vicinity Jobs Data # postings 2016-2018 (2yrs)	Job description	NOC	Skill Category	Covered by an Ontario immigration stream?
Northeast	1999	Retail salespersons	6421	C	No
Northeast	1496	Other customer and information services representatives	6552	C	No
Northeast	1333	Registered nurses and registered psychiatric nurses	3012	A	Yes
Northeast	1256	Retail and wholesale trade managers	0621	O	Yes
Northeast	1237	Other sales related occupations	6623	D	No
Northeast	1207	Sales and service (unidentified sub-category)	6000	N/A	No
Northeast	1133	Home support workers, housekeepers and related occupations	4412	C	No
Northeast	819	Cooks	6322	B	Yes
Northeast	751	Sales and account representatives - wholesale trade (non-technical)	6411	C	No
Northeast	583	General office support workers	1411	C	No

Research Results:

Northeastern Ontario

7 out of 10 jobs based on vacancies

Economic Region	Canada Job Bank Data # vacancies 2017-2018 (1yr)	Job description	NOC	Skill Category	Covered by an Ontario immigration stream?
Northeast	216	Other sales related occupations	6623	D	No
Northeast	155	Security guards and related security service occupations	6541	C	No
Northeast	135	Dispatchers	1525	C	No
Northeast	133	Early childhood educators and assistants	4214	B	Yes
Northeast	133	Other customer and information services representatives	6552	C	No
Northeast	115	Home support workers, housekeepers and related occupations	4412	C	No
Northeast	89	Food counter attendants, kitchen helpers and related support occupations	6711	D	No
Northeast	89	Cooks	6322	B	Yes
Northeast	78	Heavy-duty equipment mechanics	7312	B	Yes
Northeast	78	Light duty cleaners	6731	D	No

Research Results:

Northeastern Ontario

6 out of 10 jobs based on longest average posting

Economic Region	Canada Job Bank Data Avg Length (in days) of Posting 2017-2018 (1yr)	Job description	NOC	Skill Category	Covered by an Ontario immigration stream?
Northeast	70	Home child care providers	4411	C	No
Northeast	63	Dispatchers	1525	C	No
Northeast	35	Registered nurses and registered psychiatric nurses	3012	A	Yes
Northeast	28	Heavy-duty equipment mechanics	7312	B	Yes
Northeast	28	Customer services representatives - financial institutions	6551	C	No
Northeast	26	Food counter attendants, kitchen helpers and related support occupations	6711	D	No
Northeast	25	Early childhood educators and assistants	4214	B	Yes
Northeast	24	Cooks	6322	B	Yes
Northeast	24	Retail salespersons	6421	C	No
Northeast	24	Material handlers	7452	C	No

Research Results:

In order to break down employment barriers for immigrants and international students, small to medium enterprises need more support.

Option 1:

Dedicate 2 – 4 federal or provincial employees to run workshops or meetings for employers to assist them with navigating the OINP or federal express entry programs to access international talent.

Option 2:

“Train the Trainers”: Local Chambers of Commerce, community volunteers, or economic development officers can be trained to assist businesses in completing paperwork related to accessing OINP programs

Research Results:

In order to break down employment barriers for immigrants and international students, small to medium enterprises need more support.

