Rural Demographics & Immigration in Canada

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Presentation Overview

- Rural & Small Town (RST) Demographics – national & provincial snapshots
- Demographic Challenges
- Rural Immigration as a Response
- Rural Immigration in Manitoba (MB)
- Illustrative Case – Brandon, MB
- Labour Shortage Strategies – Temporary Foreign Workers
- Impacts for the Community
- Requirements for Successful Settlement & Retention
RST Demographics in Canada

- Population in RSTs grew by 1.0% between 2001 - 2006, and declined by 0.4% between 1996 – 2001.

- Canadians living in rural areas:

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<th>2006</th>
<th>2001</th>
<th>1996</th>
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<td></td>
<td>20%</td>
<td>20.6%</td>
<td>22.1%</td>
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- About 2/3 lived in areas strongly or moderately influenced by a major metropolitan area.
Provincial Snapshots

Percentage of provincial population living in RSTs, in 2006:

- 14.9% of Ontario's population;
- 28.5% of Manitoba's population;
- 42.2% of Newfoundland and Labrador's population and;
- 56.6% of Nunavut's population.
Proximity to Urban Centres Impacts Growth

- Population change between 2001 – 2006:
  RSTs near urban centres = ↑ 4.7%.
  RSTs in remote areas, farther from urban centres = ↓ 0.1%.

- Of the 25 fastest-growing RSTs since 2001, 14 are located less than 50 kilometres from Montréal, Toronto or Vancouver.
Rural Demographics: The Changing Face of Rural?

- Rural areas are competitive in attracting young adults (when close to cities) and early retirees.
- Youth out-migration and skill shortages
- Aboriginal population is an important growth factor.
- RSTs’ growth is increasingly dependent on proximity to metropolitan centres.
Immigration as a Response to Demographic Challenges

- Address declining populations
- Revitalize and diversify rural communities
- Community economic development strategy
- Attract higher skilled workers
Immigration in Canada

- 2/3 of Canada’s population growth is attributed to immigration.
- In 2006, Canada admitted 252,000 immigrants.
- 2006: foreign-born proportion of Canada’s population highest in 75 years.
- Canada’s proportion (19.8%) of foreign-born second only to Australia (22.2%).
Immigration to Canada is an Uneven & Urban Phenomenon

Of recent immigrants:

- More than 4/5 settled in Ontario, BC, or Quebec.
- 97.2% resided in metropolitan areas, compared to 77.5% of the total Canadian population.
- 68.9% lived in Toronto, Vancouver, or Montreal.
- 2006: 2.8% of recent immigrants to Canada lived in rural areas.
Immigration in Manitoba

- 2007: Manitoba received 10,955 newcomers (4.6% of total immigration to Canada).
- 4th highest percentage of foreign-born population amongst provinces.
- Aggressive immigration strategy – increase annual targets to 20,000 over the next decade.
- 70% of Manitoba’s immigrants are Provincial Nominees (PNs).
Top Regional Destinations (MB)

- Winkler: 36%
- Brandon: 18%
- Steinbach: 6%
- Morden: 2%
- Rheinland: 2%
- Thompson: 2%
- Portage la Prairie: 1%
- St. Anne: 1%
- Altona: 1%
- Selkirk: 1%
- Virden: 1%
Illustrative Case: Brandon, MB

Population = 41,511 (2006 Statistics Canada Census)
Strategies to Address Labour & Skill Shortages

- Local, national, and international recruitment
- Low-Skilled Temporary Foreign Worker (TFW) Program
- Provincial Nominee Program (PNP)
- City of Brandon support for addressing labour market needs
Low-Skilled TFW Program

- Employer-driven demand for labour.
- Maple Leaf Foods (MLF) is the largest manufacturer in Brandon.
- MLF began international recruitment in 2002.
- 939 international recruits currently work at the MLF plant.
- Family reunification is increasing the number of newcomers to the community.
Estimated TFW & Family Arrivals

Year:
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011

Total TFW Arrivals (Stock)

Actual & Anticipated TFW & Family Arrivals (Stock)
Population Projections


Population Projections

Brandon
Projection 1
Projection 2
Projection 3
Impacts for Brandon & area

- Regional and local economic development
- Local infrastructure development
- Address demographic challenges and labour shortages
- Service providers are overburdened.
- Increasing community diversity
- Rapid demographic change impacts and challenges rural municipal governments and service providers.
Impediments & Challenges in Rural Immigration Initiatives

- Willingness
- Visibility
- Capacity
- Social Cohesion
- Information/Expectations
- Dynamics of Attraction
- Employment/Entrepreneurship
- Isolation
Addressing Issues/Challenges: The Role of Research, Policy, & Practice

RESPONDS

INFORMS

POLICY

INFORMS

IMMIGRANT PERSPECTIVE

INFORMS

RESEARCH

INFORMS

PRACTICE/COMMUNITY

RESPONDS
Requirements for Successful Settlement & Retention

- Create and deliver a community orientation and settlement strategy
- Communication and information sharing amongst stakeholders regarding numbers of arrivals (TFWs and families).
- Plan proactively and community ‘readiness’
- Ensure a welcoming community
For Additional Information:

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