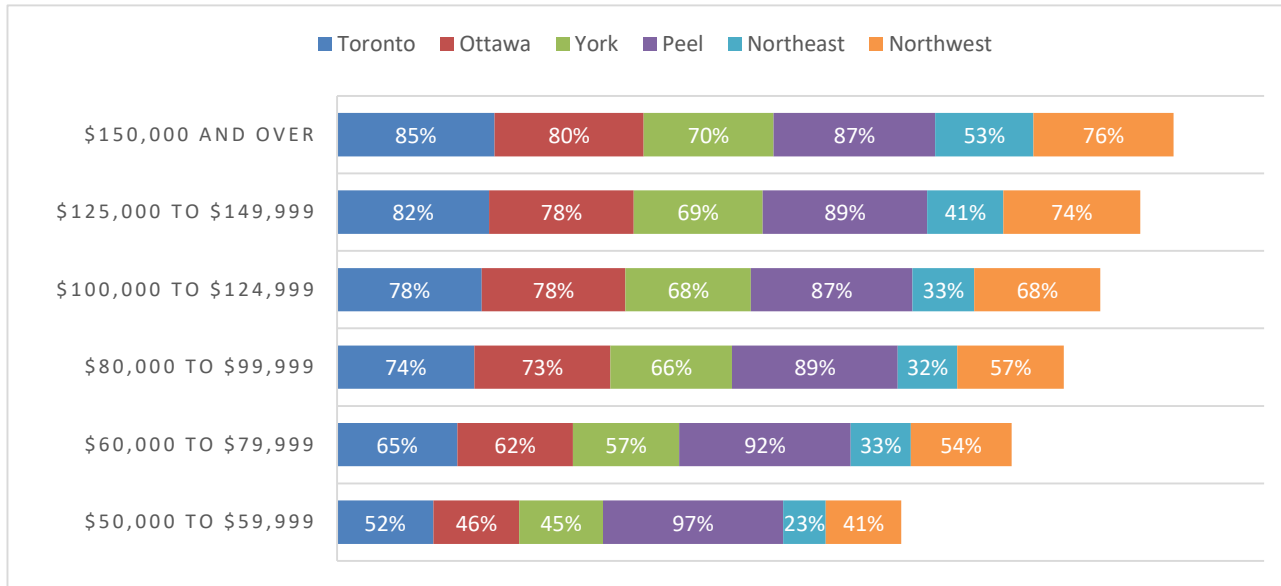
National Connector Program

1. Local immigrant serving organizations and post-secondary career centers refer employment-ready participants (*Connectees*) to the program.
2. Program staff coach the Connectee and match them with a Connector in their field.
 1. The Connector and Connectee meet face-to-face. After the meeting, the Connector links the participant to at least three other people in their business network. Those three people also refer three more people to the Connectee.

Research Results:

There is a need to actively and aggressively market Northern Ontario's strengths, diversity, and potential.

Share of Individuals with a University Level Education, Northern Ontario Districts and Selected Southern Ontario Districts, 2016

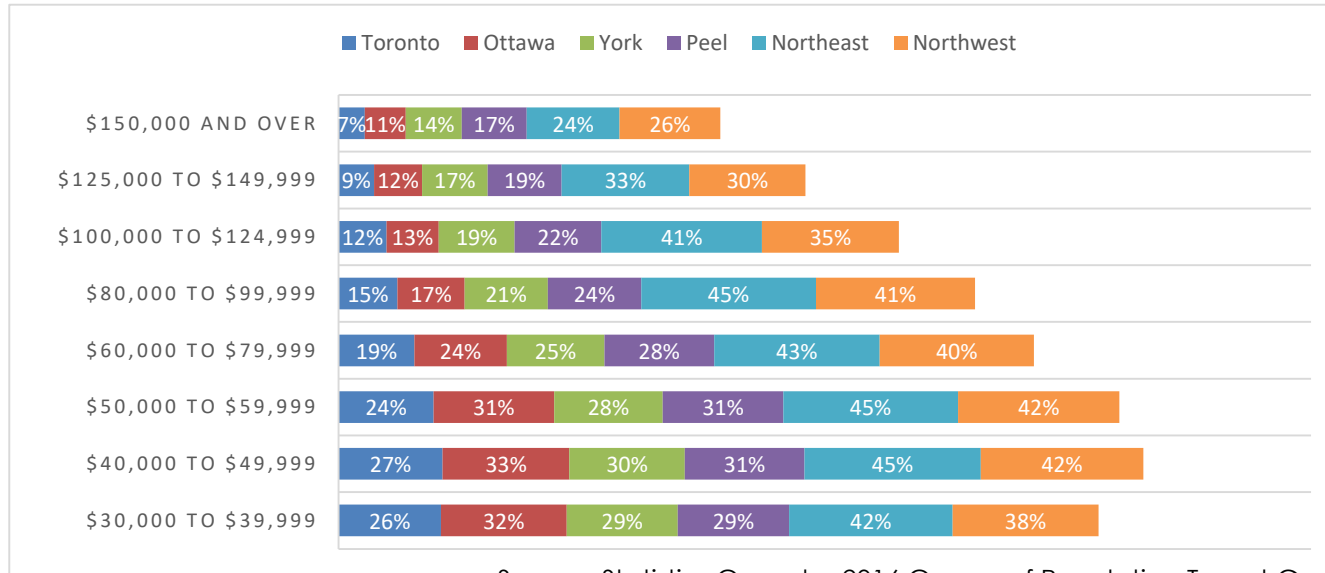


Source: Statistics Canada, 2016 Census of Population Target Group Profile.

Research Results:

There is a need to actively and aggressively market Northern Ontario's strengths, diversity, and potential.

Share of Individuals with a Non-University Certificate or Diploma, Northern Ontario Districts and Selected Southern Ontario Districts, 2016



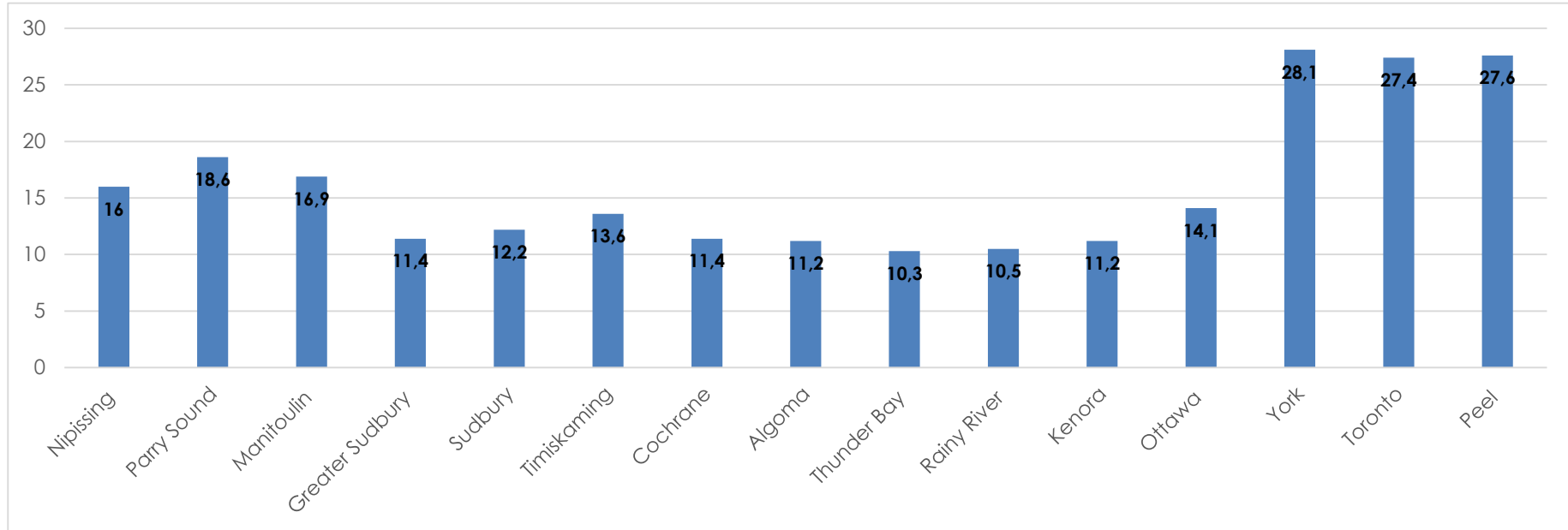
Those with a non-university certificate or diploma earn more money in Northern Ontario.

Source: Statistics Canada, 2016 Census of Population Target Group Profile.

Research Results:

Households that spent 30 per cent or more of their income on shelter costs is almost double in in York Region, Toronto, and Peel Region than in Northern Ontario

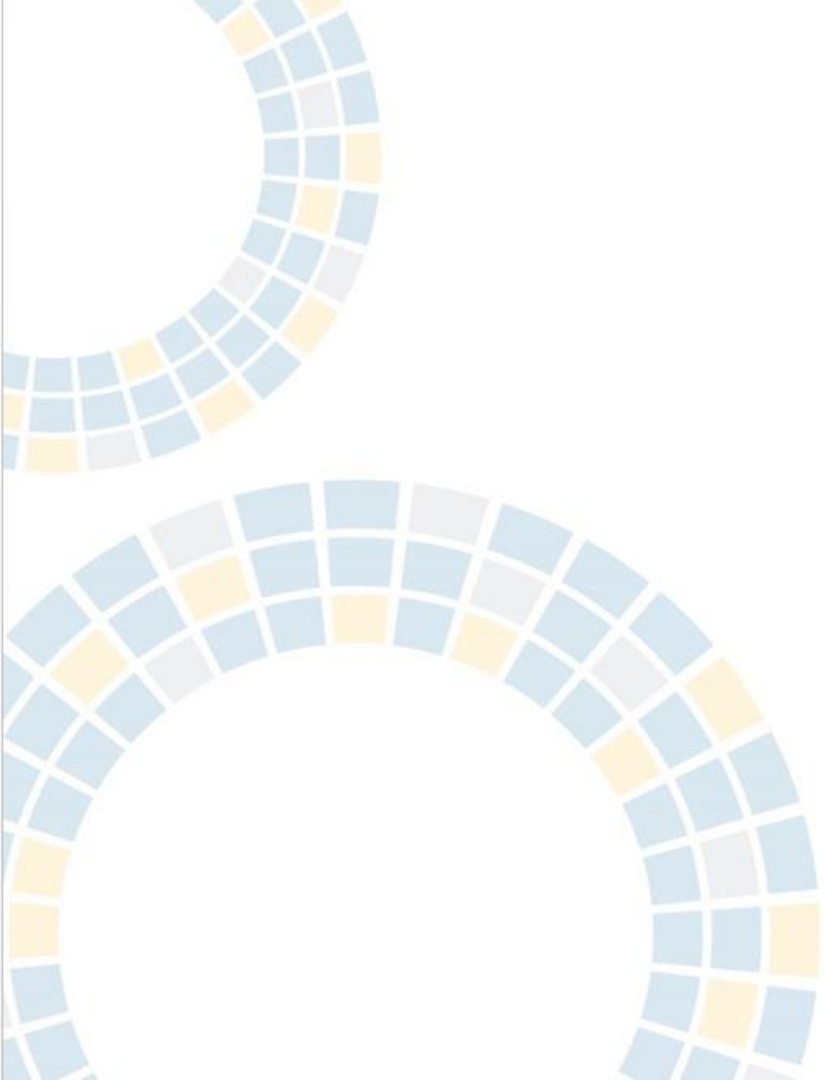
Share of Owner Households Spending 30 per cent or More of Their Income on Shelter Costs, Northern Ontario Districts and Selected Southern Ontario Districts



Research Results:

There is a need to actively and aggressively market Northern Ontario's strengths, diversity, and potential.





Conclusion

Conclusion:

The suggested strategies are meant to *add* to the great work already taking place in the region to attract and retain newcomers.

- Northwestern Immigration Portal: “Talk Too” chat function
- Thunder Bay Multicultural Association: Online language classes and settlement services
- Post-Secondary Institutions: Professions North, immigration advisors, training programs, and international agents
- International Recruitment Fairs
- Secondary Migration
- Official Languages Action Plan: Enhance Francophone minority communities through immigration

Next Steps:

Rural and Northern Immigration Pilot

To be eligible to participate, your community must:

- Be located in Western Canada, Ontario, or three territories
- Demonstrate community readiness for newcomers
- Have a population of 50,000 or less and be located at least 75km from the core of a Census Metropolitan Area

OR

- Up to 200,000 people and be considered remote from other larger cities (remoteness index equal to, or greater than 0.25)

Thank you. Merci. Miigwetch. Marci.

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